

# The TALKING MACHINE WORLD

For the  
makers &  
sellers of  
talking  
machines

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



*The best-known trade-mark in the world*

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

**L**ET the people's response to the Fourth Liberty Loan express the measure of their devotion to the ideals which have guided the country from its discovery until now, and of their determined purpose to defend them and guarantee their triumph."

—Woodrow Wilson

Only your conscience knows whether you have bought all the Liberty Bonds you can.

Have you?

This advertisement contributed by

THE INSTRUMENT OF QUALITY  
**Sonora**  
CLEAR AS A BELL 

The Highest Class Talking Machine in the World

# The Talking Machine World

Vol. 14. No. 10

New York, October 15, 1918

Price Twenty-five Cents

## TRADE SHOULD FIGHT NEW FLOOR TAX OF 10 PER CENT.

Clause in New Revenue Bill, Which Is Now Before the Senate, Works a Hardship to Dealers, and They Should File Protests With Their Senators at Once

Talking machine merchants generally, it appears, in perusing the clauses of the new War Revenue bill recently passed by the House of Representatives and now before the Senate for consideration, took it for granted that the 10 per cent. on the manufacturer's price on talking machines and records, as provided for in Section 900, would be all the tax of that nature they would be called upon to bear. By reading along to Section 909 of the same bill, however, it is found that upon all such articles, other than second-hand articles, enumerated in Section 900, and upon which no tax was imposed under the War Revenue Act of 1917, a special floor tax of 10 per cent. is to be levied and paid by those persons in whose possession the goods are held at the time the bill becomes a law. In other words, on every talking machine, pipe organ, piano, music roll and record in his store, when the new act becomes operative, the merchant must pay a tax of 10 per cent. on the cost price.

The unfairness of the clause lies in the fact that in the case of talking machines, piano players, music rolls and records the dealer has been called upon to pay indirectly and to the manufacturer a tax of 3 per cent. on the manufacturer's price as provided for in the Revenue Act of 1917. In other words, through ordering early and getting the goods into his store he will be forced, if the section is included in the final law, to pay an additional 10 per cent. tax,

or 13 per cent. in all as against a flat tax of 10 per cent. on the manufacturer's price should he order after the law becomes operative. There is no provision made apparently for paying the difference between the two taxes, as provided for in the case of tobacco and other articles which have been taxed.

By referring to Sections 600 and 602 of the Revenue Act of 1917, it appears that the framers of the new bill feel conscious that they overlooked a bet in the 1917 measure by not placing a floor tax on retail stocks, and seek to remedy the situation in their own point of view in the new measure.

The 1917 law, as is generally known, provided for the collection of a floor tax amounting to half the regular tax, or 1½ per cent. only upon talking machines, etc., in the hands of wholesalers, thereby leaving the retailer tax free.

It would be well for those retailers with large interests at stake to file protests as individuals with their respective Senatorial representatives, pointing out particularly the fact that they apparently will be penalized under the new law to the extent of a 3 per cent. tax at least, through the fact that in order to relieve the manufacturing and transportation situation they ordered early, and have carried as much stock as they could get hold of for several months in order to meet the coming demand with as little confusion as possible.

## VILE CONSPIRACY UNEARTHED

How Silas Bent Proposes to Bring the Melodies of Tree-Toads to Harlem

One of the most entertaining columns of the New York Evening Sun is that conducted by Don Marquis, whose correspondents are always presenting startling thoughts that stimulate the mentality of readers. For instance, Silas Bent, an old friend of the column, who just returned from a sojourn among those familiar "birds" of New Jersey, whose song may be termed a bite and whose buzzing is like a war plane in full action, pours forth his soul like this in a recent issue:

"Sir: The idea came to me while spending a night at Haworth. I reflected then, as I had reflected often before, that the chief soporific in country life is the song of the tree-toads at bedtime; and in a flash, just like that! it occurred to me that the city dweller could as easily as not have this vocal narcotic if only some one would found a tree-toad farm and train the beasts to sing on window ledges. This, you must admit, was a master stroke, but it was to be still further improved. Why not make a phonograph record of the tree-toad chorus? Then one could have all the somnolent witchery of Haworth in any Harlem flat. The process greatly reduces the tree-toad overhead, if you get what I mean, and makes the serenade available for every home. It puts the kibosh on commuting. It strips concrete and asphalt of their horrors and brings the verdant voices of the countryside to the city of dreadful night. Is it not a world-shaking idea?"

This is reproduced in The Talking Machine World simply because of its very "original" and "striking" idea of bringing the "joys" of suburban life to Harlemites via the talking machine record. Harlemites are to be heard from.

John A. Hofheimer has recently taken charge of the Victrola department of the Dry-Block Mercantile Co., in Memphis, Tenn., having formerly occupied a similar position with B. Lowenstein & Bro. in the same city.

## CONCERTS FOR THE CHILDREN

How the Youngsters of Colorado Springs Enjoy Their Open Air Pleasures Through Aid of the Victrola—Conveys Value of Music

COLORADO SPRINGS, COLO., October 3.—An interesting event recently in this city was the Victrola concert given at Prospect Lake playground by J. D. Falkenburg, manager of the Victrola department of the Knight-Campbell Music Co., which, judging from the picture herewith, demonstrates the interest that is taken by children in concerts of this character. Victrolas have



Victrola Entertains Kiddies

been installed in all the public schools of Colorado Springs, and Mr. Falkenburg has started a campaign to furnish music for the kiddies in the local playgrounds. Mr. Falkenburg, by the way, may be seen standing by the side of the Victrola in the picture. The affair was attended by a large number of children, who insisted on hearing their favorite tunes over and over again.

## DISTRIBUTION OF MUSIC A VITAL PATRIOTIC ACTIVITY

Music as a Factor in Maintaining the Morale of the Nation and in Stimulating Activity in War, Emphasized by J. I. Carroll, Manager of Sales of the Emerson Phonograph Co.

War draws upon many sources for its successful prosecution. It is fought behind the lines vigorously, while men battle valiantly at the front.

All thinking men concede that it matters little how bravely men may fight, if the "morale" of the people at home is not kept at full strength the glorious sacrifice of the loyal sons in the trenches is dangerously impaired, if not entirely nullified.

In the public press we read much of the fast ebbing "morale" not alone among the troops of the enemy, but more particularly among their folks at home. Right now in certain of these countries the Allies see impending the collapse of the armies battling for their respective sovereigns, because of serious disturbances among their people at home—the destruction resulting from lack of moral support.

It is agreed by military authorities that moral support by those at home is of the very utmost importance; absolutely essential to ultimate victory; then:

That which will best encourage the continued and unflagging "morale" of the people is a patriotic influence which must not for an instant be allowed to diminish in the minutest degree.

What will produce that electrifying effect that ever cheers, pleases and stimulates? There is one answer all will agree on—music.

Witness the hundreds of thousands of boys who have marched away from homes of comfort and love. Note their firm, manly steps, their erect bodies, swinging stride and smiling faces—and yet they are off to battle in a cruel, trying war; and still they are happy. No depression among them, nor among the thousands of mothers, fathers, brothers, sisters, sweethearts and friends. How do we explain it? Simply by the mysterious and undeniable power of music. They are inspired by the playing of the bands that lead them.

Nothing is so soothing, comforting and in-

spiriting as the strains of sweet music. It crowds sadness from the threshold, dispels gloom and distress and fills the soul with joy and hope.

Songs bring messages of affection, bravery and success. They arouse the finest spirit of fortitude and patriotism. Throughout the land they spread the gospel of liberty, and plant deep in the hearts of men and women, old and young, patience, courage, loyalty and the indomitable purpose of victory. The influence of song penetrates to the trenches themselves, and is welcomed eagerly by our wonderful boys there.

So, I say, give the people and the boys music; happy, lively, cheerful and soulful music. Keep them in good humor. Never let them for a moment at home or abroad give way to feelings of dejection. Under all and every circumstance hold up firmly and unflinchingly the "morale" of the people and the troops. Music will do it.

Every man who aids in the preparation and distribution of music is doing a patriotic work of great force and value.

## MAKE DISPLAYS AT READING FAIR

READING, PA., October 4.—Several styles of talking machines were in evidence at the annual fair recently held in this city. The Metropolitan Phonograph Co. had a fine display and gave concerts at frequent intervals, while Arthur Wittich, the well-known piano dealer, had a very fine display of talking machines and pianos. They report many sales. The fair was attended by an enormous crowd from eastern Pennsylvania.

## TO HANDLE THE AEOLIAN-VOCALION

The Griswold, Richmond & Glock Co., of Meriden, Conn., have made arrangements to represent the Aeolian-Vocalion phonograph, which is manufactured in that city. Arrangements are being made to give a series of free concerts at the company's store on West Main street.

# A House-to-House Selling Campaign That Brought the Desired Results at a Low Cost

Methods of getting business that are successful are always interesting. R. L. Tamplin, the Columbia dealer at Windsor, Ont., tells how he operated a campaign of house-to-house calls that brought direct business at a minimum cost and that also netted him a live list of prospects. In his own words the plan is described as follows:

"A letter (reproduced below), together with the current record supplement and four records, were enclosed in the usual record container, and a start was made in the first street on the outskirts of the city. The distributor was instructed to first inquire if any instrument was in the house; if the answer was 'Yes,' a parcel was left with a few courteous words; if 'No,' a Grafonola catalog was left and a short talk given on the merits of the Columbia. No attempt to sell was made by the distributor—that part was left for the follow-up man. The name of anyone at all interested was obtained, both of machine owners and non-machine owners. The first point is important, it being a well-known fact that human nature in the mass is flattered by the implied importance of being known by name. On the following day I personally called to collect the records, not forgetting to address them by name. In practically every case I was invited in, and was able to interest them in my store and impress its location upon them. Even when no sale was made, by unflinching courtesy I made every effort to leave a favorable impression.

"The results of a month's trial of the scheme are as follows: First, an inventory for mailing purposes of every owner in the portion of the city worked, together with the tremendous future business possibilities of the personal touch. Second, \$832 of merchandise actually sold at a cost approximately of \$55.40 for distribution. Third, enough machine prospects to keep me employed for quite a little while. One other point is of interest—600 records were used in exploiting the scheme, and six only were damaged or apparently rendered unsalable. The returned records were carefully examined each day, cleaned and sent out again. The letters and containers also, if clean, were used over and over, thus keeping down the overhead."

The letter enclosed by Mr. Tamplin was as follows:

"Dear Sir or Madam: There can be no ques-

tion that more music is needed at this time. It is an indispensable food and tonic for your spirits. It is the greatest influence in the educational world. It enriches our whole lives. We are enthusiastic about Columbia records and anxious to have you hear them and judge them. Will you play the enclosed selections on your instrument? The records selected from

## LARGER QUARTERS IN MACON, GA.

Williams-Guttenberger Music Co. Hold Formal Opening of Remodeled Store in That City

MACON, GA., October 2.—The Williams-Guttenberger Music Co. recently held a formal opening of their enlarged quarters at 168 Cotton avenue, this city, and celebrated the occasion in a most fitting manner. The company spent some thousands of dollars in enlarging and improving its store, and the result made an



New Home of Williams-Guttenberger Co.

excellent impression upon those who attended the opening.

The store has two entrances, each on a live street, one being at 168 Cotton avenue, and the other at 365 Second street. The store is 150 feet long by 19 feet wide, giving plenty of room for seven record demonstrating booths, a player roll booth, offices, telephone booth, etc. A balcony provides room for the main offices, and also display space for about twenty pianos, while the piano salesrooms proper are on the second floor. The company takes full advantage of display facilities offered by four large windows, two on each street.

The main floor, as indicated by the accompanying picture, is given over chiefly to the talk-

ing machine department, which is under the management of H. P. West, who reports a steady increase in business.

The officers of the company are: F. W. Williams, president; F. E. Williams, vice-president; C. N. Guttenberger, vice-president, and R. H. Williams, secretary and general manager. The progress made by the company is indicated by the fact that the staff has been increased from five to fourteen people within the short space of two years.

## A HINT FOR NEXT SUMMER

Edison Dealer Used Novel Means of Attracting Attention This Past Summer

Arthur McPherson, of Bridgeton, N. J., knows how to make capital out of the romance of water and canoes and music on a summer night. He puts an Edison Army and Navy Model in the bow of a skiff and pilots it skilfully around the Bridgeton raceway, playing dreamy melodies. He is sure of a sympathetic audience, especially on moonlight nights. And he has taken care that his fellow-townsmen know the source of the romantic strains which float out over the waters to the listeners drifting about in canoes on the still water of the lake.

Is there a lake or river near your town? Try this plan next summer.

## ENTERS THE SERVICE OF UNCLE SAM

L. A. Murray, of the L. A. Murray Co., Davenport, Ia., has just left for Camp Forrest. Mr. Murray conducts an exclusive Victor store in the Harned & Von Maur department store and the management is left in the hands of his sister, Miss Dorothy Murray.

"Reputation makes profit," therefore for reputation's sake handle goods of quality and reputation.

# THE FOUNDATION IS RIGHT

Conditions have changed and are changing, but the principles back of the DITSON SERVICE remain steadfast.

The Victor dealer is entitled to the best service we can give him, and he gets it without qualification and regardless of conditions.

*There's a Human Touch to Ditson Service That is Particularly Valuable Just Now*

Oliver Ditson Co.  
BOSTON

Victor Exclusively

Chas. H. Ditson & Co.  
NEW YORK

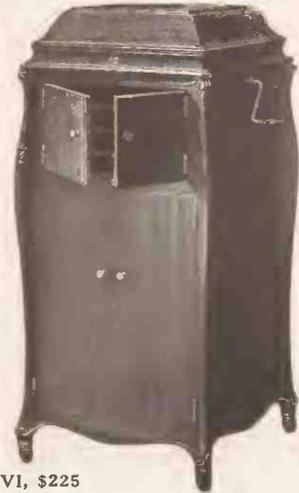
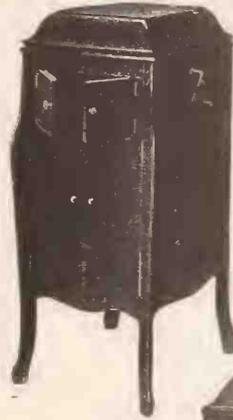
Victrola IV-A, \$22.50  
Oak



Victrola VIII-A, \$50  
Oak



Victrola X-A, \$90  
Mahogany or oak



Victrola XVI, \$225  
Victrola XVI, electric, \$282.50,  
Mahogany or oak

## "Will there be a Victrola in your home this Christmas?"

That is the question which will again be put before the entire country through Victor advertising.

That is the question which is going to be settled in thousands of homes—and settled to your satisfaction.

So don't lose sight of the value to you of the Victor holiday advertising and "Will there be a Victrola in your home this Christmas?"

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers

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

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

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



### Victor Wholesalers

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

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

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

## AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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

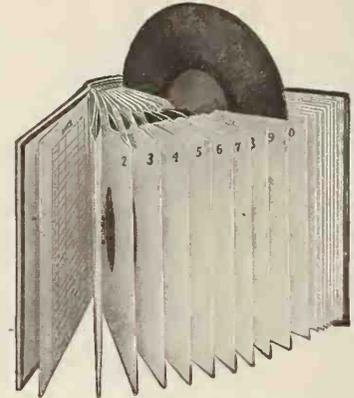


### MAKING THEIR SELECTION

*Illustrating the daily actual usage of the Album, the most convenient and satisfactory record filing system extant.*

### THE ALBUM

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



### THE PERFECT PLAN

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

### A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

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

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

## COLORADO SPRINGS IDEAL CITY FOR TALKING MACHINES

At Least So the Dealers Declare—Tourist Business Keeps Up Well—New Edison Shop Piling Up Sales Total—J. D. Falkenburg in Charge of Knight-Campbell Department

COLORADO SPRINGS, COLO., October 1.—Marked activity was noted on all sides in the talking machine trade in Colorado Springs the past summer. The tourist season was a very good one despite the high rates for railroad fare and the fact that transportation facilities were not as good as in former seasons. However, all of the talking machine dealers commented on the fact that their trade was good and that their customers were gradually increasing. J. D. Falkenburg, manager of the Victrola department of the Knight-Campbell Music Co., said: "We find that this has been one of our busiest seasons and that our sales of Victrolas and Victor records have shown a marked increase over the summer season of 1917." Mr. Falkenburg was formerly located at Albuquerque, N. M., and is now taking the place of Lieut. Davis Allen, who is in the United States service. Mr. Falkenburg is very enthusiastic over the Victor school room system of educational work and stated that Victrolas had been installed in all of the schools of the city and that he was directing the attention of the public to the use

of Victrolas in the public playgrounds, having given a series of Victrola concerts which were keenly enjoyed by the little folks. Miss Mary M. Burnap is the able assistant to Mr. Falkenburg.

Mrs. E. C. Paster maintains an exclusive shop for Victrolas at 22 East Kiowa street, and stated to The World representative that "Colorado Springs was an ideal town for the Victrola." Her demonstration rooms are attractively fitted up. She is a great believer in judicious advertising and has excellent results from it.

J. D. Hiltbrand and the Hext Music Co. also handle the Victrola and inquiries there elicited the information that sales were brisk.

The Grafonola Shop, under the management of Alexander McIntosh, located at 21 East Kiowa street, is admirably fitted up with a number of demonstration rooms and show-rooms for the display of the Columbia products. Mr. McIntosh is very sanguine regarding the future of the Grafonola in Colorado Springs and is anticipating a good fall and winter trade. The New Edison Shop is located on Pikes

Peak avenue within easy access of the business center of the city. Kenneth and Lieut. H. M. Wyckoff are the proprietors. The latter is now with the colors. Kenneth Wyckoff stated that the firm was building up a large and constantly increasing trade and incidentally mentioned that over \$20,000 worth of sales had been made since the shop had been opened, it being comparatively new in Colorado Springs. The interior of the shop is tastily fitted up and can be utilized for a recital hall should the occasion require.

The Peerless Furniture Co. are the sales agents in Colorado Springs for the Brunswick phonograph. Manager Bloom, of the company, is looking for a brisk season this fall.

### ELECT OFFICERS IN CEDAR RAPIDS

The Music Dealers' Association of Iowa, Recently Organized, Elect Officers for the Ensuing Year—Discuss Matters of Interest

The Cedar Rapids Music Dealers' Association of Iowa have just elected officers for the coming year, which are: President, J. J. Kuncel, of the Kuncel Co.; secretary, F. H. Garner, manager of the Geo. A. Mullin Victrola department; treasurer, F. W. Slapnicka, of the Slapnicka Music Co. The members are F. C. Miller, H. C. Waite, F. H. Drew, C. K. Emerson, E. B. Hiltbrunner, A. H. Niles, W. E. Dewell, B. D. Jansa, W. O. Stepanek, W. A. McNaughton and J. F. Miller. The association has been organized for several months and is having wonderful success as to the regulation of records on approval, time payments, etc. It has the co-operation of the Cedar Rapids Chamber of Commerce, and is represented at all of its meetings.

Thomas A. Edison made the very happy suggestion recently in connection with the Fourth Liberty Loan that business men in all their letters should put above their signatures a phrase somewhat like "Yours for the success of the Fourth Liberty Loan," or other words that will keep before the reader the importance and pertinence of subscribing to the Loan.



Style 900

## THE REGINAPHONE

A phonograph of the highest grade with many exclusive features. The new Regina Sound-box is the greatest improvement in talking machines in years, reproducing all hill and dale and lateral cut records equally well, and in a manner unsurpassed.



New Regina Sound-Box

Territory arrangements with active dealers. Send for particulars.

### THE REGINA CO.

47 West 34th Street, NEW YORK  
209 S. Wabash Ave., CHICAGO, ILL.

Manufacturers of the Regina Music Box and other musical instruments for over 25 years.



Victrola IV-A, \$22.50  
Oak



Victrola VI-A, \$32.50  
Oak



Victrola VIII-A, \$50  
Oak



Victrola IX-A, \$60  
Mahogany or oak



Victrola X-A, \$90  
Mahogany or oak



Victrola XI-A, \$115  
Mahogany or oak

# 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 Victrola is supreme.

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

Berliner Gramophone Co., Montreal, Canadian Wholesalers



Victrola XIV, \$175  
Mahogany or oak



Victrola XVI, \$225  
Victrola XVI, electric, \$282.50  
Mahogany or oak



Victrola XVII, \$275  
Victrola XVII, electric, \$332.50  
Mahogany or oak

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

# The TALKING MACHINE WORLD

For the makers & sellers of talking machines

**PUBLISHED BY EDWARD LYMAN BILL, Inc.**

President and Treasurer, 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; Assistant Treasurer, Wm. A. Low.

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NEW YORK, OCTOBER 15, 1918

PROBABLY there is no industry of its size that will be so seriously affected by the workings of the new Draft Law as the talking machine industry, for it is essentially an industry of young men—men who entered the new field as youths.

There are, of course, very many men over forty-five in the trade, but they are far in the minority. In fact, the average age of the members of the trade, as calculated by an observance of those who attend the various meetings, might well be fixed at something between thirty and thirty-six or seven.

Of course, it will rest with the various local draft boards as to how seriously the ranks of the employes in the trade are depleted to build up the nation's man power for war work, and it is to be presumed that the executive forces will be dealt with leniently in this respect. It must be expected, however, that the sales staffs are going to be hit, particularly in certain sections, if the workings of the first draft are to be accepted as any criterion. It means that the various concerns must give serious study to the conservation of the man power that is left to them, through the rearrangement of work, and the instalment of more efficiency generally where possible.

There must also be considered the more general employment of women, whose work in the trade, particularly as members of the selling forces, and even in managerial capacities, has progressed considerably beyond the experimental stage. Of course, with less goods to sell, wholesalers and retailers can get along with considerably reduced staffs, but at the same time the first draft, together with enlistments and the entrance of employes into direct war work, has made inroads that have more than offset the decreased necessity for help. The "work or fight" provision of the new Draft Law simply adds one more problem to the many that are facing the members of the industry right at the present time.

THE War Service Committee of the talking machine industry, and particularly its chairman, H. L. Willson, are to be congratulated upon the success of their efforts in representing the industry as a whole in various important matters before the authorities in Washington. The working of the committee is all the more remarkable in that it had no basis to start work on—no organization from which to draw support, but was the child of a hurried meeting, and sprang into activity almost overnight.

Urged on more than one occasion to form a definite organization the talking machine manufacturers for one reason or another hesitated until the time came when it was almost a case of organize or disintegrate. The rapidity with which the manufacturers came together—decided upon their plan of campaign—and organized their committee, will afford some idea of the excellent work that might have been done had a definite general organization been formed when there was time for a leisurely and careful building up of the association fabric. Once appointed the committee moved with a rapidity and assurance that left little to be desired.

It was found that individual members of the industry, or groups of members, were unable to secure recognition in Washington, unless they came as representatives of the entire industry. It was also found that duly authorized representatives could expect little attention unless they were prepared to submit facts, and not surmises, regarding the extent of the industry, its output and its requirements.

The committee first secured the support of the industry as a whole, and next secured the recognition of the Chamber of Commerce of the United States, and finally the Government officials. Next came the question of compiling statistics regarding the industry, a monumental task under ordinary circumstances, but one that was handled quickly under the spur of wartime necessity. In the matter of curtailment of output, as well as in the matter of steel and iron supply, the committee has accomplished really remarkable work, especially when there are considered the conditions under which its members were forced to labor.

If these trying times have done nothing else, they have at least brought the producing elements of the talking machine trade together on a common footing, and have brought forth the figures regarding production, invested capital and other vital matters that have occasioned surprise even to those who considered themselves well acquainted with the industry and its scope.

Having come together in an emergency the talking machine and supply manufacturers should find it a comparatively easy matter to effect some sort of permanent organization that will be able to handle trade problems in peace, as well as in war-times—an association that will tend to weld the various interests of the trade into one common whole for offensive and defensive purposes.

It took pressing danger to bring the members of the trade together. It seems folly to assume that a separation will occur after this particular time of trial has passed. The future holds much for the talking machine industry, and many of its opportunities can best be realized upon through organization. Stick together!

IT is a noteworthy fact that despite wartime conditions and the problems they present for the consideration of talking machine manufacturers generally, there has been no slackening in the efforts to develop both machines and records to a higher degree of perfection whenever such results are possible. During the past few months there have been introduced to the trade numerous new models of machines, improved reproducing devices and new types of records, all designed to mark a general development in the art. In other words, talking machine manufacturers, unlike the manufacturers of some other lines, have not stopped to mark time and see what is going to happen, but have kept going ahead. The result will be that when peace times come again the talking machine trade will have shown distinct development over pre-war standards, and will be better equipped than ever to profit by that foresight.

THE great Liberty Loan rally at Carnegie Hall on the evening of September 30 was without question one of the greatest, if not the greatest, musical program of its kind ever staged. Think of Galli-Curci, Caruso, McCormack and Heifetz, to say nothing of Pryor's Band, all on one stage for one concert. This galaxy of artists, whose combined appearance at their regular rates would command a price that would put a noticeable dent in the bankroll of a Rockefeller, might be said to be distinctly representative of the part taken by the talking machine interests in the local Liberty Loan drive of the Allied Music Trades. It

was through the efforts of those interests that the artists consented to appear, although credit must be given to the Victor Talking Machine Co. directly for paying the transportation and other expenses of Pryor's Band as a part of that company's contribution. Surely the talking machine industry and everyone in it can feel pride in the showing made, for it is these artists, whose names have been made household words, largely through the medium of the talking machine, that drew an audience to Carnegie Hall that filled every nook and cranny of that great auditorium, and resulted in an immense sum being subscribed for bonds to back up the good work being accomplished by the American army at the front.

**S**ERIOUS consideration is being given by business men in all lines of industry to the development of export trade, not only now, but especially after the war. The past month forty-four manufacturers whose domestic sales aggregate annually one hundred million dollars came together in New York and formed a combination to develop foreign trade, to be known as the Allied Industries Corp. This is one of the first important moves showing co-operative effort in the matter of export trade, which is permitted under the Webb-Pomerene bill, which recently became a law.

We have not yet as a nation fully realized the opportunity which is now opening for American trade in foreign countries. The demand is literally world-wide, and is bound to increase naturally after the close of the war. The dullest mind must be stirred by the possibilities of expansion and development throughout the whole field of industrial activity.

To attain any measure of success in the exports of musical instruments or any other products co-operative effort is most essential, and manufacturers must work along constructive lines in this matter. They must get together and plan unitedly, not only to hold markets to which they are now sending musical instruments, but must create and perfect new avenues which will insure trade being developed when world competition is again supreme.

Business men to-day are facing a great many annoyances and interruptions to the development of their plans, but it is not a time for pessimism—not a time to sit down and bewail their lot, but rather is it the time for careful, deliberate planning of business advance along new lines at home and abroad. American business sagacity is on trial as never before, and if we merely assume a passive attitude and do nothing constructive we will arrive nowhere.

In the talking machine industry, as in other lines, there is a gratifying tendency among manufacturers to get together for a common interchange of thought upon the needs of the industry. Old-time prejudices have been dissipated and common sense

rules. This is certainly a most helpful sign, and it means much for the inauguration of a successful policy in the matter of supplying export demands. We can only do a limited export trade to-day. We haven't the goods. It is the future that we must keep in mind, for, as Edward N. Hurley points out, we must perfect such business plans as will enable us to utilize our great merchant marine after the war.

**O**F great interest to the talking machine trade throughout the country is the letter recently sent out by Louis F. Geissler, general manager of the Victor Talking Machine Co., in which he tells in detail of the position in which the Victor Co. finds itself on account of the demands made on its manufacturing resources on account of war work. It is a frank and honest statement which, from the viewpoint of the talking machine trade, is tinged with optimism, because it holds out hope for at least a modest supply of Victor goods until such time as the war comes to an end, which, judging from recent developments in Bulgaria and on the Western Front, may not be as long off as the wise ones originally estimated. In this letter Mr. Geissler says: "We have no doubt that we shall be able to continue the manufacture of machines and records in fully as large a proportion to our last year's business as any other manufacturer can hope to do."

Mr. Geissler emphasized a most important matter in this communication when he said: "In this connection it will be interesting to you to know that responsible administrative officers of the Government have expressed themselves as regarding our products as 'prime necessities of peace times, and very important to the welfare of the country in wartimes.' We are confident that the talking machine industry will not be unnecessarily discriminated against by the Government, but that its activities will be encouraged to the limit that can be done without interference with the production of ships, aeroplanes, rifles, ammunitions, and the other prime necessities of warfare."

**A**RE the business men of America to hold aloof when being called upon to lend their assistance in creating that class of credit instruments which is eligible above all others for purchase and rediscount by the Federal Reserve Banks? asks J. H. Tregoe, secretary of the National Association of Credit Men. Present conditions point to the unwisdom of using other paths than those indicated by the highest authorities as safest. Keep your business as liquid as circumstances will permit. By so doing you are in the best possible position to meet emergencies or sudden contingencies. The acceptance method—the method by which one indicates that his borrowings are based on the actual movement of merchandise—is the method of highest safety, because it substitutes liquid instruments for frozen accounts. It is the part of wisdom to adopt it.

## SERVICE THAT BUILDS CONFIDENCE



**ECLIPSE**

We work for and with the Victor Dealer both in supplying him with Victrolas and records and in helping him sell them to best advantage. Our interest in a machine or record ends only when it is in the home of the customer, and we try to help the dealer place it there. Our dealers' confidence in us makes this possible. We're partners to that extent.

**ECLIPSE MUSICAL CO.**  
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JOSEPH PENNELL DEL.

THAT LIBERTY SHALL NOT PERISH FROM THE EARTH

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Buy bonds to your utmost**

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B. R. FORSTER, President



**NEW YORK CITY**

# Why the Dealer Should Make His Talking Machine Department Attractive :: By J. W. Methune

Every dealer, it matters not whether he be an exclusive dealer or simply one who handles talking machines and records as a side issue, wants to increase his trade. This is the most natural thing in the world. He hopes to do this, but at times is at a loss to proceed along lines that might be called intelligent and that demand more than a commonplace effort. Can he hope to enjoy all the trade that he wants when his department or his store does not attract? Therein lies one of the real secrets for success or for its opposite.

The public might be aware of the store or the department that does cater to their wants in the sale of machines and records, but that does not signify that this fact—a mere incident—is going to act as a reason or as an argument for the prospective customer to enter and to make a purchase. The reason for this lies in a deeper and more well-founded argument. They want to be given an extra reason for seeking your store. They want to find therein a striking argument in order to induce many of them to come to you, and to pass by the other man whose place of business is nearer to them.

What is the reason if not the store that is attractive? Not alone the store, but also the department itself? Here is where the public is going to come, and where the sales are going to be made. If you can offer an inducement in this way, well, then, you can count it an argument and one that will prove its logic.

What would you deem an attractive store or department? What would appeal to you in the other man's store? Would you, if the store did not appeal to you, enter when there was another up the street that did? You would go farther and enjoy this added pleasure, and you would not feel that you had done other than the proper thing. Why then hope for the trade when there is so little incentive?

Now the store or the department that does appeal is that which teems with a life that can be made so apparent to the casual beholder. The stock is arranged in a way that will show it off to the best advantage. If there are shabby booths, and if the machines are badly displayed, and the records stored out of sight or badly arranged, how can this possibly appeal to the best class of trade? It does not. The better class of customers do not even hope to find that which will appeal to them here and they go elsewhere.

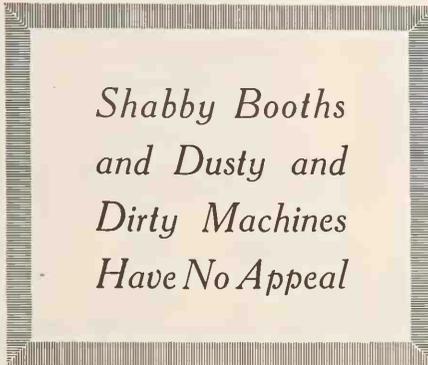
Make your talking machine department attractive. Make it alive, make it fairly teem with life. Have the talking machines placed in the best possible location to invite inspection. Keep them in trim. Make them look like new machines, not like an old stock-worn device or something that is only fit for the junk pile. Can this appeal? Does it appeal to you? No. It has its contrary effect, and the would-be prospect turns aside and seeks the store that gives this subject all the attention that it so well merits.

Where are your booths? Are they easy of access? Are they well lighted, airy, clean and fitted with a good machine and easy chairs? Does the prospective customer come here to be entertained or to be bored with all that is uninviting? There is the double opportunity here to make sales of both machines and records. But there must be an inviting appearance to bring this to mind. If the booths do not appeal then the customer is not imbued with the idea of making a purchase. These must be above the ordinary type to attract and to hold the public's attention.

Where are the records? In the front of your store, convenient to the booths, or located so that the salesman has to dig into the waste and dirt to pull them out? Are they so arranged that he can get to them without the annoyance

of a long wait? If there is a lack of this system the customers turn away with a feeling of disgust. They are looking for service. This is not service and the poor substitute is not going to help make sales.

Have you attractive signs about that tell of



the latest popular hits, and of the new and timely records that are just now all the rage? Can you in this way offer a hint and a helpful idea

## ADOPT RECORD APPROVAL PLAN

Talking Machine Dealers of Des Moines Make Important Move in This Direction—G. E. Mickel Returns From Eastern Trip

DES MOINES, IA., October 3.—The talking machine dealers of this city, including Chase & West, S. Davidson Bros. Co., Haddorff Music Co., Heggen Furniture Co., Chapman Furniture Co. and the Ginsberg Furniture Co., have lately adopted a thirty-six-hour record approval plan on all records and of which one-third of the selection sent the customers must be purchased. All dealers report very good success so far. "This new plan," said Mr. Chase, "is bringing many people into the store who have never come before and our sales are as high as ever."

Geo. E. Mickel, general manager of Mickel Bros. Co., Des Moines, Ia., and Omaha, Neb., has just returned from a trip to the Victor fac-

tory. He also attended the meeting of the executive committee of the National Talking Machine Jobbers' Association during his visit.

W. F. Fries, Iowa traveler for the Victor Co., called on Mickel Bros., Des Moines, Ia., recently. Mr. Fries has established a home in Mason City, Ia., for Mrs. Fries and young "Bill" and will use this point as his headquarters for this season. Another caller was Mark W. Duncan, of Albia, Ia., who was on his way to Hot Springs for a vacation.

You must make your talking machine department a different place. You must make it a haven for the tired shopper—for the shopper who is not tired, but who nevertheless enjoys that feeling of restfulness and that comfy feeling that makes the music or the story so much more delightful.

Robt. A. Nietzel has taken over the management of the Lohr & Bristol store in Muscatine, Ia., as both the owners have entered the service of Uncle Sam. Miles E. Bristol has just left for Camp Forrest, and Ralph G. Lohr is with one of the Aero Construction Squads in Oregon. This concern conducts an exclusive Victrola store.

MANAGING LOHR & BRISTOL STORE

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## OVERCOME THE STEEL SPRING SHORTAGE

BY USING

## VEECO MOTORS

### THE ELECTRIC WAY

The improved VEECO electric motor is designed primarily and exclusively for Talking Machines. It is smooth and noiseless in action and practically fool-proof. Standard models run on any voltage from 100-125, A. C. or D. C., without adjustment. Other models for any voltage from 6-250. Furnished mounted on 12 or 12½ inch mahogany board ready to install, or without board, all ready to mount on such board as used by the manufacturer.

With the VITRALOID turntable, supplied with the motor, it makes a complete motor unit for high class machines.

Send for a sample NOW and place your order at once for early fall delivery.

## THE VEECO COMPANY

248 Boylston St.

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THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE

Edison Message No. 29

## General Pershing Wants Our Army Bands to Be the Best in the World

Walter Damrosch dined with General Pershing at the American General Headquarters in France only a few days before the recent big offensive at the Marne. Said Pershing, "I would like our army bands to play so well that when we march up Fifth Avenue after peace has come people will say 'Here is another proof of the justice of military training.'" During all the dinner our commanding general spoke not a word of battles—only of music.

Edison dealers will find in this incident just another proof of the essentialness of music to the war. And what is true of the firing line is doubly true here at home. The Edison dealer who talks "not of battles, only of music" stands squarely on his platform as a worker "for the welfare of the people."

**THOMAS A. EDISON, Inc.**

Orange, N. J.

# The Application of Period Decoration to Talking Machine Cabinets—The Adam Style

Period models of talking machines are now plentiful enough to take them out of the novelty class. During the past year or two the trade has been treated to an interesting display of period models of various types of machines, vying with each other in elaborateness of design, and intended to place the talking machine, already recognized as a musical instrument of the highest type, well up in the list as a decorative adjunct to the home.

The introduction of the period model is to be accepted as a logical outgrowth, the machine itself having reached a high point of development, permitting of the paying of more attention to its housing. Period models are not to be made and sold simply because they are period models, for that in itself means nothing. The ordinary talking machine cabinet of other days placed in a Louis XVI room, for instance, might not harmonize with the general decorative scheme, but is nevertheless recognized as a talking machine and, therefore, excused on that account. When encased in a Louis XVI cabinet, however, the machine becomes an ambitious piece of furniture, as well as a musical instrument, and is to be regarded from both angles. This point must be remembered both in making and selling period styles, so that in the designing thereof a full appreciation must be had of what is being attempted and what it is desired to accomplish.

Period cabinets are either good or bad. There is no medium. Either they follow the design of the period closely and fit in well with the other furnishings of that period, or they display a lack of knowledge of the basis of period decoration and the ideals back of it, and simply serve to jar the artistic sense. Period designs should not be attempted in a haphazard manner, for faithfulness of detail is the secret of successful work along that line. A brass wreath with the letter "N" in the center attached to a cabinet does not stamp it as an Empire Style, neither does a bit of marquetry inserted at random mark it as distinctly Sheraton. In other words, one detail does not make up a period reproduction, but the whole thought must be in strict accord with the ideas of the master designer, or designers, whose style it is desired to reproduce.

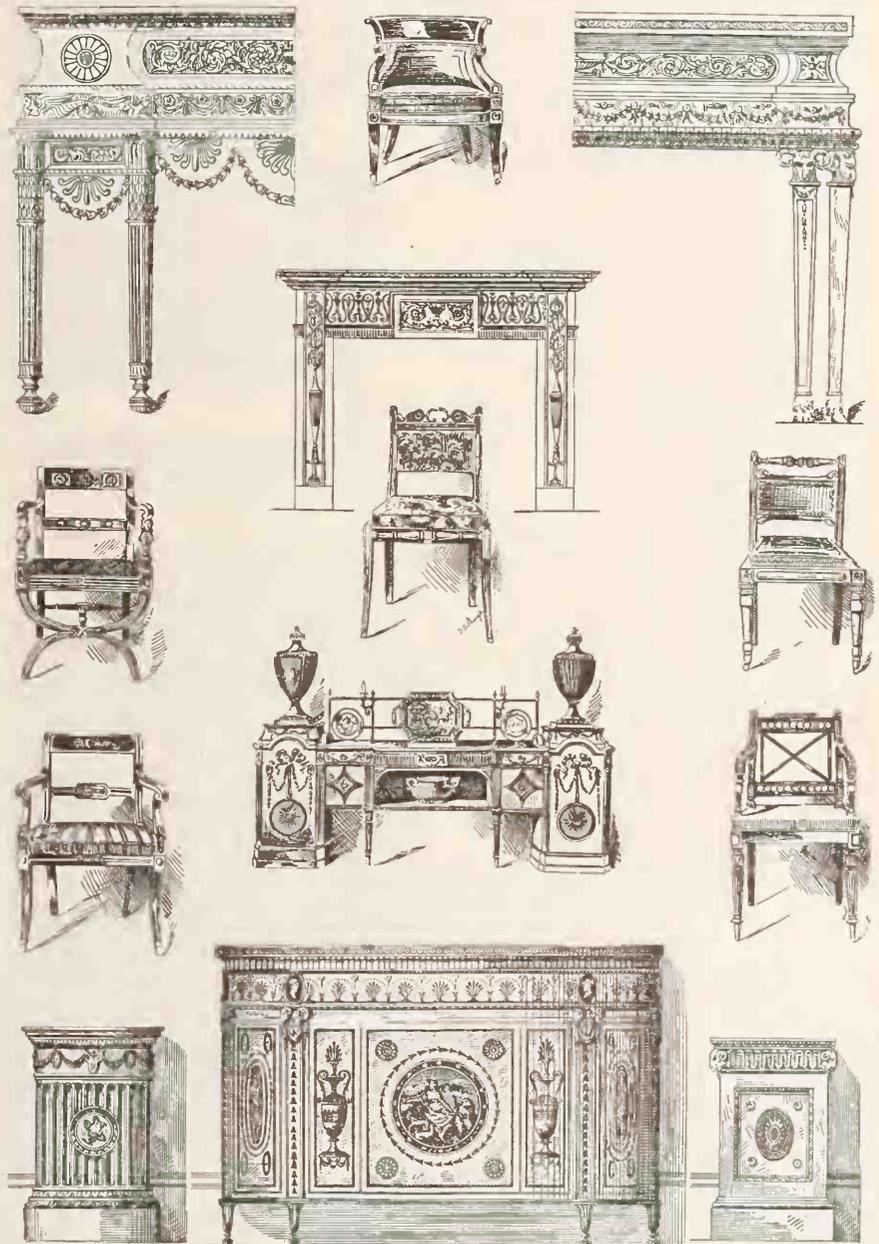
We observe, for instance, that a number of designers of talking machine cabinets are admirers of the Hepplewhite style and endeavor, some of them with success, to adopt that style for talking machine cabinets. It must be remembered that with the ordinary square-cornered cabinet the adoption of these ideas would be a rather difficult task, but inasmuch as originality is now being displayed in the creation of talking machine cabinets, greater opportunities are presented to the designer to follow the lead of the masters most effectively through copying with some exactness actual models of their work. The master designers themselves frequently fail to follow definite styles in their work, although there are certain ideas predominating in the various designs that might be described as key motifs, and which gave a characteristic touch that identified the work of the individual.

An endeavor will be made in these columns to set forth some of the characteristics of the work of the most famous furniture designers, which, together with illustrations of some other authentic pieces, will serve to give the designers of the day a definite idea of the details going to make up any particular style.

Perhaps the most familiar decorative style of the average American is the Colonial, and this style can be traced directly to the work of Robert and James Adam, the English furniture designers of the middle eighteenth century. The brothers Adam in all their work showed a strong

trend toward simplicity—a simplicity that has made our own Colonial styles so popular and so lasting. The Colonial style is a Greek derivative, and the Adam brothers never understood anything but the purely classic. Finally, there is hardly a detail in our Colonial houses that

work resembles the Louis XVI and Empire styles of France, this despite the fact that the Louis XVI style was not created until 1774, twenty years after Robert Adam began his work in England, and the Empire style was not created until 1804, twelve years after Robert Adam's death.



Some Dominating Details of the Adam Style

cannot be found in the Adam style in the same form. Moreover, Colonial furniture, with its highboys, its commodes and its chests of drawers, presents outlines that can be easily reproduced with success for housing talking machines.

To appreciate the greatness of the brothers Adam, it must be remembered how closely their

work resembles the Louis XVI and Empire styles of France, this despite the fact that the Louis XVI style was not created until 1774, twenty years after Robert Adam began his work in England, and the Empire style was not created until 1804, twelve years after Robert Adam's death.

(Continued on page 14)

## Talking Machine Hardware

We manufacture hardware for all styles of cabinets

Lid Supports  
Needle Cups  
Needle Rests

Door Catches  
Sliding Casters  
Continuous Hinges

Sockets  
Tone Rods  
Knobs, etc.

BEST QUALITY

LOWEST PRICES

WEBER-KNAPP COMPANY

Jamestown, N. Y.

**APPLICATION OF DECORATIVE ART**  
*(Continued from page 13)*

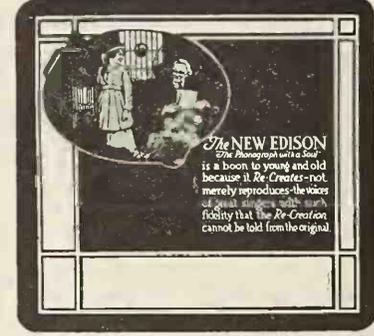
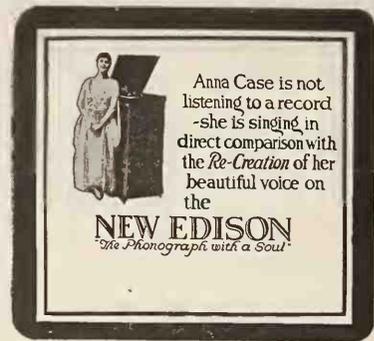
The brothers introduced into England the use of composition ornaments applied to wood-work. Their decoration was generally in low relief. They used all the Greek details, nearly all of the Roman, and a few Renaissance scrolls. Neatness and chastity were the prevailing features. Mahogany was used almost exclusively, but toward the end of the century they used satinwood for inlays. Tables and sideboards frequently had inlaid tops, while sofas and other heavy pieces of mahogany were fitted with brass mounts. In their work the brothers had the help of some of the greatest artists of the day, Cipriani, Pergolesi, Angelica Kaufmann and others, who did beautiful work in inlay, painted panels, etc. The Adam style can be summed up in a few words. It was a light and simple classic style, with low relief, delicate slenderness of detail, and Greek grace marking every feature. If a thing was in itself massive, the Adam style covered it with delicate details until it was apparently light and graceful. Sheraton and Hepplewhite both acknowledge their indebtedness to the Brothers Adam, for both drew their charming simplicity from their work.

Some of the details of the Adam style included: acanthus, circles, cupids, caryatides, draped figures, eagles' claws, eagles, egg and dart moulding, festoons, fauns, frets, fan shapes, griffons, garlands, goats, grotesques, hexagons, honeysuckles, husks, lozenges, lions, lion claws, lunettes, medallions, octagons, ovals, ox skulls, paterae, panels, rosettes, ribbons, rams' heads, scrolls, sphinx, triglyphs, tooth mouldings, urns, wreaths, and wave bands.

The plate shown on page 13 illustrates most excellently the more important details of the Adam style, applicable to various forms of furniture and decoration.

Every dollar you put into the Liberty Loan you save twice—you save it for the country and you save it for yourself.

**NEW SERIES OF LANTERN SLIDES FOR EDISON DEALERS**



Herewith Are Shown Four of a Series of Six New Lantern Slides Prepared for the Use of Dealers by Thomas A. Edison, Inc., Which May Be Ordered From Jobbers at a Price of 25 Cents Each

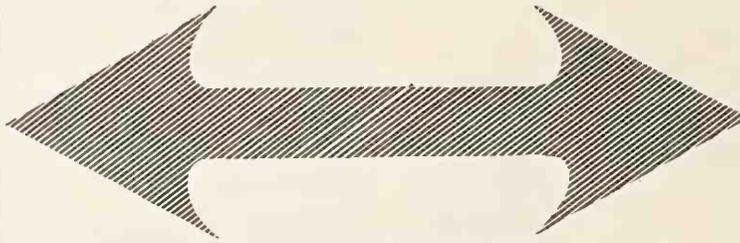
**LIEUT. OLSON CONVALESCING**

Lieut. Arthur J. Olson, formerly Western sales manager of Jones-Motrola, Inc., New York City, has been wounded in action and is convalescing in a base hospital in Southern France. He was wounded by a bomb explosion on

August 8 while taking his troops across a bridge. In his latest letter he states that he is steadily improving and expects soon to get back to the front. He is in an American hospital run by the University of Pennsylvania. Lieutenant Olson has a good many friends in the trade who will be glad to learn of his convalescence.

**The Arrow Points in Both Directions If You Have the Eject-O-File in Stock**

**Profits on Machine Sale**



**Profits on Eject-O-File Sale**

The many advantages of this highly efficient record filing device, that produces the record wanted at the touch of a finger, are so pronounced that sales are easily made

*Eject-O-Files are built to fit:* COLUMBIA Style 75. VOCALION Styles F, G, H, I, J, K, and EDISON Styles C150 and 100

Retails at \$10. In beautiful oak or mahogany finish. Polished, wax or dull finish. Write for descriptive circular and details so that you may see the opportunities this line holds for you.

**EJECT-O-FILE SALES CO.**

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**Make your windows work! That's one way you can meet the rising cost-of-doing-business.**

**Columbia Graphophone Co.  
NEW YORK**



## NO REASON FOR VIEWING THE FUTURE WITH ALARM

Illuminating Analysis of Conditions in the Talking Machine Industry by Ernest Urchs—Importance of Maintaining One-Price Principle—Tribute to the Policies of Victor Co.

In answer to the question "What of the Future?" Ernest Urchs, treasurer of Phillips & Crew Piano Co., of Atlanta, Ga., and Clark & Jones Piano Co., of Birmingham, Ala., respectively Victor jobbers and dealers, said to the Talking Machine World:

"To prognosticate the future is of course impossible, but the industry in musical instruments is now affected from so many angles that it behooves us to give the question of the future most serious thought, and I believe that the majority of merchants who have the habit of looking ahead are doing just that. Some view the future with alarm, but I am not one of them. True, production cannot be brought back to normal until we have won the war and won it on the premises so ably laid down by President Wilson and so magnificently supported by the people.

"But with production back to normal, the principles of merchandising, I believe, will undergo some radical changes. While cost of labor and material will not be as high after the war as they are now, the pre-war basis, in my opinion, is a thing of the past. Supply and demand are, of course, always the determining factors. But compare the cost of living of our boyhood days with those, say, of 1904. Consider the increased cost of living in 1914 over 1904, and in turn to the present day, and we must arrive at the conclusion that the cost and the standard of living will be higher after the war than it was in 1914.

"We must also take into account the legislations which have been enacted, the court decisions rendered and the psychological attitude of our lawmakers and the people toward business in general. Our statesmen seem to fear that the enactment of a law, for instance, like the Stephens bill, might work injustice to the consumer. That's the present mental attitude in Washington, as I see it. The Victor Co. and the National Talking Machine Jobbers' Association have done splendid work in throwing light on the justness and advantages of that bill, and I believe their activity has not been in vain. However, its adoption is far from accomplished, if, indeed, it will ever be.

"Per contra, Washington in its wisdom is controlling prices and distribution on many articles used for war purposes. The action of Congress in thus fixing prices on what is regarded as 'essential' is in marked contrast with their refusal thus far in permitting price fixing on the so-called 'non-essentials.'

"Will the wise and far-seeing course of Congress in fixing prices on 'non-essentials' show its members 'the light' toward the end that the Stephens bill will be passed, or will Congress, with the close of the war, abrogate price fixing even on commodities now regarded as 'essential'?"

"Have we who see the justice of the one-price

system, we who know the value of a contract and who feel a contempt for anybody who does not live up to it or who acts in collusion to break it, enough force of character to bring our convictions home?"

"We must show that the unprincipled merchant who advertises cut prices is a menace to any industry because he does more harm to the army of men and women employed in that industry than the benefit which a few hundred people derive from buying at a cut price. We



Ernest Urchs

must put a quietus on secret rebates, a practice no less harmful than that of the avowed price cutter.

"And now let me say right here parenthetically, and as bearing on this discussion, that the resignation of Mr. Geissler as general manager of the Victor Talking Machine Co. has occasioned widespread regret tempered only by a sense of relief that he is to be retained on the board of directors. The talking machine trade needs men of Mr. Geissler's perspicacity, earnestness and force, and I venture to say that no man and no corporation in the music industry have given more weighty and potent consideration to the interest of the jobber, the dealer

and the consumer than Mr. Geissler and the company of which he is the managing director. Naturally, when there is so much at stake for manufacturer, jobber and dealer from the investment standpoint, both in money and brains, speculation is keen as to who will be Mr. Geissler's successor. To make no mistake in the major policies is the prerequisite. Human fallibility is a guarantee of errors, but so long as they are minor the future general manager of the Victor Talking Machine Co. will steer the ship on the same safe course as did Mr. Geissler.

"In the meantime the beneficent policies of the Victor Co. in the past give assurance of loyalty on the part of the Victor jobber and dealer. What was once a 'rule,' a 'contract' in the trade is now a principle and a privilege without a thought of compulsion because experience has taught us that Victor merchandising is safe and sane and the embodiment of the square deal.

"I have been all over this country during the past three months and the expressions of opinion were unequivocally to the effect that the Victor policies are a benefit not only to the Victor department, but every other branch of our business. We are free to do as we please—then why give up a good thing?"

"But to continue. Assuming, then, for the sake of argument, that legislation on the one-price system will be adverse to the goal which we have set for ourselves, why, then we will adjust ourselves to existing conditions and find a way that will give us the necessary protection with the approval of our lawmakers. New distributing methods will have to be created that will not affect the standing or the interest of the jobber as an entity. Means will have to be devised that will establish a wholesome coordination of the activities of manufacturer, jobber and dealer—and, what is no less to the point, the safeguarding of the purchasing public in the economic as well as the artistic sense.

"All this, I believe, can be done, and at the same time strictly adhering to the letter of the law. I have some well-defined ideas along these lines, but, of course, I cannot go into that now. Besides, general policy outlined, the lawyer must decide whether the layman's ideas are correct. They may be revolutionary as compared to present methods, but they must be logical and legal.

"Those are the thoughts that are agitating the minds of the meditative merchant, and ample food for thought is contained therein."



**This Trade-Mark  
on a Record Album  
Stands for Quality**

A complete line of albums—from the lowest-priced good album to the finest metal back album made.

Write for sample of our 3 grades

**New York Album & Card Co., 23-25 Lispenard St., New York**



Pointers  
On the Many  
Features

and

Repinters  
Advantageous  
of the

"B and H" Fibre Needle



U. S. Pat. Nov. 12, 1907

### Pointers

The "B and H" Fibre Needle in its now perfected state is the result of years of research and labor for the best material and results obtainable.

The fibre of the finest bamboo wood in the world is of a texture which never can injure the indentations recorded on a record.

The oil in which each needle is steeped gives out just that degree of lubrication which will be found a help in cleaning and keeping records free from dust.

Wood is well known to be the substance most responsive to the vibrations of sound and the texture of these needles is of such a perfect grain as to develop the vibrations gathered as they enter the indentations on the record in the most perfect manner, and with the most pleasing effect.

The Only Fibre Needle  
Licensed for Sale  
in the U. S.



### The Repointer



U. S. PATENT DECEMBER 5, 1916

Suggested Retail Price, \$2.00

### Pointers

It is the high quality of the material used in the "B and H" Fibre Needle, and the scientific treatment and preparation to which it is subjected, that gives it the beautiful tonal effect so much admired.

Its rare quality of tone is most admired by those who appreciate the artistically rendered selection, rather than the harsh production which may please the few without music in their souls, and it is among the former class that the most liberal purchasers of records will be found.

Dealers can not recommend the "B and H" Fibre Needle too highly to their patrons, for a trial will substantiate our every claim, and the pleasure of having found a satisfactory needle, free from rasping noise, will be an incentive to the purchase of new records, and usually the choice and most profitable ones to sell.



### The "B and H" Repointer Is A Valuable Adjunct to the "B and H" Fibre Needle

By its use a needle may be repointed eight or nine times. This extended use of the same needle is not only a matter of needle economy, but it will be found that repointing appreciably improves the quality of tone.

The sale of the repointer helps the user of needles and the use of the needles helps the sale of records.

The Dealer Should be Equipped to Benefit



# "B and H" Fibre Manufacturing Co.

33-35 W. Kinzie Street, Chicago, Ill.

# How Business Success Is Augmented By the Handling of Collections in a Tactful Way

Success in business depends very much upon the personal relations of dealer and customer, so that a dealer in a small community is likely to suffer if he gets the reputation of being too sharp after the money. On the other hand, he certainly loses out if he is too easy, says a writer in "The Voice of the Victor." Much depends, therefore, upon the tactful handling of cases in which collection is slow.

As a general rule it will be found that slow-pay customers can be divided into three classes: Those who have money but are slack about paying, either through carelessness or through habitually living up to the limit of their incomes.

Those who are chronic kickers and like to make trouble whatever they do.

Those who are in financial trouble of some kind and unable to pay.

The first class is by no means uncommon in spendthrift America, and people of this kind are rather dangerous to handle. Money comes easy, and therefore they do not realize its value, and have no conception of the difficulties that crop up when there is an actual shortage. They are very irritating, and one may feel like "giving them a lesson"; but is it worth it? They are usually honest enough, and will pay sooner or later, and once they have paid up they will immediately get into debt again. Moreover, if you irritate them too much they may feel like giving you a lesson—in courtesy, and deliberately put you to all the trouble they know how. And in any case, they will say to their friends, "Why on earth do you go to Blank's for your records. He's an awful Shylock, and he never has the records you want." How about it?

No; these people are inclined to be selfish, but they are human. If approached in the right way they can be persuaded to pay their bills. And what is the right way?

Well, suppose you were a careless person, of a selfish disposition, and you received a statement with the curt command on the bottom, "Please remit"—would you feel like doing it? Or, again, suppose you got a chilly letter, obviously part of a regular, standardized system: "Dear Sir: The inclosed account is very much overdue. Unless a check is received by Friday, the thirteenth of the month, we shall obtain legal redress." Would you like that? No, indeed. It would most certainly "get your goat." Very well, then, how about this?

"Dear Mr. Jones:

"In order that you may enjoy the advantage of a complete stock of Victor records from which to make your choice, we are obliged to maintain a very large quantity on hand. This means tying up a considerable amount of money. If we are to maintain the good service which we aim to have at your disposal, we cannot afford to give extended credit.

"The inclosed account has doubtless escaped your notice, but by giving it prompt attention you will enable us to simplify your shopping very considerably."

Surely it would do no harm to point out to a selfish person that by paying his account on time he is adding to his own convenience. And if selfishness is the weak spot in his armor, aim at it with your first shot; that is why we began the letter with a suggestion regarding the customer's personal enjoyment of Victor records. The chances are that along with thought of these two things will come the remembrance of his account, so that the rest of your letter will serve to strengthen the impulse to pay. If there was no impulse, a letter of this kind is far more likely to create one than a threat; and it does not irritate a customer who may have influence with other and better customers.

Customers of the second or "chronic kicker" class are much easier to handle. By chronic kickers we don't mean those sometimes very

estimable people who insist on getting value for their money, paying every bill as if it were their last—but paying. The proper way to treat a person of this kind, of course, is to make a fuss over him, listen patiently to his complaints, get him flattered with the thought that he is a mighty good judge who is hard to please—and so make him run up another bill. No; the chronic kicker is a bird of another kidney. He works up a dispute for the very purpose of get-

*Approach People the Right Way and They Can be Persuaded to Pay their Bills Without Much Difficulty*

ting extended credit, and goes out of his way to be disagreeable. Dealers are sometimes disposed to be overpatient, but it really doesn't pay. The chances are, moreover, that he has made himself equally objectionable to other tradespeople, and the whole community will rejoice to see him get a jolt. A prompt threat of legal proceedings will often bring him to order; if it doesn't, go straight to the legal proceedings. It won't do any harm—especially if you have built up a reputation for generosity in more deserving cases.

The third class of non-pay customers—those who are temporarily or permanently under a financial cloud—needs the utmost consideration. If after careful investigation you find that a customer actually cannot pay, the most profitable thing left to do is to be magnanimous about it. The world loves a good loser, and will often go out of its way to see that he gains by it in the end. Moreover, most people are more honest even than they know themselves to be.

The manager of a large mail-order house dealing with people all over the world in small accounts told the writer that not more than 6 or 7 per cent. has to be written off for bad debts each year, and most of this percentage is practically unavoidable—the result of sickness or other misfortune. This house is particularly generous in the matter of credit. When the Dayton floods occurred a few years ago, customers in that neighborhood were notified that accounts might stand over until a later date, or in certain cases were actually excused from payment. Did the firm suffer for its generosity? Not so as you could notice it in the dividends, which were higher than ever that year. It pays, if on investigation you find a customer has been hard hit, to go to him and say, "Look here, old man, I know you'd pay your account if you could; but I don't want to add to your troubles, so take your time." If he is any sort of man, he will see that you get paid in the long run; and he won't fail to tell his friends that "Blank is a mighty nice man to deal with."

To sum up: "Be tactful with those who can pay but don't; be strict with those who can pay but won't; and be merciful with those who would pay but cannot."

**Delpheon**  
*the*  
**Incomparable**

A tone that is ineffably exquisite—not phonographic



Delpheon \$75 Model

**THE DELPHEON COMPANY**  
BAY CITY :: :: MICHIGAN  
OR WRITE TO DISTRIBUTORS

## VICTOR CO. ANNOUNCEMENT EXPLAINS WAR CONDITIONS

Comprehensive Statement From General Manager Geissler Tells What the Victor Talking Machine Co. Is Doing to Help the Government—Reasons for Reduction in Output

The Victor Talking Machine Co. under date of September 13 has issued over the signature of Louis F. Geissler, general manager of the company, the following comprehensive statement regarding the present status of the company's affairs in the matter of production, and what is being done at the Victor plant in the line of Government work. The statement direct from the company will no doubt be greatly appreciated by all those who are interested in the handling of Victor goods. It reads:

"Since war was declared in April, 1917, the management of this company has, without hesitancy because of the unavoidable loss to itself, devoted its full energies towards the fulfillment of two purposes, i. e., to assist the Government in every practicable way and to provide for the needs of the trade as fully as the circumstances would permit. We have several times had it in mind to address the trade on this subject, but conditions have changed so rapidly and there were so many elements of uncertainty involved that it has not heretofore seemed wise to hazard an opinion. Even now it is only possible to review developments to date, to state present conditions and indicate the probabilities for the future as we see them.

"Upon the entry of our country into the great war investigation was made to ascertain whether the facilities of the Victor plant would be required for the production of war materials. It appeared that our facilities would not be so needed and we accordingly prepared to continue and increase our own manufacturing program, with the result that during the first six months of 1917 our shipments totaled a substantial increase over 1916.

"Towards the end of 1917 we were requested to assist two branches of the country's fighting forces, in an emergency, by manufacturing small quantities of very intricate and important devices, which we are unable to specify because of the fact that the Government has not published anything concerning its efforts and results obtained along this line. The quality of the work produced by the Victor plant in these few cases evidently attracted attention, and at the beginning of 1918 we were asked to undertake larger manufacturing orders for articles of most vital importance in the prosecution of the war. We were glad to do this, not only because of the opportunity to serve the

Government in a very direct and real manner, but also because many of our skilled workmen felt it to be their patriotic duty to become engaged in war work. It was obvious that the interests of the Government, of the trade and of this company would be best served by our giving these men an opportunity to do here, rather than somewhere else, the kind of work they preferred.

"A great deal of attention has been paid to the utilization of female labor to replace that of the more than one thousand of our men who have actually entered the army and navy and the still greater number who inevitably were attracted to new industries resulting from our country's participation in the war.

"We have known of the insidious rumors circulated by competitors to the effect that the Victor Co.'s supply of materials was the cause of our reduced output, but have made no answer for the reason that we felt the trade would do us full justice in forming their opinion as to whether or not the Victor management had been far-sighted in the matter of providing for its ordinary requirements. However, we have at all times paid strict heed to the rules and the needs of the Government and have not taken advantage of any opportunity to surreptitiously acquire materials which the Government had announced should be devoted to other purposes. Short periods of embarrassment because of the fuel situation, railroad embargoes, etc., have been overcome; our situation with regard to materials is at present good and we have no doubt that we shall be able to continue the manufacture of instruments and records in fully as large a proportion to our last year's business as any other manufacturer can hope to do. In this connection it will be interesting to you to know that responsible administrative officers of the Government have expressed themselves as regarding our products as 'prime necessities of peace times and very important to the welfare of the country in war times.' We are confident that the talking machine industry will not be unnecessarily discriminated against by the Government, but that its activities will be encouraged to the limit that can be done without interference with the production of ships, aeroplanes, rifles, ammunitions and the other prime necessities of warfare.

"We shall continue to cheerfully assume the

sacrifices we are required by duty to make and we have no doubt as to the willingness of our trade to respond in fully as whole-hearted a manner. We feel that our trade is entitled to know that, in spite of all that we could, consistent with our duty, do to maintain the volume of production, our output of instruments has been reduced to less than 50 per cent. of our maximum capacity. We are very hopeful that a period of a few months will suffice to provide for the needs of the War and Navy Departments in labor and material, and that after regular production of war materials in sufficient volume has been accomplished an improvement in conditions affecting industries such as ours will be witnessed. Certainly, the next few months will be the most trying period of the war.

"Our output of records has been reduced a little more than 30 per cent., but, as the manufacture of records can be carried on by women and men who are not available for war work, we believe that we may look for some increase in the output of records.

"This plain statement of our position may or may not be wise, when viewed from the standpoint of our own interests, but we believe that the issuance of such a statement to our trade is the right thing to do and we, therefore, commend it to your thoughtful consideration.

"Looking forward to victory and the cessation of hostilities, we desire to assure you that we will reach this point with fully matured plans to lead the way in the development of our industry and to greater prosperity than the trade has ever known before."

## DENOUNCE BUSINESS ALARM

Credit Men See No Reason to Fear Post-War Panic in the Business World

Under the caption "An Alarmist's Note—Does It Find an Echo?" the September letter of the National Association of Credit Men calls to task a member who recently gave it as his belief that the end of the war would witness a large number of business failures.

"We are satisfied," the letter says, "that the member who has recently been sending broadcast the alarming notice as to the large number of failures that is to be expected at the conclusion of the war might have exercised better judgment in his choice of methods.

"We urge as strongly as does our alarmist member that all be guided by principles of extreme conservatism and prudence, analyzing every proposal with extreme care. With this spirit established we believe the period of deflation can be approached with equanimity, presuming, of course, that that splendid co-operation that this war has given rise to shall continue.

"There are many tremendously important elements pervading our national and economic life which we were not in possession of at the conclusion of the Civil War. First, there has been developed a more popular understanding of economic principles, a business science has been uncovered which has made for permanence and stability; and second, we have been developing astonishingly the power of co-operation, not by sections as sixty years ago, but nationally—we may almost say internationally.

"Again, we have the Federal Reserve system, the like of which has never before been possessed by any country—a system which is proving itself not only a mighty financial factor, but has become a leader in sound business life."

## REAL CAR INSURANCE

An automobile owner who fixed up his car so that the horn with a talking machine attachment uttered some very emphatic and not over-refined language when a thief tried to start off with the car is so well pleased with the invention, according to the society reporter of The Hutchinson Gazette, that he is now working to perfect a device which will hit the thief over the head with a monkey wrench. This is truly a progressive age.

## Ward's Khaki Moving Covers



Grade "D" Cover with No. 3 Straps.

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

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

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

Grade "D", medium size, \$6.00  
Grade "D", large size, \$6.50  
Grade "K", medium size, \$8.00  
Grade "K", large size, \$9.00

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

ORDER SAMPLE COVER ON APPROVAL

With Name of Machine silk embroidered on any Cover; extra, .30c.  
With Dealer's Name and Address, first Cover; extra, \$1.15  
Same on additional Covers, each extra, .60c.

Write for booklet

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

(Well-known Lodge Regalia House)

101 William St., New London, Ohio

Also Manufacturers of Rubberized Covers and Dust Covers for the Wareroom

THE RECOGNITION AND REPRESENTATION  
of the  
**AEOLIAN-VOCALION**  
and  
NEW VOCALION RECORD

WHEN The Aeolian Company brought out the Aeolian-Vocalion three years ago, it marked the entrance for the first time, of a real music house into the field of phonograph manufacture.

Up to that time the development of the phonograph had been in other hands. Originally designed as a "Talking Machine," scientific inventors and clever mechanics had brought it to a high state of *mechanical* perfection.

Wonderful as it was, however, as a machine, it left much to be desired as a *musical instrument*. And its perfection as such could only be accomplished by men who were not only skillful mechanics, but *trained musicians* as well.

The staff of The Aeolian Company included such men—men whose achievements in musical instrument building had made The Aeolian Company famous throughout the world for the character and quality of its product.

From the first the Aeolian-Vocalion demonstrated that The Aeolian Company had built a new and superior type of phonograph, musically as well as mechanically, far in advance of those on the market.

Recognition from various sources came quickly. Musicians, tone experts and the public did not hesitate to accord the Vocalion

the recognition it so obviously merited.

Recognition by the music dealers of the country has also followed. The list of those handling the Vocalion today is large and rapidly increasing, and contains the names of many of the best-known and most progressive merchants in the trade.

The introduction of the new Vocalion Record—as superior and revolutionary in its way as was the Vocalion itself—together with the extension of service to include an increased number of convenient distributing centers throughout the country, has greatly increased the advantage of Vocalion representation.

The following page contains a full newspaper page announcement of one of the new dealers to take the representation of the Vocalion. The name of this house is too well-known to require explanation, and the significance of the event cannot be overlooked.

The third and fourth pages following, reproduce two of the advertisements that are part of the strong Vocalion publicity campaign running in different parts of the country.

Representative music dealers are invited to investigate the subject of Vocalion representation while territory for this valuable and increasingly important instrument and record is still available.

Aeolian Hall—New York  
World Headquarters  
of the Aeolian Company

The Aeolian Company

Announces that

# Denton, Cottier & Daniels

Have taken the Representation of the  
**AEOLIAN-VOCALION**  
And the New Vocalion Record.

**T**HE AEOLIAN COMPANY takes not only pleasure but pride in making this announcement. Any industry flourishes or languishes, depending on the power and integrity of the firms and individuals who foster it. The music industry is no exception to this law.

Denton, Cottier & Daniels have been established since 1827. Since then, the entire effort of this house has been public and institutional—immediate profit always being subservient to public confidence and permanent success.

But—Denton, Cottier & Daniels is far more than a mere music store. This famous old house is not only recognized as one of the strongest constructive forces in the music trade; but enjoys the confidence and respect of its public today, in a measure rarely equalled in the music or any other industry.

Therefore, The Aeolian Company is proud to have the Aeolian-Vocalion represented by such a house.

The AEOLIAN-VOCALION has made a success—a phenomenal success. The public—that great jury of award—has passed upon the Aeolian-Vocalion and accorded it the premiership of the phonograph world.

The same jury is now passing upon the new VOCALION RECORD—that wonderful companion of the Vocalion. Even now the verdict is rendered—for the Vocalion Record is already taking the position to which rightfully entitled, as the most musical, most perfect, and most satisfactory phonograph record ever produced.

Its success, and that of the Vocalion, is due to the will to excel, the spirit of initiative, the vast and unparalleled experience and equipment that have enabled The Aeolian Company to produce musical instruments that dominate, through sheer superiority, the markets of the world.

## AEOLIAN-VOCALION

And the New Vocalion Record

**H**ERE, in this splendid establishment, where the world's finest products in musical instruments such as the Steinway Piano and the wonderful Duo-Art Pianola Piano are displayed, the Aeolian-Vocalion has taken its permanent abode.

The Aeolian Company backs and pushes its products with all the power and resource of its immense organization; so that, today, in spite of its relative newness, the demand for

the Vocalion far surpasses the manufacturing capacity of its makers.

But, The Aeolian Company, as manufacturers of the Aeolian-Vocalion, make this pledge: Despite present conditions, despite the difficulties with which all manufacturers are faced, the warerooms of Denton, Cottier & Daniels will never be without an adequate representation of the best types of Vocalions within the power of The Aeolian Company to produce.

### YOU ARE INVITED

The exhibition of Aeolian-Vocalions is now open. The public is cordially invited to visit the warerooms of Denton, Cottier & Daniels, to listen to a demonstration of this wonderful phonograph and record.

## THE AEOLIAN COMPANY

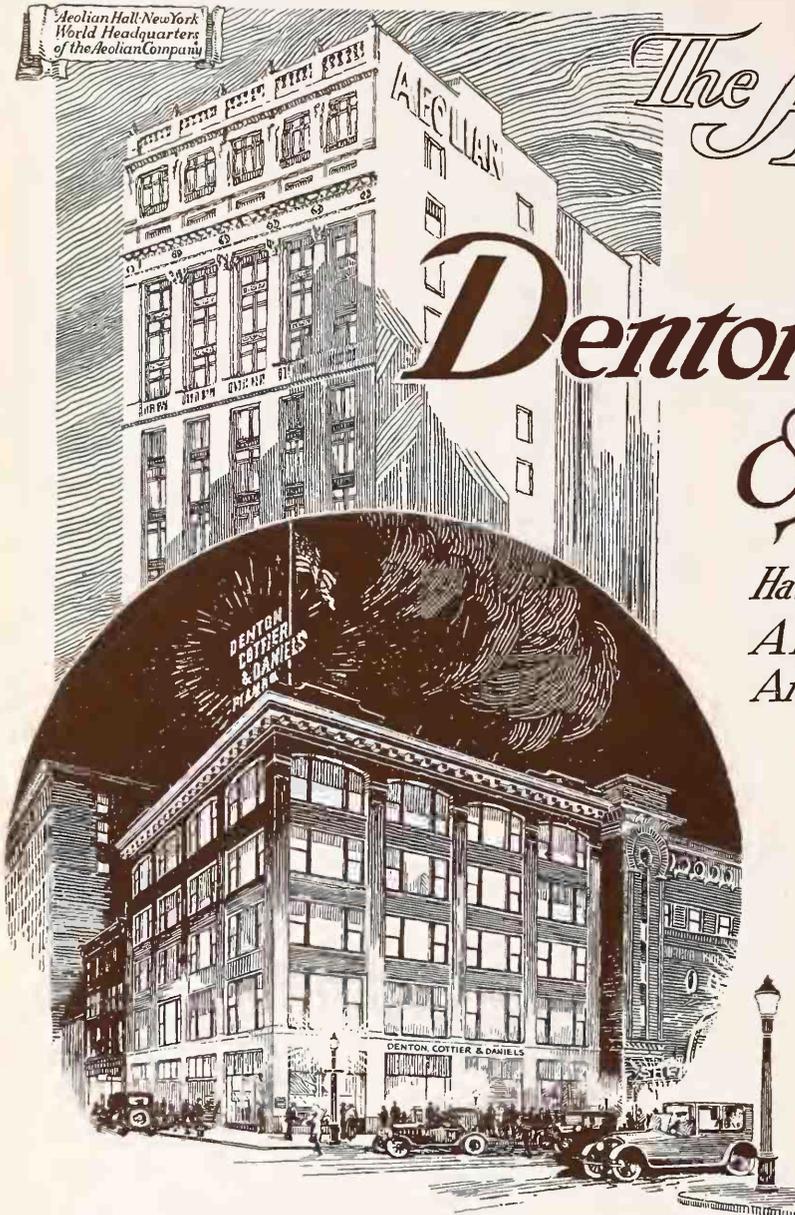
NEW YORK

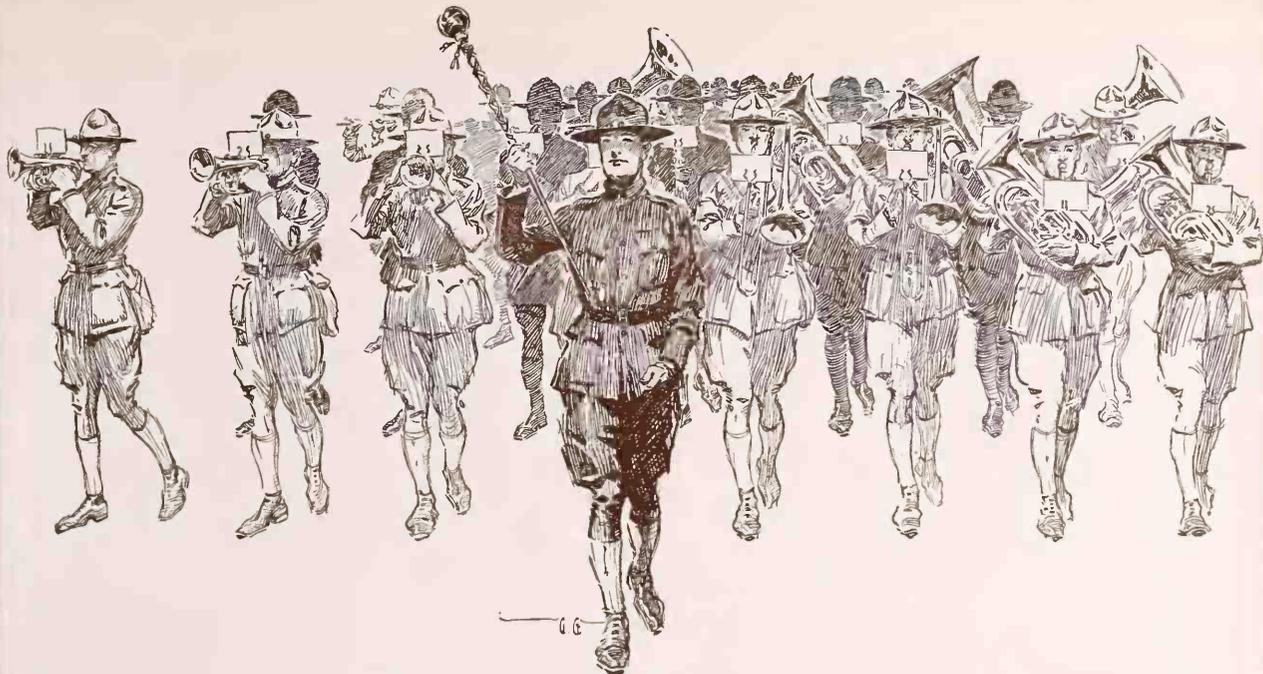
LONDON

PARIS

SYDNEY

MELBOURNE





# Hear the New VOCALION RECORD of the famous "MARCHÉ LORRAINE"

*The Favorite March of the Allies*

IS there anything in the world so thrilling as a big military band sounding its martial call to patriotism and valor? Everywhere, nowadays, splendid brass bands are swinging through the streets playing, and behind them, keen-eyed, straight of shoulder, soldiers are marching, marching.

Unconsciously, as we look and listen, we square *our* shoulders; and while our feet keep time to the soul-stirring rhythm, our hearts beat fast with high and deathless resolve!

We lesser ones here at home cannot have always a great military band to fire us with the spirit of strength and sacrifice, but we may have the miracle—so used to it are we now, that the miracle of it almost escapes us—of the phonograph.

You do not know phonograph music in its perfection unless you have heard the Aeolian-Vocalion playing the new Vocalion Record.

You do not know how completely the thrill of a full brass band can be transmitted to you by means of disc and needle until you hear one of the Vocalion Band Records.

The "Marché Lorraine", played by the Vocalion Military Band, has been given daily



during the recent demonstrations of this new Record at Aeolian Hall, and hundreds of people have been amazed at the glorious realism of this great, new system of music-reproduction. So complete is the illusion that with one's eyes closed it seems as if the actual band were playing but a few feet away.

The bold, clear fanfare of horns at the beginning; the melodious beauty of the second part; the boom of drums—the crash of cymbals and brasses—every instrument, from delicate piccolo to double bass is as clearly outlined for your musical ear as it is on the retina of your eye when they pass before you.

\* \* \* \* \*

The Aeolian-Vocalion plays all records and brings out beauties and depths of sonority unrevealed by other phonographs. Every artist or body of artists who has made records for any phonograph may be heard to unequalled advantage on the Vocalion. But the final perfection of phonograph music is to be found *only* in the Aeolian-Vocalion, playing the New Vocalion Record.

*Come to Aeolian Hall and hear the new Vocalion Record. Your own ear for music is the best demonstration we could wish you to have. You will be able to detect at once the superiority of this latest Aeolian achievement.*

## THE AEOLIAN COMPANY

In MANHATTAN  
29 West 42d St.

In THE BRONX  
367 East 149th St.

In BROOKLYN  
11 Flatbush Ave.

In NEWARK  
895 Broad St.

Lend as  
they fight

Buy more  
Bonds now



*The*  
**VOCALION RECORD'S**  
*Tone Portrait of a Rich  
Baritone Voice*

**T**HE subject is Giacomo Rimini's masterly interpretation of the ever-beautiful "Eri Tu?" (Is It Thou?) from "The Masked Ball." This number, one of Verdi's great inspirations, requires vocal and dramatic ability of the first rank—and Rimini's fine voice and appealing temperament render him peculiarly well-fitted to sing the music of his famous compatriot.

As a tone-picture, the Vocalion Record of this great aria is faultless.

Every note and phrase is natural and true to life. Every shade of tone-color and expression is caught and retained by this advanced process of recording. It is recognized among musicians that such portrayals of human and instrumental tones have never before been heard.

**GIACOMO RIMINI**

*This young Italian Baritone has already won an enviable reputation in operatic circles, both in Europe and the Americas.*

*For the past two years Rimini has been one of the leading baritones of the Chicago Opera Association, having been conspicuously successful in La Tosca, Aida, The Barber of Seville, Isabeau, and the Jewels of the Madonna.*

*Rimini's voice is of rich, sonorous quality and is reproduced with the utmost naturalness on his Vocalion Records.*

Pay a visit to the Record Department, Aeolian Hall, and ask to hear "Eri Tu?" from "The Masked Ball."

**THE AEOLIAN-VOCALION**

Besides the opportunity to play the glorious new Vocalion Record, this versatile phonograph offers many other unusual advantages.

It plays all standard disc records—plays them with fuller, clearer tone.

The Graduola tone-control feature offers you the privilege of indulging your own fancies as to tone-color, accent and expression.



The Vocalion case designs are distinctive. In appearance it has no equal.

Its mechanical features, such as the Automatic Stop, Volunome, etc., are the most effective on the market today.

*The Aeolian-Vocalion is priced from \$50 upward. Models containing the Graduola from \$115. Sixteen beautiful period styles from \$240.*

**THE AEOLIAN COMPANY**

In MANHATTAN In THE BRONX In BROOKLYN In NEWARK  
29 West 42nd St. 367 East 149th St. 11 Flatbush Ave. 895 Broad St.

### EDISON CONVENTION AT NEW ORLEANS A GREAT SUCCESS

A. P. Burns, Assistant General Sales Manager of Thos. A. Edison, Inc., Tells of the Very Important Gathering of Edison Dealers Recently Held in the Crescent City

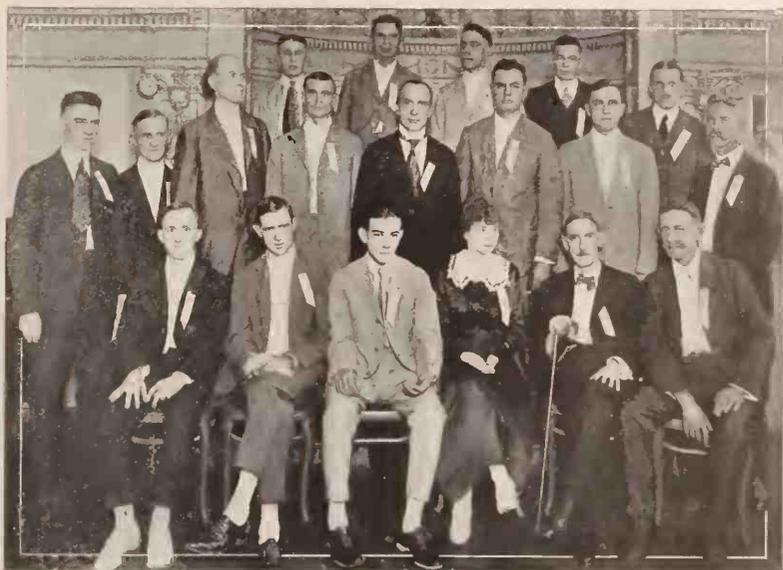
A. P. Burns, assistant general sales manager of Thomas A. Edison, Inc., recently represented the company at the Edison convention at New Orleans, which was referred to briefly in our last issue.

In an interview with our representative immediately after his return Mr. Burns had the following to say:

"There is something about the city of New Orleans and the people that live in and about it that radiates a spirit of cordial hospitality, noticeable to a visitor immediately upon his entrance to that charming Southern city. This

terest, and from then on to 12 o'clock there was an open discussion from which the dealers present secured very interesting information. At 12 o'clock the convention adjourned, and we had luncheon at the famous Galatoire French Restaurant in the French quarter of the city, and I don't mind saying it was some luncheon. Our photograph was then taken. During the afternoon several informal speeches were made and the business was completed by 4 o'clock.

"About 4.30 we all went sight-seeing in a Packard Rubber-Neck bus. We all had a very good time, even though the bus did break down



Delegates to Edison Convention in New Orleans

spirit of hospitality, combined with the spirit of co-operation, was very evident at the New Orleans convention of Edison dealers.

"The convention itself was altogether informal, like a meeting of brothers—there were no set speakers—whoever wished to emphasize or inform his brother dealers of new methods of securing business, of building up prestige, of making money with the Edison product, did so impromptu.

"The convention was opened by Mr. Donnelly, manager of the Diamond Music Co., with a message of welcome to the dealers in his zone. Then I spoke on a few subjects of pertinent in-

and could not be started. A hurry-up call was sent to a mechanic, and although he received advice from everybody present he was unable to start the machine. A second hurry-up call was sent for a couple of autos and our trip continued. We saw many interesting sights similar to those you have all seen if you have ever visited New Orleans. Then came the banquet at La Louisianne, one of the most famous restaurants on the continent. In short, the New Orleans convention was a success from start to finish."

Don't tell all you know or guess.

### DISPLAY RED CROSS PHONOGRAPH

The Crafts-Starr Phonograph Co., of Richmond, Va., Show Very Beautiful Instrument

RICHMOND, VA., October 3.—The Crafts-Starr Phonograph Co., of this city, report an enormous demand for the Starr phonographs and Gennett records which they handle in a wholesale way. In fact, the demand is so great that their two traveling salesmen have discontinued soliciting trade and are only covering their territory now to see that proper service is given and to keep up acquaintances. This company supplies some of the oldest and largest music houses in Virginia, North Carolina and part of Maryland and West Virginia, who are most appreciative of the service which is given them by the establishment.

A recent feature of the window display of the Crafts-Starr Phonograph Co. at 230 North Second street was a Red Cross Starr phonograph which was made to the order of a wealthy citizen in Richmond. It is a perfect Starr instrument with a large motor and heavily gold-plated. The entire case of the phonograph is enameled white with a large red cross on the front. A gold plate bearing the name of the donor will be placed on the instrument just before it is given to the Red Cross Society. It is a most unique and attractive gift and has cost the patriotic donor a neat sum, but he wants it to be a perfect thing of its kind, and Mr. Crafts ordered every detail carried out in the best materials that could be had, and no trouble or expense has been spared. It is on display for a time and it certainly makes one of the most attractive windows in the city.

### MAY NOT IMPORT MAHOGANY LOGS

War Trade Board Prohibits Further Importation for Non-War Use

By a new ruling of the War Trade Board (W. T. B. R. 222), all outstanding licenses for the importation of mahogany logs and mahogany lumber have been revoked as to ocean shipment after September 10, 1918. Hereafter no licenses for the importation of these commodities will be issued, except to cover such shipments as the Director of Lumber of the War Industries Board shall certify to be suitable and necessary for Government use.

The Hyatt Talking Machine Co., of Portland, Ore., has moved to 350 Alder street, where it will have greatly enlarged floor space, which is necessary to accommodate its constantly increasing business.



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

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

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

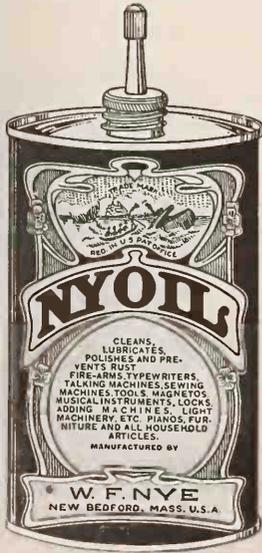
Hundreds of satisfied customers have written us that they would never use anything else for

**TALKING MACHINES, GRAPHOPHONES, PHONOGRAPHS AND SEWING MACHINES**

NYOIL will lubricate the machinery and polish all woodwork

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

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



NYOIL is put up in the following sizes:

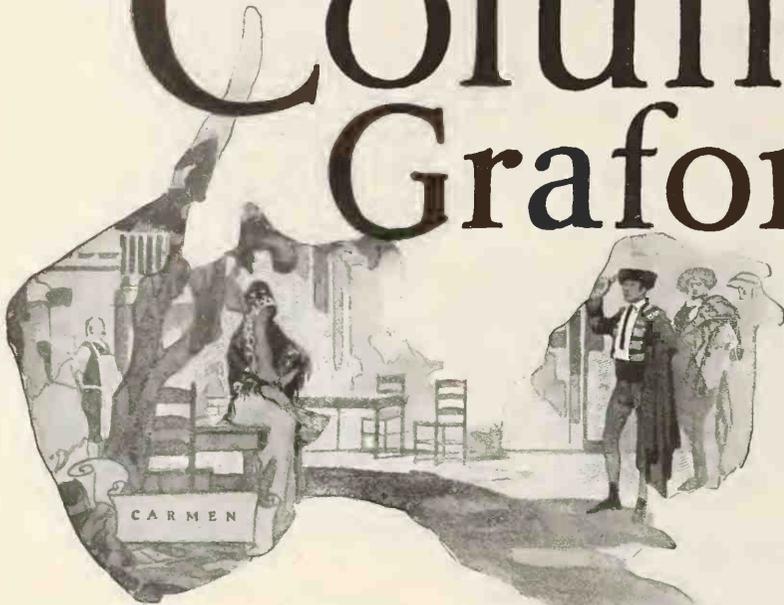
No. 16 (Cans)	1 Pint
No. 32	1 Quart
No. 128	1 Gallon
No. 540	5 Gallon



NYOIL is put up in the following sizes:

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

# Columbia Grafonola



THE greatest operatic music was beautiful before it was great—and Columbia Records bring you the best of that magical beauty.

Haunting melodies, exquisite catches and snatches of song, music of joy and of laughter, glorious marches, the fanfare of trumpets, majestic choruses—all that and more have Columbia Records.

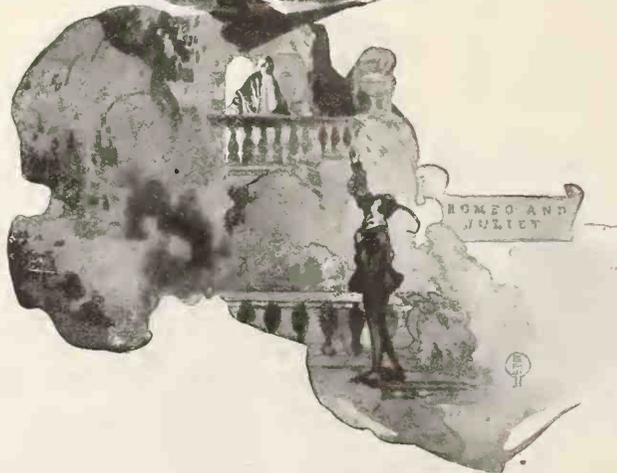
SUCH great artists as Lazaro, Straccari, Barrientos and Mardones make records exclusively for Columbia. But the music they choose for recording is always the truly great music of beautiful and inspiring melody. Beautiful melody—that is the distinguishing quality of both Columbia Records and the Columbia Grafonola. Music you really like, played as you like to hear it—that's what they give you always.



*To make a good record great, play it on the Columbia Grafonola.*

COLUMBIA Records on the Columbia Grafonola bring the best music of all lands and all ages into the friendly intimacy of your own home. They make good music what it ought to be in every family—an enduring source of pleasure and inspiration, a solace in time of trouble, an added joy in happy days.

A very human sort of an instrument is this Columbia Grafonola. A big, handsome, musical friend with a voice that is sweet and clear and strong, bringing good cheer to every home he enters. You need his cheerful voice in yours.



Buy War Savings Stamps

Columbia Graphophone Co., New York

Columbia Grafonolas—Standard Models up to \$300. Period Models up to \$2100. Prices in Canada plus duty.

# Columbia Grafonola

## Bring the Opera Season to Your Town

WITH the opening of the great opera seasons in New York, Boston and Chicago; with concerts, recitals, symphonies and philharmonic societies getting started everywhere for the winter, the thoughts of music lovers turn to the more classic in music.

That is why the Columbia full page advertisement shown on the opposite page is devoted to operatic artists who make Columbia Records. Lazaro, Barrientos, Stracciari, Mardones and other world-famous stars soon will be singing their great roles. This advertisement will bring the fact that they make Columbia Records to the attention of millions of people—thousands of whom are or should be your customers.

Bring the opera season to your people. This advertisement appears in many of the leading national magazines. Millions of people will see it. Make it work for you! Tie up your local publicity with these great Columbia artists—have a good assortment of the great operatic arias—and bring the opera season to your town.

Columbia Graphophone Co., New York



# THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., October 1.—All the talking machine shops have more or less suffered from the prevailing epidemic the past few weeks, but at this writing it is believed that the worst is over. Not an establishment in the city but was badly hit for a time and some places were crippled for several days at a stretch because of absent employes, sufferers from the grip. During the past few days the weather has been very good and this has helped materially to stay the disease.

## Liberty Loan Campaign in Full Swing

The Fourth Liberty Loan campaign is on in full force and the trade has been making plans for some time to make as good a showing in volume of subscriptions as it has on the previous loans. On one of the committees which will canvass the trade is Thomas W. Hindley, manager of the Aeolian-Vocalion's Boston headquarters. Business with the various houses has been very good of late, and September as a whole appears to have made a good showing, while the trade is optimistic over the prospects for the remainder of the year. The curtailment of product is felt everywhere and dealers are reconciling themselves to receiving only a percentage of their orders.

## More Men to the Front

Robert Steinert, who is capably managing the Victor business of the M. Steinert & Sons Co., with headquarters at the Arch street store, has just lost two more men in the draft, James Graham and Herman Fleischman, both outside men. Graham has entered the navy and Fleischman has been taking a course in aeroplane engineering at the Wentworth Institute. Because of the shortage of men the house is thinking seriously of giving young women an opportunity of seeing what they can do in this particular line of work, that is, in the wholesale end of the Victrola business. A new man in the stock room is Douglas Collier, who has had a sound experience in the talking machine business before he joined the Steinert house.

## Why Mr. Fitzgerald is Proud

Wholesale Manager Billy Fitzgerald, of the Eastern Talking Machine Co., is justifiably proud of one of his young nephews who is in service in France. The name of the young man is John J. McCarthy. He is a resident of Somerville, a graduate of Tufts College, and twenty-three years of age. He went overseas with the 101st Engineers and one year to the day he was

appointed an instructor in the chemical warfare service with the rank of first lieutenant. McCarthy has a medal for bravery, which he carries in his pocket, and his superior officers say he knows no such thing as fear.

## Eastern Co. Men All Doing "Their Bit"

Speaking of foreign service, Billy Fitzgerald tells The World correspondent that he expects to be overseas himself within a few weeks. Just now he is busy filling out his questionnaire and is claiming no exemption. George McDonald, of the Eastern's staff, is in the aviation service, and John Dockery, another of the staff, has just been put in class 1-A. In all, the Eastern has lost about twenty-eight men and a service flag may soon tell passers-by what this popular house has done for the country by way of furnishing men for service. The Eastern's business continues good, but the scarcity of materials continues to be felt.

## "Thrift Model" Aeolian-Vocalion

With the admonition to buy Fighting Fourth Liberty Bonds the Vocalion Co. announces from its Boylston street warerooms a special offer in "the beautiful new thrift model Aeolian-Vocalion with twelve record selections." This advertisement, attractively prepared by Manager Thomas W. Hindley, appeared almost simultaneously with the Liberty Bond propaganda and created a big hit with the public who were quick to "catch on" to the significance of the ad. Manager Hindley states that business has been coming along very well, for which credit is due in no small degree to the capable staff with which he has surrounded himself, each member of which is familiar with the talking machine business.

## W. A. Batchelder Making Good

Warren A. Batchelder, who resigned as the Victor manager of the A. M. Hume Music Co. early in the summer to take charge of a branch of the Community Motion Picture Bureau at Newport News, Va., has been making good in his new occupation in a very marked degree. The bureau supplies motion picture films for the soldiers at the front and army cantonments on this side, and Mr. Batchelder has got right into the atmosphere of the work.

## H. L. Coombs Getting Settled

H. L. Coombs, mentioned last month as the successor to Oscar W. Ray in the local management of the Emerson Co., has brought his family to Boston and is soon to establish him-

## Brunswick Dealers

Our PUR-I-TONE reproducer No. 9 is fitted to machines that have tone arm, with detachable reproducer. Sell this reproducer to your machine customers, as it reproduces an extra smooth quality of sound from ALL lateral cut records. No blast or other extraneous sounds. Write for prices.

## NEW ENGLAND TALKING MACHINE CO.

16-18 Beach Street

Boston, Mass.

self in the Back Bay section of the city. Mr. Coombs has just received a large consignment of goods for which he will find ample use among the dealers.

## Frank S. Horning New Victor Representative

Frank S. Horning, who is not altogether a stranger to Boston, is now settled in this territory, where he is to be the Victor representative for Boston and vicinity. He succeeds James M. Frye, who is planning to enter service. Mr. Horning has had a long experience with the Victor, and has represented the company at various leading centers, lately being in Chicago, where he had a large territory to look after. For some time following his arrival in town Mr. Horning was bemoaning the loss of a trunk filled with valuable goods which got side-tracked en route, but it turned up in due time, so Mr. Horning was able to don some well-fitting new suits of clothes which he had purchased before coming to Boston.

## Add New Lines of Machines

The Iver Johnson Sporting Goods Co., at 155 Washington street, which on its fourth floor conducts a fine talking machine department, is taking on a new line. This department, as the trade well knows, is managed by A. W. Chamberlain, who has been in the business for a number of years, and he is among the best-known men in the local trade and is thoroughly familiar with the technic and mechanics of the business.

## Visitors to Columbia Store

R. E. Rea, assistant to the general sales manager of the Columbia Co., spent several days in Boston recently and was entertained by Manager Mann. He came to study the branch office system of this department, which is standardizing its method of handling detail work. As-

## Behind the Co-operation

we are now extending in Eastern Victor Service lies the hope, that when the great world war has come to a victorious close we may look back on a period during which we attained a reputation among Victor dealers for giving practical help to them in the solution of their war-time problems.

## EASTERN TALKING MACHINE CO.

177 TREMONT STREET

BOSTON, MASS.

Send for Descriptive Circular

**Curry** DEMONSTRATION BOOTHS  
AND RECORD CASES  
IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY  
19 Wareham St. Boston, Mass.

Assistant Manager M. C. Perkins went over to New York this week. This is Mr. Perkins' first visit to the Columbia's executive offices since he associated himself with Manager Mann's headquarters.

#### Columbia Business Expanding

Manager Fred C. Mann reports the Columbia business for September as an eminently satisfactory one and on the whole his wholesale department is taking very good care of the Columbia dealers. He says that the automatic non-set stop, introduced to the public only a short time ago, is meeting with surprising success and all the dealers are placing large orders for it. Mr. Mann early in the month was away for ten days, going first to New York and then into the western part of this State and sections of New Hampshire and Vermont, where he got a cordial greeting from Victor dealers everywhere. The portions of New Hampshire and Vermont which he visited is territory which recently was turned over to this department and will henceforth be handled from Manager Mann's headquarters.

#### R. O. Ainslie Perfecting Sales Plans

R. O. Ainslie, of the Pathé line, has mapped out a most comprehensive plan of action for the large field of workers under him and some splendid results should be observed ere long. Lately business has taken quite a spurt and dealers report many promising Pathé prospects.

#### Combined Business and Pleasure

J. F. Carr, manager of the dealers' service department for the Columbia Co., combined business with pleasure while away a while ago, for, after completing a vacation spent in New York State, he started up into Vermont, where he visited the State Fair at Rutland, at which the United Talking Machine Co. had a creditable exhibit, which resulted in a number of good Columbia sales.

#### Cheney Phonograph Grows in Favor

The Cheney proposition which Herbert L. Royer has taken for New England has been very well received by the dealers everywhere, and it is Mr. Royer's wish that all who contemplate laying in a stock of these machines make an early application, especially as the local authorities have insisted that the stores begin

their Christmas sales earlier than usual. Davis Brothers, who have four large stores, in Boston, Brockton, Lowell and Lawrence, have taken on the Cheney line and are finding it a rather easy thing to introduce it to customers.

#### New Brunswick Models Admired

Some handsome new Brunswick models have been received at the warerooms of the Brunswick-Balke-Collender Co. which dealers are examining with the closest interest. F. H. Walter has severed his association with the Brunswick department, of which he has been manager, and is considering several good propositions. Mr. Walter made quite a success of the Brunswick proposition while with the house.

#### Demand is Greater Than the Supply

Manager Silliman, of the Pardee, Ellenberger Co., in Oliver street, says that the demand for the Edison line is far greater than the supply, and the men on the road find no difficulty in keeping the goods going out as fast as they come from the factory. H. R. Skelton, who does a good deal of traveling nowadays for the Edi-

son, is in town this week, making his headquarters at the Pardee, Ellenberger establishment.

#### Sympathy for C. E. Sheppard

Those in the trade who know C. E. Sheppard, of the Columbia forces, are full of sympathy for him in his bereavement. Both he and his wife and small child have been down with the epidemic, and a few days ago the wife died, and both he and the little one are still seriously ill. The family was face to face with the problem that has had to be met by so many people, the inability of securing a nurse. Mr. Sheppard is one of the valued attaches of Manager Mann's staff, and those of the Columbia force have been doing all they could to lessen Mr. Sheppard's burden.

#### Remodels Talking Machine Department

Henry L. Kincaide, of Henry L. Kincaide & Co., of Quincy, whose large establishment is known to everybody in that nearby city, has lately remodeled his talking machine department, and under the immediate supervision of

(Continued on page 24)

## The CHENEY PHONOGRAPH

"Plays all records better"

### Dealers

are invited to inspect this instrument which is so distinctly different from all others.

Attractive agency proposition. Liberal advertising plans.

Write for catalog and full particulars

**H. L. ROYER**  
New England Representative

77 SUMMER STREET, Room 59 - - BOSTON

— Oldest and Largest  
Manufacturers of Talking  
Machine Needles in the  
World—There are several reasons

**W. H. BAGSHAW CO., Lowell, Mass.**

## THE TRADE IN BOSTON AND NEW ENGLAND (Continued from page 23)

Miss Mabel Swift it is better than ever before to meet the wants of customers.

### Steinert Co. Buys \$50,000 Worth of Bonds

The subscriptions to the Fourth Liberty Loan were considerably enlarged by the generosity and patriotism of the M. Steinert & Sons Co. on October 2, who made a request for \$50,000 worth of the governmental securities. This large subscription immediately focuses attention on this large Boston piano and Victor house and is in line with its attitude toward previous loans.

### REMODEL "TALKER" DEPARTMENT

KEENE, N. H., October 1.—G. H. Tilden & Co., of this city, have lately reconstructed their talking machine department so that to-day it is one of the most artistic and convenient places of its kind in the State. In this store there was a basement, apparently quite useless, which to the fertile imagination of the manager struck him as a most desirable place to fit up for the use of his graphophone department. What one sees to-day is little like the neglected basement of old. In one corner is a fireplace and there is everything about the interior that suggests a homey atmosphere. Under better conditions than ever before is the Columbia product brought to the attention of the public. Miss Bertha Mitchell is in charge of the department, and Mr. Kingsbury, who is head of the whole establishment, circularized the city so that everybody now knows of this Columbia headquarters.

### A GO-AHEAD SPRINGFIELD DEALER

SPRINGFIELD, VT., October 1.—A talking machine dealer in this town who has rapidly come to the front recently through a clear understanding of the business and a knowledge of how to deal with his public is F. W. Wheeler, of F. H. Wheeler & Son, whose Columbia headquarters has come to be recognized as the rendezvous

of those seeking good music. Mr. Wheeler has very fully equipped his department and he is making many good sales.

### CO-OPERATION IN RECORD SALES

How Denholm & McKay Co. Have Developed Their Service on Records in Worcester

The Victrola department of Denholm & McKay Co., Worcester, Mass., is having a very successful fall business, which is due in part, to the large following of record customers they have secured by guaranteeing all records new and unused. They will not exchange or sell on approval, but will gladly play in their large demonstration booths, of which they have nine, any record desired.

The manager, F. E. Russell, is endeavoring to give the best service possible by co-operating with the other dealers in Worcester, in a record exchange of special orders. Once a month each retailer sends a list of records he is unable to secure from the jobber of specials ordered by customers to each of the other retailers. These lists are checked as to what can be filled and returned, then the exchange is made, one for one. This is the only store in Worcester selling a record library plan with machine sales, and this adds practically \$1,000 to their record sales a month.

### HAS EDISON AND COLUMBIA LINES

CLAREMONT, N. H., October 1.—Ray Kinne, one of the older Columbia dealers, who is manager of Wheeler's Pharmacy, has given his talking machine department unusual treatment, and the establishment is now admirably adapted to exhibiting and demonstrating both the Columbia and Edison lines, which are carried. J. M. Buzzell, the outside man for this house, is doing a rapidly increasing business.

## ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good  
Is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely.

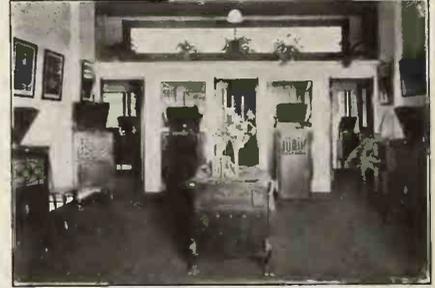
Write for special proposition to Jobbers.

MANUFACTURED BY  
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York  
Established 1853

### PROGRESSIVE LOUISVILLE STORE

Large Business Built Up by Talking Machine Department of Kaufman-Straus Co. Store—Under Management of H. V. Boswell

The Kaufman-Straus Co., of Louisville, Ky., have, under the management of H. V. Boswell, built up a very large talking machine business



Partial View of Showrooms

which is steadily expanding, thanks to the untiring efforts of all connected with this enterprise from the manager down. The photograph herewith shows only a partial view of the sales section of this establishment.

### TO SECURE A REFUND OF TAXES

How to Get Relief in Payment of War Revenue Taxes on Exported Goods

The Treasury Department has recently issued the following information regarding the proper method to pursue to secure a refund of War Revenue taxes paid on goods which have been exported.

The Department says: "Articles sold in foreign commerce under Section 600, sub-division (b), Act of October 3, 1917, are not subject to tax if they are sold direct to the consignee and not through export agents located in the United States and where actually delivered to consignee located in foreign countries.

"In order to recover the amount paid as tax on articles sold in foreign commerce it will be necessary to execute claim for refund Form 46, and furnish the following evidence in connection with such sale:

"(1) An affidavit setting forth the names and addresses of the foreign consignees, together with a statement under oath, if in accordance with the fact, that the goods alleged to have been sold in foreign commerce were sold direct to the consignee mentioned and not to export agents located in the United States, and that the goods were actually delivered to consignees located in foreign countries.

"(2) Copy of invoice covering the goods sold.

"(3) Copy of true bill of lading if such exists, and either a clearing out certificate or ship's receipt showing that the goods were actually shipped for export.

"The evidence called for above should be filed within thirty days, so that the claim may be acted upon promptly."

### GOING AFTER THE BUSINESS

F. F. Howard, manager of the R. W. Tyler Co.'s branch store in Clarksburg, W. Va., is featuring the Aeolian-Vocalion phonograph with great success and is using very successfully a large motor truck loaded with phonographs and pianos in order to bring them to the attention of the country folks.

### A PERTINENT QUESTION

If everybody said "I'd like to buy some bonds, but—" who would win the war?

# MANUFACTURERS— JOBBER—DEALERS



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "lateral" cut records.



Perfection Universal Tone Arm and Reproducer No. 6 set in position for playing "hill and dale" cut records.

Our PERFECTION line of tone arms and reproducers are now complete and are attachable as follows:

No. 3 tone arm and PUR-I-TONE reproducer plays Victor and Columbia records on Edison Disc Machines.

No. 4 tone arm and Nos. 4, 7 and 8 PUR-I-TONE reproducers play Victor and Columbia records on Edison Disc Machines.

No. 5 tone arm with PUR-I-TONE reproducer plays all makes of hill and dale records on Edison Disc Machines.

No. 6 UNIVERSAL tone arm and PUR-I-TONE reproducer plays ALL makes of records on Edison Disc Machines.

Nos. 3 and 7 PUR-I-TONE reproducers are fitted to Columbia machines for playing Victor and Columbia records.

No. 7 PUR-I-TONE reproducer is fitted to Victor

machines for playing Victor and Columbia records.

No. 11 PUR-I-TONE reproducer plays all makes of hill and dale records on Victor machines.

No. 11-A PUR-I-TONE reproducer plays all makes of hill and dale records on Columbia machines. No. 11 and 11-A reproducers are especially fitted to Victor and Columbia machines, and are easily the finest built in the world. Guaranteed not to blast on any record, and will reproduce Edison Disc records with perfect clarity of sound, also with excellent volume and resonance of sound.

Nos. 9 and 10 UNIVERSAL tone arms with PUR-I-TONE reproducers are fitted to any make phonograph where arm is required that measures 8 inches from center of diaphragm to center of motor board hole.

First-class high-grade product, finely plated and carefully assembled, making this line the leading phonograph accessory line of the world.

Manufactured by

## New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World  
16-18 BEACH STREET BOSTON, MASS.

Write for prices and information as to how these accessories are attached and used on the leading makes of phonographs

**BUSINESS IN SAN FRANCISCO IS GOVERNED BY SUPPLIES**

**Complaints Continue Regarding Shortage of Machines and Records—Mrs. Howard Promoted—California Men in the War—Western Phonograph Co. Expand—New Columbia Manager**

SAN FRANCISCO, CAL., October 3.—Several extra holidays, rainy weather and the shortage of standard stock mitigated against business on the Pacific Coast during the month of September, yet the average for the month is fair. Unless supplies come in faster than they have been there will not be as big a fall business as was hoped for. Victor goods cannot be obtained to the full requirements no matter how far ahead the dealer orders. Other lines are not always easy to secure either. The record situation is about on a par with the machine situation. Under the circumstances no special selling campaigns can be inaugurated. There is plenty of money in circulation and no doubt the talking machine business is getting a fair share, but with judicious advertising a much greater business could be done, provided the dealers had complete stocks of machines and records. For a few weeks at least the new Liberty Loan drive will probably have the effect of curtailing purchases. San Francisco will make a great effort to go over the top in record time.

Romance is not a stranger to the business world, not business romance. The elevation of Mrs. Helen Plummer Howard, formerly manager of the talking machine department of the Hauschildt Music Co., Oakland store, to the managership of the whole store does not come as a surprise to those who know Mrs. Howard's special abilities as a business woman. She is said to be the only woman manager of a large music house in the West.

Byron Mauzy, who recently returned from an Eastern trip, and Charles Mauzy, both of whom are loyal Shriners of Islam Temple, marched with their order in the big Liberty Loan parade last week. Byron Mauzy is on the committee of directing captains for the Bond drive, and Charles Mauzy is doing his share on one of the teams also.

The Irvine Music Co. has just received large shipments of Stradivara and Pathé machines. Mr. Irvine says he is pretty well supplied now for the fall trade, but will continue to get new stock in anticipation of the holidays.

The latest representative of the California trade to distinguish himself at the front in France is John MacArthur, who is a lieutenant in the American Aviation Corps. He chased a flock of German flyers who were attacking three American airplanes and succeeded in returning without mishap. He was honored with a medal and the congratulations of General Pershing. Lieut. MacArthur was formerly connected with the talking machine department of the Oakland establishment of Sherman, Clay & Co.

R. E. Wolfinger, formerly of the Emporium talking machine department, has joined the sales force of the Wiley B. Allen talking machine department.

D. Creed, of the Chicago Talking Machine Co., has been visiting his brother at Camp Fremont the past week and has called on some of the local trade.

One of the most popular records in San Francisco at present is Caruso's "Over There." Patriotic records head the list for popularity, yet classic selections are holding their own.

Walter S. Gray is laboring assiduously toward securing needles for his trade. He left last week for a business trip in southern California.

Sinews of war in the form of a quarter of a million of dollars have been secured by the Western Phonograph Co., of San Francisco. This company is now incorporated and will carry on as usual the business of distributing Pathé merchandise to the trade of California, Nevada and Arizona. The new capital will enable the concern to do business on a far more efficient and extended scale than heretofore,

though as it was no grass was growing under the feet of Omer N. Krutsche, the manager. No change in the management is reported, though probably the force will soon be increased.

H. N. McMenimen, managing sales director for the Pathé Co., was in San Francisco during the month on business in connection with the reorganization of the Western Phonograph Co.

The Sonora Phonograph Co. has been much handicapped by employes leaving for the army or war industries. F. B. Travers, the manager, expects to spend some time in the East visiting the factories this month. Conditions at the store have delayed his trip time and again.

Between trying to conciliate customers clamoring for Victor goods and serving on the federal grand jury, Andrew G. McCarthy, treasurer of Sherman, Clay & Co., and manager of the company's talking machine business, is having his hands full. Goods are reshipped as fast as they come from the factory, but the wholesale trade on the Coast is large and the supply is always inadequate.

W. E. Henry, formerly a popular figure in the San Francisco trade, has just been visiting the city. He is now in the foreign record department of the Columbia.

The trade learns with regret that Fred Dennison, Pacific Coast manager of the Columbia Co., is leaving San Francisco. As manager of the company's office at Buffalo he will undoubtedly shed new light and exude vital energy in that quarter as he has done on the Pacific Coast. Nathan Millner, general sales manager of the Dictaphone department, has taken Mr. Dennison's place here.

**SHIPS A GRAFONOLA TO AFRICA**

B. G. Harriott, a music dealer of Concord, N. H., recently filled an order for a Columbia Grafonola, which he received from Montiba, Central Africa. After its long sea voyage the Grafonola will have to be carried 700 miles inland before it reaches its owner, Ray Crowell, a former Concord boy.

**LONG CABINETS**



No. 83

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

**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. 79

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

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

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

# Three Big Values — Three Big Sellers

Model No. 3  
\$125.00



Model No. 6  
\$90.00



Model No. 5.  
\$75.00



MANDEL PHONOGRAPHS—made by one maker—backed to the limit by the manufacturer, means a service that guarantees your success.

The MANDEL embodies massiveness in cabinet design, efficiency in mechanical construction and richness in tonal quality. These three factors are the making of a good talking machine. And the MANDEL is a good machine.

The three models here illustrated are producing big results for MANDEL dealers. Three popular-priced phonographs — each model giving the consumer greater value for his money than he could ordinarily obtain.

And to the dealer we offer a wonderfully attractive proposition—a co-operative plan that makes it pay him to sell MANDEL Phonographs.

*Write for full details—today*

**A Letter from Missouri—Name and Address on Request**

MANDEL MFG. CO.,  
Chicago, Ill.

Gentlemen:

Please book my order for immediate shipment by freight, the following:

Two Style No. 3 MANDEL Phonographs, Oak finish.

Two Style No. 3 MANDEL Phonographs, Mahogany finish.

Each purchaser of the MANDEL is delighted with the rich tone value and each sale draws more sales. I sold the last MANDEL today, so please rush out this shipment. I want to keep the MANDEL on my floor. (A MANDEL DEALER)

**MANDEL  
MANUFACTURING CO.**

501-511 So. Laflin Street, Chicago, Illinois

# No more Workless Windows! Send in to-day for the Columbia Monthly Dealer Service and put that space to work!

Columbia Graphophone Co.  
NEW YORK



## NEW EDISON SHOP IN COLORADO

Something of the Men Who Have Made This Colorado Springs Establishment Well Known

COLORADO SPRINGS, COLO., October 3.—The photograph herewith shows the exterior of the New Edison Shop conducted by the Wyckoff brothers at 14 Pikes Peak avenue, this city. The firm is composed of Lieut. H. M. Wyckoff and Kenneth Wyckoff. The former is now in



The Edison Shop in Colorado Springs the U. S. Army and doing special work in Roumania. The New Edison Shop is very attractively fitted up and the photograph shows Mr. and Mrs. Kenneth Wyckoff and Lowell Collins, of the sales force, standing in the doorway. Seated on the pavement is a pet Spitz dog of the firm, who is well known to all Edison customers.

## FORMAL OPENING IN CANTON, O.

Klein-Heffelman Co. Open Their Two New Stores Recently Purchased in That City to Take the Place of Burned Building

CANTON, O., October 8.—On September 16 the Klein-Heffelman Co., of this city, formally opened their two new stores recently purchased. This company, it will be recalled, recently lost their entire establishment by fire and for several days were practically out of business until plans were made for the purchase of the Coakly Furniture Co.'s establishment at 125 Fourth street, N. W., and the McConnell Music Co. warerooms at 416 Market avenue. The Klein-Heffelman Co. are large furniture dealers and at their old building had a very elaborate line of pianos, talking machines and other musical instruments. It is stated that the furniture business will be carried on by them at the old Coakly store, while the music department will be represented by them at the McConnell store. Just what the purchase price of both of these stores was has not been stated.

## COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

## NEW COLUMBIA CATALOGS

One Devoted to Records and the Other to Grafonolas Just Issued—Both Are Attractively Compiled and Printed

The advertising department of the Columbia Graphophone Co., New York, has just issued two new catalogs, one catalog presenting a complete list of Columbia records and the other the full line of Columbia Grafonolas. Both of these catalogs are attractively compiled and will make welcome additions to the library of Columbia literature.

The record catalog is practically similar to the previous edition except that it contains the recordings of many new artists who have joined the Columbia library within the past year. The growth of the Columbia record library is well evidenced by the increased size of this new catalog, which contains 560 pages as compared with 480 pages in the previous edition. The records are listed and indexed conveniently, so that the dealer and the music-lover may find a particular record under several classifications. These classifications permit of the immediate location of a record where only the artist's name is known or where the class of music is the only guide for selection. The new catalog is typographically artistic and there is the usual tinted section giving a partial list of grand opera and concert selections recorded by famous operatic and concert artists who are numbered among the Columbia Co.'s recording staff.

The new machine catalog features all of the standard Grafonola models, including the following: Type L-2; Type K-2; H-2; G-2; F-2; E-2; D-2; C, B and A. This group comprises the new models that were recently introduced by the Columbia Co. and which are meeting with phenomenal success.

Several pages in this catalog are devoted to the presentation of some of the period design Grafonolas, which are meeting with a ready sale in Columbia establishments throughout the country. Among the art models that are featured in the catalog are the Queen Anne, Charles II, William and Mary and the Adam Grafonola period designs. The photographs of these models are accompanied by excellent descriptions of their distinctive characteristics and the artistic appearance of these instruments accounts for their signal success.

The text of the new Grafonola catalog gives briefly some of the most important instructive features of the Columbia Grafonola, this text calling particular attention to the tone qualities of Columbia records and the Grafonola, and mentioning briefly the needle-arm diaphragm, the non-set automatic stop, the individual record ejector, the "leaves" system of tone control, the new Columbia motor unit, the hinge motor plate, the improved motor frame and the new spring barrel.

This latest Columbia Grafonola catalog gives the story of the Grafonola in a concise and interesting form, and the text as a whole is well worthy of the closest attention.

IMMEDIATE DELIVERIES

## Specials FOR Victrola IX

WE have in stock other cabinets to fit all styles of machines and will be glad to send our catalog for the asking.

Schloss Bros.  
635-37 West 55th St.  
NEW YORK

Phone  
Columbus 7947



809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings, Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/4 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 80 lbs.



702

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings, Lock and key. Rubber-tired wheels. Height, 30 inches. Top, 17 x 20 1/2. Matches New Victrola IX. Top has counter-sunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 lbs.



**Time for the opera and concert seasons to begin. Folks will want Columbia operatic records. Are you ready?**

**Columbia Graphophone Co.  
NEW YORK**

## CLEVELAND ASSOCIATION ARRANGING FOR BIG CONCERT

Artists Whose Fame Is Known Through Their Records Will Participate—Hart Piano Co. Absorbed by Harmony Music Shoppe Co.—Business on Higher Plane, Says Dreher—Buying Bonds

CLEVELAND, O., October 6.—The Talking Machine Dealers' Association of Northern Ohio is arranging for a big concert in which artists whose songs and orchestral selections are reproduced on phonograph records will participate. The concert was originally proposed by Charles K. Bennett, president of the association, and others several months ago, but owing to various entertainments given by the Knights of Columbus, the "Y" and other war working organizations the concert promoters gave up their plans.

Now they have taken new headway. At the September gathering of the dealers' association the project was brought up and Grant Smith of the Euclid Music Co., made chairman of the arrangements committee and will report at the meeting of dealers, October 17. This meeting will be the most important gathering of talking machine men since last spring, as winter business, particularly that of the holiday season, will be under discussion.

Talking machine dealers are anxious to close as many deals as possible through the slogan of "Early Shopping," and President Bennett of the association is among those foremost in preaching the doctrine of "Buy Now."

Dealers are still complaining of short shipments of stock from factories and admit that the prospects of better conditions along this line are very, very slim.

Some of the dealers are fairly well stocked, having bought liberally when the sales were not running at their best, the result being an overstock during dull months, but now that the holiday season is soon to begin these dealers consider themselves fortunate in being well supplied with machines and records.

The association members did not go into the Fourth Liberty Loan campaign as a body, but nearly every member is prominent in team work. The city is being canvassed from house to house. The loan drive was opened September 28, former President William Howard Taft being the leading speaker. The next day, Sunday, the city saw the biggest parade in its history. The industrial phase of the parade was declared by Governor James M. Cox, who reviewed it for three hours, to be "the greatest parade of its type it has been my pleasure to see, and I have seen hundreds of marvelous street parades in Washington, New York and other large cities during my public career."

Harlan H. Hart, president of the Cleveland Music Trades Association, and for a quarter of a century identified with the piano business of the city, and dealer in talking machines, has retired from the Hart Piano Co. and the Harmony Music Shoppe. The latter was recently capitalized at \$50,000 and Walter S. Raeder is the company's president, with several former Hart concern and Harmony Shoppe employes in the new concern, which is known as the Harmony Music

Shoppe Co. The quarters of the "shoppe" and the Hart concern, in The Arcade, have been greatly improved, several new talking machine booths having been equipped for patrons. The "shoppe" has taken over the business of the Hart concern and will make a specialty of Victrolas and other high-grade talking machines and records. Player-piano rolls will be a new feature of the establishment. All the officers and employes are well known to the Cleveland and Northern Ohio trade.

Fred A. Krauss, former vice-president of the Hart Piano Co., is the vice-president of the Harmony Music Shoppe Co. Two other men well known to the Cleveland trade are Jacob W. Kegel, secretary, and L. M. Tressel, treasurer of the new company.

The stock of the Goodman Piano Co., recently placed in a receiver's hands, has not yet been disposed of. Many of the \$31,000 worth of instruments listed in the receiver's inventory are talking machines and records. The Goodman concern has a \$100,000 equity in the lease on the building occupied in Huron road. The location is a desirable one, close to that of the Wurlitzer Co.

Harlan H. Hart, former president of the Hart Piano Co., has opened an office in the Permanent Building, Euclid avenue, and is selling pianos and player-pianos. He has not made any public announcement of his future plans, but dealers admit that he "will be heard from" again by the trade.

"More talking machines, pianos, and player-pianos are now being sold than ever before," said Henry Dreher, of B. Dreher's Sons Co. He declared that the recent gathering of Ohio's piano men in Cincinnati showed that their business has been placed upon a higher basis by the war. He said manufacturers of talking machines and other musical instruments are compelled

to sell their output for cash or terms which amount to about the same thing, and dealers in turn have been forced to cut out long time payments on sales.

Charles K. Bennett, manager of the Eclipse Musical Co., distributors and retailers of Victor machines, is a member of the famous "Wrecking Crew" of the Cleveland Athletic Club in the Fourth Liberty Loan campaign. This crew during the Third Loan campaign sold nearly \$2,000,000 worth of bonds, more than \$1,200,000 being sold in one evening at the Keith Hippodrome Theatre.

Caruso's singing of "Over There" has put a whirlwind dash in the sale of Victor records, reproducing his version of the famous song for which its author received \$25,000 cash.

James H. Rogers, Cleveland's leading music critic, in the Plain Dealer, last week, said of this Caruso record: "Now the gifted Italian has made it, through the Victor laboratory, a song to be preserved among the operatic aria records in the cabinets of phonograph lovers. The demand for 'Over There' a la Caruso, at local stores, dealers say, has been large."

The Collister & Sayle Co., Victor dealers, are among the Cleveland firms which have a unique show window display during the Fourth Liberty Loan campaign.

The Brunswick-Balke-Collender Co.'s Cleveland store reports an ever-increasing sale of talking machines with the firm's new reproducing instrument placed on the market last spring. Manager W. F. Young, of the Cleveland office, said the prospects for holiday business are highly encouraging.

Cleveland talking machine dealers point with some degree of pride to the fact that the war has not caused a single failure among members of their organization, if the Goodman Piano Co. be excluded, and the Cleveland Piano Co., which closed out its store September 1 and placed the stock with a concern operating retail stores in East Cleveland and Lakewood. The talking machine dealers have weathered the war period to date in fine shape.



## AUTOMATIC STOPS

The simplest and most efficient Automatic Stop on the market. They give excellent service, are easily installed and are absolutely guaranteed.

Send 50 cents for Sample Stop

**KIRKMAN ENGINEERING CORPORATION, 237 Lafayette St., New York**



# UNICO SYSTEM

Designs and Construction Patented

## THE SALES BUILDER

Unico Demonstrating Rooms Excel from Every Standpoint

- DESIGN Six standard styles  
Special period styles
- CONSTRUCTION Patented, Interlocking  
Portable Units  
Sound Insulated
- FINISH All standard Oak,  
Mahogany and Enamels
- EFFICIENCY Increased sales at lower  
cost per sale
- ECONOMY 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
- CONSTRUCTION Sectional Units adapt-  
able to any space
- FINISH All standard Oak, Ma-  
hogony and Enamels
- EFFICIENCY All records always  
available instantly
- ECONOMY Moderate Equipment  
Cost  
Lower Operating Cost
- DELIVERY Prompt shipments from  
stock in all finishes

Install a Complete Unico Department

- U** DEMONSTRATING ROOMS
- N** RECORD RACKS
- I** RECORD COUNTERS
- C** CEILING DECORATIONS
- O** ARCHITECTURE 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.

# A Real Accounting System for Retail Dealers

A Practical System of Accounting for the Use of Music Dealers, Which Can be Adapted to Fit the Needs of Any Business, Large or Small, and Which Will Enable the Dealer to Have Accurate Knowledge of His Stock, Overhead, Resources, Sales and Profits—Devised by Walter Engard, of London, Ohio

It is conservatively estimated that fully 90 per cent. of the business concerns of this country do not know how much money they have made during the current year, nor do they know what it has cost them to do business. The most of them have some kind of a record of receipts and expenditures, and now and then they strike a balance. But it is absolutely necessary for business men to install some accounting method whereby they shall know and not merely guess at such important facts. Keen competition, rising costs and decreasing profits, together with the rapid increase in the business death rate among retail stores, are making it necessary for the retail merchant who wishes to attain success to provide his business with an accurate system of accounting.

This system should be simple, yet accurate and easy to operate. It should be convenient and economical. It should also afford the merchant protection and give all the information necessary to the successful management of his business. The best system for any business is one that will give to the merchant all the information necessary with the least efforts.

I am having reproduced here three ruled forms which go to make up one of the most complete systems of accounting that can be installed, taking care of your business records in the smallest amount of space and requiring but little time. This system is complete in every detail, showing you at the close of each day just how your business stands, also your actual profit for the day.

The first form of this system is known as the "Daily Record of Sales by Departments." This form accommodates the record of the sales in every department of your store, whether it be one or a dozen, by days. At the top of the form on the right space is provided for entering the month for which the record is being kept. On the extreme left it is provided with columns for entering the day of the month and the day of the week. The days of the week, however, are printed right on the form at the time of printing. If the month comes in on Wednesday you start with the first Wednesday that appears on the form and number down the form as 1, 2, 3, 4, etc., skipping the 5th, as this date will be Sunday and every seventh number until you have numbered as many lines as there are working days in the month. If you wish to keep the sale of every article separate then you must provide a space upon this form for as many articles as

stance, you divide your store into six departments; pianos in department A; talking machines in department B; records in department C; sheet music in department D, etc. Now, if a clerk makes a sale of several sheets of music and some records then he will make out two sales slips, one for the music and one for the records, marking the slips for the music department D and the slip for the records department C. The same is true if you should prefer to number your departments in place of lettering them. At the end of the day the bookkeeper will add up the sales of each department and enter in the column pro-

in the first column; in the second column you will enter all money paid out, including the amount of your bank deposits. You will then add the total amount of cash received that day to the balance on hand the day before and subtract the amount paid out and this gives you the amount of cash on hand at the close of the day. This amount is entered in the third column and is the amount of money you have on hand with which to start your business the following day.

Under the heading "Banking Account" you enter the amount of money deposited that day in the first column and the amount withdrawn

Daily Record of Sales By Departments, Month of ---							
Date	Day	Total Sales		Sales By Departments			
		Cash	Credit	Dep't A	Dep't B	Dep't C	Dep't D
	Mon						
	Tue						
	Wed						
	Thu						
	Fri						
	Sat						
Total for Week							

This Form Shows What Sales Each Department Is Producing

vided for that department, then total the total sales for the store and enter this amount in the total sales column as provided on this form. This form keeps you posted on what is being done in each department every day of the year.

The second form is the "Daily Record of Cash, Accounts, Profit and Expenses." This form, like the preceding one, provides for the recording of this information daily. In starting in with this form you will need to take an inventory of the amount of cash on hand, the amount of your bank balance, the amount of your accounts payable and accounts receivable; these amounts

that day in the second column. Add the amount of deposits to the balance for the day before and subtract the amount withdrawn and you have the balance of money in the bank at the close of the day. This amount is entered in the third column under this heading and keeps you posted on the condition of your bank account from day to day.

Now under the heading "Accounts Payable" you will enter the amount of goods purchased that day, or rather the total of the invoices for goods purchased which you received that day in the first column and in the second column

S T O C K R E G I S T E R									
Pianos						Talking Machines			
Date of Entry	Stock Numbr.	Make	Description	Cost	Selling Price	Date Sold	Date of Entry	Stock Numbr.	
									Extend same rulings
									for talking machines
									as are shown for pianos,
									and continue same for
									records, rolls, or
									other items necessary
									to register for complete
									inventory

A Simple Form of Stock Register, Which Will Furnish an Accurate and Always Up-to-Date Inventory

you carry in stock, and you will have your bookkeeper take the sales of each article off of the sales slips as they come in. But if you divide your store into departments then the salesman will make out separate sales slips for articles sold from the different departments. For in-

are to be centered in their respective columns as provided on this form on the line which reads "Amount Brought Forward." At the end of each day you will enter under the heading "Cash on Hand" the amount of all cash received, including money received on accounts receivable,

you will enter the total amount paid upon these accounts payable plus the discount and any allowances. Adding your amount of accounts payable for the day to the balance for the preceding day and subtracting the amount paid you have the amount of all accounts payable for at

A MUSIC DEALER'S ACCOUNTING SYSTEM—(Continued from page 30)

Date	Cash on Hand		Banking Account		Accounts Payable		Accounts Receivable		Gross Profit		Expenses							Total							
	Cash Received	Cash Expended	Balance on hand	Deposits	Withdrawn	Balance	Credit Purchases	Credit on Sales Account	Recd on Sales Account	Selling Price	Cost	Profit	Rent	Sales	Insurance	Delivery	Wear- ing		Advertising	Dray- age	Light & Heat	Int. on Invest.			
Mon																									
Tue																									
Wed																									
Thu																									
Fri																									
Sat																									
Total for Week																									

This Form Gives the Dealer an Accurate and Detailed Picture of His Financial and Business Status Each Day

the close of the day, which is entered in the third column.

Under the heading of "Accounts Receivable" you will enter in the first column the amount of charge sales for the day and in the second column the amount of money received that day on these accounts, adding the charge sales for the day to the balance for the preceding day, and subtracting the amount paid on them you have the balance receivable at the close of the day.

The next heading is "Gross Profit," but as the third form of this system takes up the perpetual stock record we will skip it at this time and take it up later in connection with the stock register form.

The next heading found on this form is "Expenses"; here space is provided for an itemized account of all expenses. All money paid out for expenses will come in under some one of these headings, all of which are self-explanatory. The last column provides for entering the total expense.

The third form is known as the "Stock Register" and provides for a perpetual stock record. This form alone is worth many times the cost of the system. With it you know at the close of each day just what articles of stock you have on hand and a full description of it, and with this form you are able to figure your exact net profit for each week.

By glancing at this form you will see that it provides for entering a complete description of each article. In using this system it is necessary to give every article a stock number, keying it in such a manner you can tell at a glance to which department each article belongs, as for instance if you letter your departments then you will precede your stock number with the letter of the department to which it goes. Take pianos: you will number them as A54, A55, A56, A57, etc., the letter "A" preceding the number represents the department to which it belongs. But if you number your departments then you will let the first two figures of the stock number represent the department and when marking goods that go into any department from 1 to 9 you will need to precede the numbers with an 0 owing to the fact that any department from 1 to 9 has but the one figure, and in order to have the necessary two figures it will be necessary to place an 0 in front of it, as 0167, 0276, 0345, etc. But any department from No. 10 and on up it is not necessary to do this because the department number will contain the necessary two figures.

When the clerk makes a sale it will be necessary for him to take the stock number of the article he sells and enter this upon the sales slip as well as the name of the article so that the bookkeeper can check this article sold on the stock register. Then as these slips come into the bookkeeper she will turn to the stock register and set down on a separate slip of paper the cost of each article sold, also the price received for the article. After she has taken down the cost and the selling price of all articles sold that day she will add up each column separately and subtract the cost from the selling price and you have the gross profit made that day on the goods sold. This gross profit figure will be entered in the "Gross Profit" column of the "Daily Record." At the end of the month or the week, you will take and subtract the total expense for that time from the gross profit and you have your net profit for that period. No guess work but absolute facts—wouldn't it be worth while to be able to know these things regarding your business?

Not only does this stock register enable you to figure your profits, but it is an aid in buying. You are able to tell at a glance just what articles you have in stock, whether you need to buy stock or not. If stock needs replenishing you can tell just what articles and what styles, etc., are needed. It will also serve as a check against theft. With it you can go over the stock in any department and see if every article is still in stock that has not been checked sold on your stock register.

# UNCLE SAM KICKS KAISER TO MUSIC

## Canned Chastisement Amusing to Sidewalk Crowds.

Uncle Sam, in front of a large and enthusiastic audience, spent most of yesterday kicking Kaiser Bill where such kicks belong. The kicking kept time with martial airs played on a phonograph.

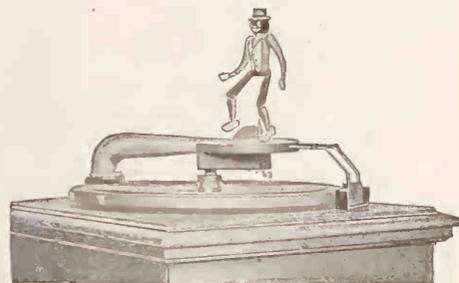
The little "Kaiser kicking toy" is for attaching to phonographs so that when songs which have as their theme the "canning" of the Kaiser are played the hearers can visualize the "canning."

The above appeared editorially in the New York Sun.



UNCLE SAM AND KAISER BILL

Uncle Sam Boots Kaiser Bill in Vigorous Yankee Fashion and Boxes his ears to the music. Kaiser Bill is running away as fast as he can go dragging his "U-Boat Pretzel" with him. Uncle Sam attractively painted in four colors. A great novelty and attraction at this time. *Item 100E Retail \$1.50*



RAGTIME RASTUS  
PATENTED MARCH 16, 1916.

One of the Funniest Dancing Toys ever made. Rastus is the Original Ragtime Coon—doing one hundred different steps to music. Attractively painted in four colors, dances well with any lively record and amuses children and grown people. *Item 100A Retail \$1.25*



THE BOXERS  
PATENTED MARCH 16, 1916.

These little fellows box merrily and heartily as the music plays, uppercuts and overhead swings, fancy footwork, all are very realistic and funny. *Item 100B Retail \$1.50*

### COMBINATION RASTUS AND BOXERS

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one mechanism all in one box—two toys in one. *Item 100AB Retail \$1.75 (very popular)*

Wholesale and Export discount, in dozen lots of one kind or assorted, 33 1/3 per cent. In three dozen lots of one kind or assorted, 40 per cent.

NOTE.—Owing to unusual conditions, shortage of labor, fuel, possible embargoes, etc., we urge the trade to place orders AT ONCE FOR XMAS TRADE. There will soon be a tremendous shortage of mechanical toys of all kinds. You better send good-sized orders NOW.

## NATIONAL COMPANY

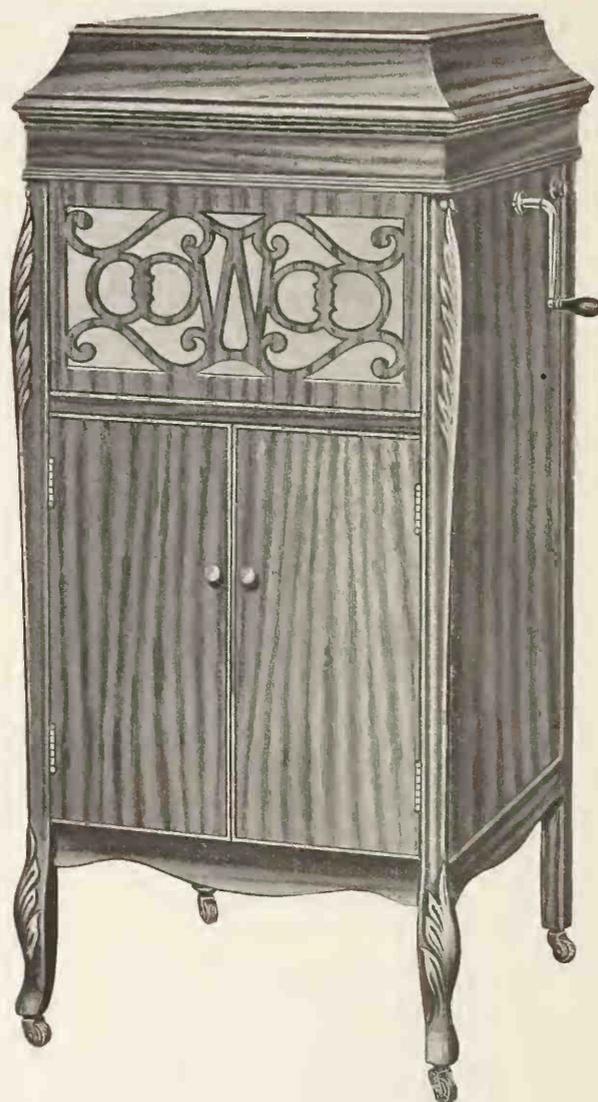
Mechanical Specialty Manufacturers  
281 Congress St., Boston, Mass., U.S.A.

# WORLD PHONOGRAPH CO.

MANUFACTURERS

*The Instrument of Quality*

## The "World"



We can take  
care of  
immediate  
wants

Send for  
Catalogue

### *IT PLAYS ALL RECORDS*

The "World" Phonograph reproduces the human voice, violin and all other instruments so distinctly that the very personality of the artist is revealed.

The tone and appearance of this instrument endear it to the purchaser so that it becomes a necessity to the home.

Every "World" Phonograph is built by master artisans in our own factory.

Correct design, high-grade construction, durability, appearance and finish are features of the "World" Phonograph.

*Manufactured by*

## WORLD PHONOGRAPH CO.

GENERAL OFFICES AND FACTORY

736-738 TILDEN STREET

CHICAGO, ILL.

# Happenings in Dominion of Canada

## TALKING MACHINES IN TENTS AT TORONTO EXPOSITION

Manufacturers Display Their Products With Success Despite Unfavorable Circumstances—New Quarters for His Master's Voice, Ltd.—Some General Trade News

TORONTO, CAN., October 5.—At the recent Toronto exhibition the talking machine trade once more accepted the inevitable as far as accommodation was concerned and exhibited in tents or whatever space in a building could be secured. This, of course, does not apply to piano manufacturers who also manufacture talking machines or sell them in their retail departments. An agreement with the Canadian Piano and Organ Manufacturers' Association permitted their appearance with the piano exhibits subject to the regulation that they be demonstrated behind closed doors.

The majority of the talking machine exhibitors, however, were so dissatisfied with the tent proposition that a number of them definitely stated that they would not again so exhibit. They realize that the industry is of such importance and the line one of a status demanding more fitting accommodation than can be provided by a tent. Moreover, the tent with floor, lighting fixtures, decorations, erecting a platform, etc., is expensive. It is not secure against rainstorms as some of the exhibitors found, and the fact that goods were stolen from several of them is still another objection to the tent. A deputation of the talking machine exhibitors interviewed the exhibition management to present their claims for a building. The World understands that a building is likely to be available next year and the inference is that soundproof rooms will be a necessary part of whatever arrangement may be made with the exhibition management.

The number of firms now manufacturing talking machines is impressive evidence of the size and importance of this industry, which has grown almost without those in it realizing what an important factor the business is in the lives of the people. The war and its effects have served to accentuate the hunger of humanity for music whether in the trenches or at home, where there is so much anxiety and sorrow. This universal demand for music along with the improved financial ability of the Canadian people in spite of voluntary and forced contributions to war purposes have caused a marvelous development in public appreciation of music to which the talking machines are responding.

John E. White, a member of the Musical Merchandise Sales Co., Canadian distributors of Brunswick phonographs and records, has moved from Montreal to Toronto so as to be located at the main office. He has secured a competent phonograph man to look after the Eastern branch of the company at Montreal. Owing to the constant increase in business and additional dealers taking on the Brunswick phonograph Mr. White has found it necessary to make Toronto his headquarters.

C. J. Pott, Canadian sales manager for the Otto Heineman Phonograph Supply Co., is authority for the information that arrangements have been completed whereby the Heineman OkeH records will be marketed in Canada.

Miss Ida Gardner and Harold Lyman, Edison tone test artists, have drawn large audiences wherever they have visited and were heard with Edison Re-creations of their own performances. The newspapers in the various Canadian cities visited all gave splendid notices in favor of the New Edison phonograph.

The new Columbia models recently placed on the market have met with great success.

R. S. Williams & Sons Co., Ltd., Edison jobbers, put on a novel stunt at the Toronto Fair that gave them considerable publicity. The idea of the contest was this: You obtained a tag at the Williams exhibit, which was given to any adult. This tag was pinned on the coat

or dress with the numbered side out. As soon as the wearer located the wearer of the tag bearing the same number as his own, both returned to the Williams Edison exhibit and each was the recipient of a prize of Rogers silverware. In addition to the regular prizes, valued at from \$3 to \$5, there was a grand prize of two tea sets of Rogers silverware, each valued at \$25. These tags were distributed from their exhibit throughout the entire duration of the exhibition.

Miss Carter, well known in musical circles in Woodstock, Ont., has been placed in charge of the His Master's Voice department of Heintzman & Co., Ltd., branch in that city.

Pathé Crowlets is the title of a new house organ put out by the Pathé Frères Phonograph Co., of Canada, Ltd.

His Master's Voice, Ltd., Toronto, Ont., distributors of His Master's Voice products, have recently removed to the building a few doors east of their old address on Adelaide street. Just at present they are occupying all the space in the building they can secure, but as soon as other tenants move out in a very short time they will take over the entire three stories and basement of the building. It is most interesting to note that the employes of the statistical department alone of His Master's Voice, Ltd., number more than three times as many as the company's whole staff of seven years ago. The office staff is temporarily located on the second floor, but with the rest of the building available attractive offices and showrooms will be fitted up on the first floor. The feature of importance to His Master's Voice dealers in connection with the removal is that double the stock of records will be carried, making the service still better and still more nearly approximately

the management's ideal of 100 per cent. deliveries. Thos. Nash, manager of His Master's Voice, Ltd., and his able lieutenants are naturally very enthusiastic over the growth of record business, and that the factory output is such as to make it possible to have the stock necessary to fill orders the same day as received.

E. P. Burns, for five years on the selling staff of C. W. Lindsay, Ltd., Kingston, has gone to Ottawa in the capacity of manager of the Phonograph Shop, Ltd. (Edison dealers).

Frank Kisbey, of Prince Albert, Sask., Pathé dealer, recently visited the Pathé Frères factory at Toronto.

C. J. Pott, Canadian sales manager for the Otto Heineman Phonograph Supply Co., New York, has invested in a new Overland car. He has just paid a business visit to the Maritime Provinces.

In the early days of the talking machine the E. J. Coles Co., Woodstock, Ont., were His Master's Voice dealers, but owing to lack of proper facilities for demonstrating the line was discontinued. Now, after a lapse of many years the E. J. Cole Co. have once more taken on the Victor. The firm have established music rooms on the furniture floor of their building. Miss Coleman, a well-known local musician, is in charge.

L. L. Rawson, who for a number of years has been associated with retail houses selling phonographs and until recently with Frank Stanley's Brunswick Shop, Toronto, has been placed in charge of the Brunswick phonograph department of Thomas C. Watkins, Hamilton.

J. R. Errock has arrived in Toronto to take charge of the Canadian factory of the Columbia Graphophone Co., succeeding Mervin Lyle, who, after fifteen years' service with the Columbia Co., goes to Baltimore to take up another line of business.

J. Woods, recently of Heintzman & Co., Ltd., Toronto, has assumed charge of the phonograph department of C. W. Lindsay, Ltd., Ottawa.

## MOVE IN CANADA TO HAVE PUBLIC PAY FOR CATALOGS

Rising Cost of Printed Matter Leads Manufacturers to Consider Such a Course—Pathé Artist Gives Interesting Recital—Changes Among the Managers and Salesmen

MONTREAL, CAN., October 5.—When the rising cost of printing, paper, etc., is taken into consideration, as well as the fact that the number of records issued is steadily increasing, it would not be at all unfair for manufacturers of records to ask the public to pay a small sum, say, 25 or 50 cents, for a catalog. The modern record catalog possesses considerable value for the recipient. It is not only a ready reference of records listed, but is a veritable encyclopedia of musical information that cannot be purchased in any similar form.

The time is propitious to approach the public on this matter of fixing a small price for a catalog. While the revenue obtained would in no way recompense the manufacturer for the cost of production, it would help some, and at the same time give him the satisfaction of knowing that every catalog sold would fall into

the hands of those desiring information regarding record purchases. This is a matter that is worthy of consideration by manufacturers and one that should not be overlooked.

Paul Dufault was induced to make a special trip recently to the Montreal recording laboratory of the Berliner Gramophone Co., Ltd., to render his first Victor recordings.

The Royal Piano & Phonograph Co. have opened up exclusive phonograph parlors at 1901 St. Catherine street, East, where they are representing the Columbia and Brunswick lines.

J. Donat Langelier, Ltd., Pointe-Aux Trembles, Que., have put on the market a machine of their own manufacture called the "Disc-O-Phone."

An exclusive Brunswick Shop has been opened at Moncton, N. B.

Arthur K. Kempton, 8 McGill College avenue, (Continued on page 34)

## Talking Machine Supplies and Repair Parts

**SPRINGS, SOUND BOX PARTS, NEEDLES**

**THE RENÉ MANUFACTURING CO.**  
MONTVALE, NEW JERSEY



## George Macfarlane—big, jolly, genial George—makes his Columbia debut this month with George Cohan's great hit "When You Come Back."

Columbia Graphophone Co.  
NEW YORK

### TRADE CONDITIONS IN THE DOMINION OF CANADA—(Continued from page 33)

has taken on the Canadian representation of the Disk-Lite, Gloria Cleaner and Golden Tone needles.

Jan Rubini, who records exclusively for the Pathé Co., played a week's engagement at the Princess Theatre with enormous success. All Pathé dealers took advantage of the opportunity to link up their advertising with that of the theatre, the result being a large number of this artist's records were sold.

The visit to Montreal of Giovanni Martinelli, Giuseppe De Luca and Mme. Frances Alda in recital had a wonderful stimulus on the demand for records of these exclusive Victor artists, and all dealers handling His Master's Voice goods shared in the increased demand.

Eugen Ysaye, the Belgian violinist, exclusive Columbia artist, is booked to appear in Montreal shortly.

An interesting recital was recently given at the Phonograph Shop in this city by Jan Rubini, the exclusive Pathé artist. A number of musical people were invited to attend, and the music chamber was well filled. Mr. Rubini's program was rendered with fine effect. An interesting feature of the program was the repetition of these numbers on Pathé records, the perfection of the numbers reproduced surprising many of those present.

The Phonograph Shop has purchased the en-

tire exhibits of Pathé and McLagan phonographs at the Toronto exhibition and now have them on show in their salesroom. In their windows is shown a Pathé Gothic at \$1,200, which has been the means of bringing a lot of customers into the store. This machine was only in the window a few days when a sold sign was attached to it. Aeolian-Vocalion models are meeting with success, and a good demand exists for the records of this make.

The Record Service Library is a newly registered firm doing business in Montreal in the lending of records on a subscription basis.

W. W. Wilder, president of Wilder's Music Supply Co., Starr distributor, passed away suddenly the latter part of September.

Business has been exceptionally good, according to Retail Sales Manager S. H. Brown, of the Berliner Gramophone Co., Ltd., with a heavy percentage of the business in Victor machines being of a spot cash nature. Victor records are in great demand.

L. R. Bourgette, of the selling force of the Musical Merchandise Sales Co., is now representing the Brunswick phonograph and records for Eastern Canada, making his headquarters at Montreal. Mr. Bourgette is now on a trip through the Maritime Provinces.

W. W. O'Hara, for a number of years associated with the house of Layton Bros., latterly as sales manager, has started business for himself at 736 St. Catherine street, West, where he will handle the complete Columbia line. His many years' experience should give him a good following. He is one of the younger generation and has the ability to make good on his own account.

### RECITAL IN THE PROVINCES

Miss Morrissey and Joel Belov Give Tone Test Recital in Leading Cities in New Brunswick and Nova Scotia

ST. JOHN, N. B., October 2.—W. H. Thorne & Co., Ltd., Eastern Canada jobbers of the Edison line, recently arranged for a series of tone test recitals which were given by Miss Marie Morrissey, contralto, and Joel Belov, violinist, who appeared in Fredericton, St. John, New Glasgow, Sydney, Glace Bay, Halifax, Bridgewater, Windsor, Kentville and Truro, between September 23 and October 4. While in Fredericton Miss Morrissey, in addition to the regular recital, was good enough to sing for a number of returned and disabled soldiers in the hospitals there and her kindness was much appreciated. In St. John a twilight recital was given in the Imperial Theatre at 4.30, before a large and most enthusiastic audience.

"I thought you couldn't get credit any more?" "I couldn't for a while. But since scientific salesmanship came in I amble around and let the scientific salesmen sell me some delightfully large bills."—Kansas City Journal.

### TRADE BRIEFLETS FROM WINNIPEG

WINNIPEG, MAN., October 4.—The Lodge Piano House in Edmonton, Alta., has been appointed agent for His Master's Voice records.

The Imperial Phonograph Co. had an exhibit of Columbia lines at the recent Calgary exhibition.

Robert Shaw, of the Grafonola department of Cassidy's, Ltd., is at present traveling in the West with a special representative of the Columbia factory. He reports business good with prospects even better for trade this season.

Babson Bros., Edison dealers, say business is looking up and the prospects are good for a normal fall trade.

The Fowler Piano Co. have taken on the Victor record representation, also the Brunswick phonograph. Mr. Fowler has been in New York on an extended purchasing trip.

The Western Gramophone Co., Ltd., report Victor business very good with a particularly good season ahead.

The Phonograph Shop, Ltd., is handling Brunswick phonographs and records as well as Columbia machines and records.

Chopin Phonographs, Ltd., Winnipeg, have enlarged their offices and plant. John Robson, a phonograph man of over twenty-six years' experience, has linked up with this organization.

### VANCOUVER TRADE HAPPENINGS

VANCOUVER, B. C., October 3.—The Vancouver Music Dealers' Association, while comparatively a young organization, has been doing some very effective work, and has among other things agreed on the retail price of talking machine needles and other matters of general trade interest.

Townley & Ward have opened up a handsome store on Hastings street, where they are showing a full Columbia line.

Fletcher Bros. report Sonora and Columbia sales as steadily expanding.

Darley Kent, of Victoria, was a recent visitor to the Edison plant at Orange, N. J. This store has recently been featuring Edison record advertising to good purpose.

### EDISON LINE AT STATE FAIR

A very attractive display of the Edison Diamond Disc phonograph and the Edison Amberola was housed in a special booth in the Exposition Building at the State Fair recently held in Wheeling, W. Va. Demonstrations of both types of machines were given at frequent intervals, the display being in charge of J. C. Dilts.

### YOU CAN DO YOUR BIT

You may not be able to do as much for the new Victory Loan as Foch and Pershing are, but you can do yours just the same.

### "The Music Without the Blur!"

This ideal of talking machine manufacture is attained more nearly than by any other, in the construction of the

### MARVELOUS MAGNOLA "Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

We want to show you how to make money with MAGNOLA; and how MAGNOLA is the best buy on the Talking Machine Market to-day.

Send us your name and let us send you some real Talker Tips.

### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices Southern Wholesale Branch  
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.  
CHICAGO CHICAGO ATLANTA, GA.

# NEEDLES

Manufactured by the

## DEAN DIVISION

of the

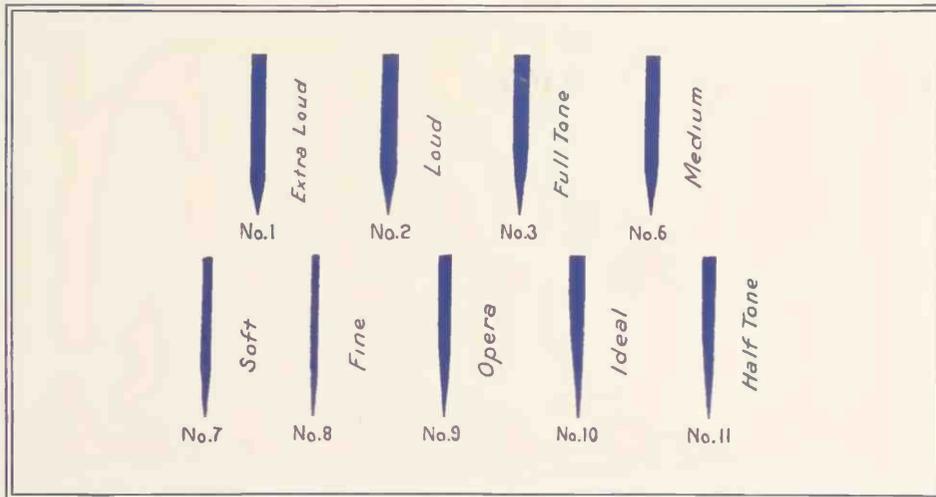
# OTTO HEINEMAN PHONOGRAPH SUPPLY CO.

INCORPORATED

25 WEST 45th STREET, NEW YORK

FACTORIES: Elyria, Ohio	Newark, N. J.	Putnam, Conn.	Springfield, Mass.
BRANCH OFFICES:	Chicago, Ill.	Seattle, Wash.	Toronto, Ont.

# STEEL NEEDLES



## PERMANENT NEEDLES

### TO PLAY PATHÉ RECORDS

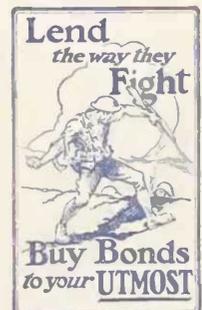
Half Tone Points

Full Tone Points

### TO PLAY EDISON RECORDS

Sapphire Points

Genuine Diamond Points





# Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

## "ALLIED" MUSIC AND THE WAR

In the opinion of those who are best qualified to judge, the present time presents an opportunity unsurpassed for putting up to the American people some of the musical lessons they will have to learn during the coming years. When the unconditional surrender, which constitutes the Allied peace conditions, has been offered by the beaten Hun there will undoubtedly begin a period of much economic and political importance, during which many world-embracing policies must be carried out by the Allied nations. It will be necessary for an entente cordiale between these nations, France, Belgium, Great Britain, the British Empire, Italy, Serbia and the United States, not merely to be promulgated, but to be lived up to as cordially as the name itself implies; if, indeed, we are to bring about that reconstruction of the world upon a new and enduring basis of peace and harmony which we all profess to desire.

Amongst the most important of the tasks which will confront the world during this time will be that of inducing the Americans to reverse their previous attitude toward the other nations and co-operate cordially and sincerely with them in the general work of rebuilding.

### Promoting the Entente

The difficulty will not so much refer to the intention as to the action. The American people are making great sacrifices already in the common cause, and are ready to make more, until their own have equaled those of their Allies; but this is not all. A better understanding of the French and British points of view especially, as well as of the wholly new ideas that are already being brought into view through the emergence of the long-suppressed Czechoslovak and Jugo-Slav nationalities, will be absolutely necessary to any people which takes a part in the coming reconstruction of the world. The American people are as much behind as are any other peoples in an understanding of and sympathy with their neighbors' points of view. A common culture is, however, the surest road to such understanding and sympathy. Does not music provide the simplest, most easily understood and most effective means toward the realization of such a culture?

Not to be pedantic about it, one can plainly see that those who, like the dealers in music and musical instruments, have so much responsibility for the formation of public taste, have a great and patriotic opportunity. They can now begin in a modest and unobtrusive manner without seeming to appear to educate their customers, the great task of demonstrating the desirability and attractiveness of the music which is native to our various Allies; to the British, French, Italian and Slavic peoples. Some of the finest music in the world will thus be brought to the front and made known to millions who have been strangers to it.

### Our Propaganda

At the present moment everything is in train for a far-reaching and effective propaganda in favor of the music of ourselves and of our Allies. When I speak of our own music I am not referring to the kind of stuff that unhappily has come to be known as "American." In a recent circular addressed to members the president of the National Federation of Musical Clubs asks for co-operation in the great task of supplying to the army and navy music of all sorts, instancing especially talking machine records and talking machines. In this very circular, however, the point is made that vulgar

popular music is not wanted, while it is a well-known fact that the chief worker for the National Federation of Musical Clubs in this matter of war music distribution is herself one of the principal workers for the cause of allied music.

Whilst our soldiers and sailors are learning the worth and beauty of the French, Italian and British civilizations at first hand it would not only be patriotic and wise, but eminently practical, in my opinion, for us at home to inaugurate campaigns through the medium of the talking machine for the cultivation of the music of these lands. In last month's Talking Machine World I took the liberty of pointing to some of the absurdities which have passed current in this country, as the result of German propaganda, concerning the artistic rank of the non-German peoples. It is not possible for us to teach the whole mass of the people the entire truth about the Hun lies; but it is quite possible for us to teach them the truth, to some extent, about the music of themselves and of their Allies, to the end that they may come to understand how they have consistently underestimated what is good and overestimated what has often been brutally ugly. It is a great opportunity for every talking machine man to do good patriotic and also good practical commercial work.

### British Music

Only those who have been taught wrong from the first would for a moment run away with the notion that the British are not a musical people. The idea has all the earmarks of the Hun. The fact is that the British people, like the American people, are too wise to take themselves with the profound seriousness which has been the curse, and soon will have accomplished the entire ruin, of the Hun and of all his works. They take their music lightly; too lightly, indeed; but that does not mean they are unmusical. In point of fact, during the past fifty years the progress of music in the British Isles has been marvelous. Two hundred years ago a flourishing British school of composition was coming to its close, to be overwhelmed by the Germanizing tendencies and the Italian opera of the eighteenth century. Yet this school of music

is not only respectable; it was wonderful. The names of such men as Henry Purcell, Blow, Gibbons and Cook rise to the mind, and we remember that some of the noblest of songs have come from their pens, such as the setting to Milton's St. Cecilia Ode.

After all, a nation that seven hundred years ago could produce that extraordinary piece of musical composition, "Sumer is icumen in," a work far above anything else contemporary that has yet been discovered, cannot have been so very unmusical. Nor does a fair examination of the facts as they exist today justify the supposition that the British people are compelled, through any defects of capacity, to borrow their musical ideas from abroad.

British talking machine records are not perhaps as numerous as one might wish, but at that one may find a fair number of them by searching the catalogs. It would be a very good notion to put on a series of "Allied" music days, offering a continuous recital during each day of the music appropriate to the nation represented. For the British program we might suggest a few titles as follows:

National Songs—"God Save the King"; "Rule Britannia"; "The Roast Beef of Old England"; "Sally in Our Alley"; "British Grenadiers."

National Folk Songs—"Asleep in the Deep"; "Girl I Left Behind Me"; "Drink to Me Only with Thine Eyes"; "Under the Greenwood Tree"; "Here's to the Maiden of Sweet Sixteen," etc.

Scottish Songs—"Ye Banks and Braes"; "Afton Water"; "My Ain COUNTRY"; "Scots, Wha' Hae wi' Wallace Bled"; "Hail to the Chief."

Welsh Songs—"Men of Harlech"; "All Through the Night"; "Mentra Gwen," etc.

In addition to these songs are many splendid military marches, such as Elgar's "Pomp and Circumstance," and others which are listed. Some of these, sprinkled through a British song recital program, would lighten things up and make a very attractive proposition altogether.

These, of course, are bare suggestions, but it should not be overlooked that they have a deeper significance. The successful outcome of

(Continued on page 37)

7th Floor

229 Fulton Street

**Clifford A. Wolf**

**MANUFACTURER OF**

Diamond and Sapphire  
Phonograph Points

New York City

Phone, 1678 Cordland

Mr. Dealer: Have you received our special Holiday offer and our new eighteen-page Catalog?

The Soul of Music Dwells Within

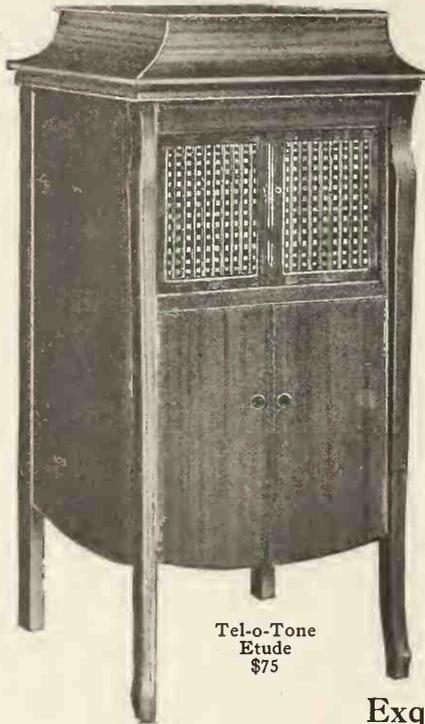
Both are FREE—Each is Valuable! May we send them to you?

A "TEL-O-TONE" Agency is a MERCHANDISING ASSET with an established Rating.

The True-to-Life Tone



Tel-o-Tone De Luxe \$200



Tel-o-Tone Etude \$75



Tel-o-Tone Encore \$110

Sings "Everything in Music"

Exquisite "Tone-Personality"

HEADQUARTERS 86th DIVISION, N.A.

Camp Grant, Ill.  
April 19, 1918.

To Whom It May Concern:

I purchased one of the first Tel O Tone instruments placed on the market. This phonograph is still giving complete satisfaction and has had very hard use and treatment. I also secured later one of the large size instruments of the same general construction and I have never found a superior instrument either in quality of tone or construction. In my opinion, the Tel O Tone instrument ranks with any instrument on the market so far as musical producing quality is concerned, and I do not believe that there is as good an instrument for the price on the market today.

*Wm. Irving Plummer*  
Captain, Infantry, P.C.

(Former Sub-Treasurer U.S.A.—Chicago.)

Now is the time to secure an Agency

The "TEL-O-TONE" is claimed to be the "WORLD'S GREATEST MUSICAL INSTRUMENT." The Tone Supreme, within Cabinets of Superb Individuality, the Superiority of which CANNOT BE CHALLENGED! We Guarantee Every Instrument.

This is a LIVE DEALER'S Proposition—ARE YOU THAT MAN?

We can supply the goods, why not order our samples? (We will not take on more customers than we can supply promptly.)

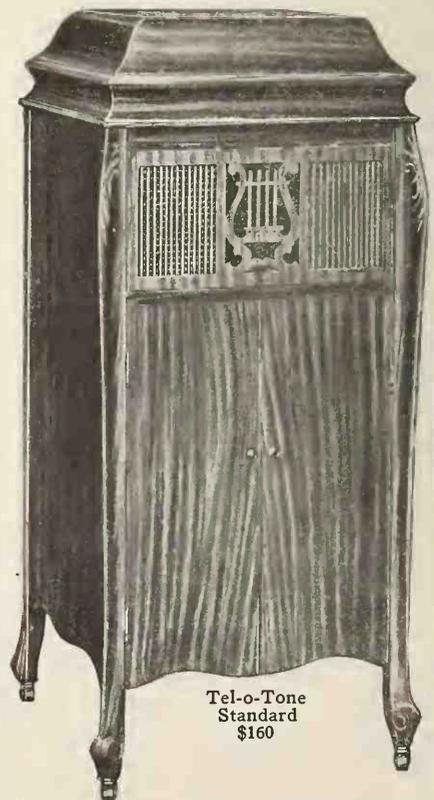
We are yet prepared to include a limited number of good Dealers in our out-put allotment for 1918. DON'T DELAY! Write or wire us at once.

The Western News Company, 21-29 East Austin Ave., Chicago, Ill.

RETAIL DISPLAY ROOM: 730 Republic Building, State and Adams Streets, Chicago, Ill., U. S. A.



Tel-o-Tone Matinee \$85



Tel-o-Tone Standard \$160

**"ALLIED" MUSIC AND THE WAR**  
(Continued from page 35)

the war, which means the complete military defeat and unconditional surrender of the German and Austro-Hungarian Empires, is not yet attained, although it is on the road to being attained. It cannot be put aside by any conceivable combinations of circumstances, save one; and that would be any lack of co-operation and cordiality among our Allies and ourselves. The coming critical months will demand of us all we can give of such sympathy and co-operation. The more we understand and appreciate the civilization, the home life and the ideals of our British Allies, who carry the major burden of the war, the better we shall do our work. Let every talking machine man do his best to bring his circle of customers into better touch with British music.

**HEINEMAN EMPLOYEES SCORE RECORD**

Every Employee in Otto Heineman Phonograph Supply Co. Buys Liberty Bonds—100 Per Cent. Flag for the House Ordered

Every employee in the Otto Heineman Phonograph Supply Co. is now wearing a Fourth Liberty Loan button, indicating that this house has achieved a 100 per cent. record in the Fourth Liberty Loan drive. A 100 per cent. flag has been ordered, and Otto Heineman, president of the company, is naturally delighted to have the honor of displaying this flag.

The company, in order to evidence its appreciation of the service rendered by its employees, has made arrangements whereby the employee in purchasing these Liberty Bonds will pay a stipulated amount one week and the company will pay the same amount on alternate weeks. In other words, a \$50 bond will cost the employee only \$25, and larger bonds in proportion. This generous spirit is greatly appreciated by the Heineman employees, who subscribed to the limit and then bought more.

The Pioneer Piano House, of Eureka, Cal., is carrying some very effective publicity in the local papers in which, in addition to referring to its piano line, it says: "Music prolongs life. The more you hear it the longer you will live. It is good medicine. The doctor recommends it, be it from a piano, Victrola or Sonora."

**What More Can You Ask**

All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching the Music Come Out

Complete description of all these features is to be found in our *handsome illustrated catalog*, which we should like to send you. May we? Ask us to tell you our plans for your benefit!

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

**LEASES FIVE-STORY BUILDING**

The Lucky 13 Phonograph Co. Leases Entire Structure at 46 East Twelfth Street, New York, Where Its Executive Offices and Ware-rooms Will Be Located—Business Expanding

The Lucky 13 Phonograph Co., manufacturer of the Cleartone talking machine and distributors of phonograph parts, etc., has recently leased the entire five-story building at 46 East Twelfth street, New York, where its executive offices and warerooms will be located. For several years past the company has been located at 3 West Twelfth street, New York, but its fast growing business necessitated the leasing of new quarters in order to accommodate the demands of its clientele.

The building at 46 East Twelfth street is ideally adapted for the concern's expanding business, as it is located only one door from Broadway and affords ideal transit facilities. The company will occupy the entire building, and D. Bartelstone, president of the Lucky 13 Phonograph Co., is making plans whereby efficient service and co-operation will be an important factor in the company's plans during the coming year.

The Cleartone talking machine, although it has been on the market only a comparatively short while, is now being sold by representative dealers throughout the country, and Mr. Bartelstone, realizing that merchandise will be abnormally scarce this fall, anticipated this shortage by placing large advance orders with his cabinet factory the early part of the year. As a result of this foresight he is in a position to supply the demands of his dealers promptly, and with the new wareroom space at his disposal expects to close a record-breaking business this fall.

**WILL HOLD ITS ANNUAL GATHERING**

Sonora Department of the Yahr & Lange Drug Co. Will Entertain State Dealers at Convention on October 23—Big Attendance Expected

MILWAUKEE, Wis., October 5.—The Sonora department of the Yahr & Lange Drug Co., Sonora distributors in this territory, will hold its annual convention in Milwaukee on October 23. The morning session will be called at 10.30, consisting of a reception and meeting of the State dealers. At 2.30 in the afternoon a business meeting will take place, and a banquet will be held in the evening at the Milwaukee Athletic Club.

The officials of the company hope that George E. Brighton, president of the Sonora Phonograph Sales Co., or Frank E. Coupe, director of sales and publicity for this company, will visit Milwaukee this month to welcome Wisconsin and Upper Michigan dealers. The first Sonora dealers' convention held under the auspices of the Yahr & Lange Drug Co. was a signal success, and it is expected that this second convention will emphasize and reflect the spirit of co-operation and good will that exists between this successful jobber and its dealers.

**NEW MURATORE WINDOW CARD**

A new window card featuring Lucien Muratore, the famous tenor, has recently been prepared by the advertising department of the Pathé Frères Co. for the use of Pathé dealers. This card was mailed to Pathé representatives last week and is now on display throughout the country.

Lucien Muratore, who is one of the world's leading tenors, records exclusively for the Pathé record library, and his records have won commendation from musical critics everywhere. The Pathé Frères Co. has co-operated with its dealers in featuring the records of this famous artist, and this new window card is the latest link in this effective publicity campaign.

A promising future is almost as hard to catch up with as are our good intentions.

The  
**Scotford Tonearm**  
and  
**Superior Universal Reproducer**

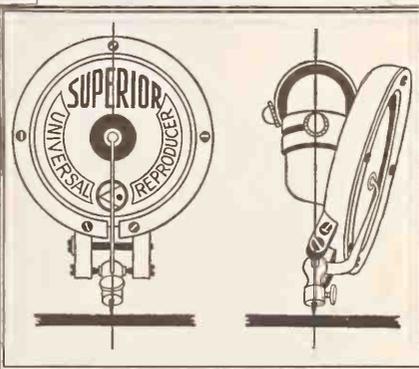
The Ideal  
**Combination**

Plays All Makes of Records  
as they should be played

Price of Sample Prepaid

Nickel, \$5.25 Gold, \$6.50

Adjusted for Cabinet  
measuring 8 1/2 inches from center of Tonearm  
base to center of Turntable shaft



**Distinctive Features**

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.

Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.

The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.

Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.

The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.

The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.

The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high notes.



**Barnhart Brothers & Spindler**

Monroe and Throop Streets—Chicago

The most wonderful Talking Machine of the present age at the price  
An Instrument of Supreme Value, Tone and Quality

# Cleartone

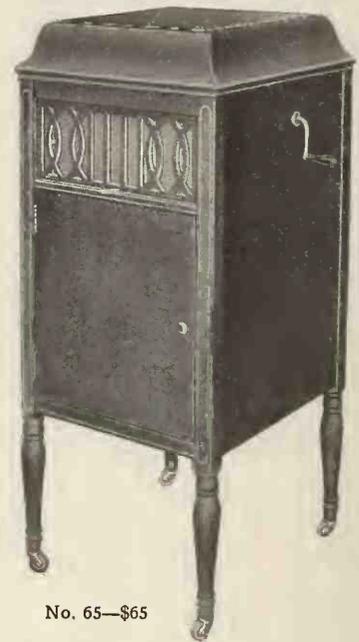
SPEAKS FOR ITSELF



No. 100—\$100



No. 75—\$75



No. 65—\$65

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.

### SUNDRY DEPARTMENT

**MOTORS**—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, \$5.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame, bevel gear wind, \$6.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$7.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$8.75.

**TRONE ARMS AND REPRODUCERS**—Play all records—No. 2, \$1.45 per set; No. 4, \$3.35 per set; No. 6, \$3.75 per set; No. 7, \$3.75 per set; No. 8, \$3.75 per set; No. 9, \$3.25 per set.

**MAIN SPRINGS**—No. 00,  $\frac{5}{8}$  in., 9 ft., 39c. each; No. 01,  $\frac{7}{8}$  in., 7 ft., 29c. each; No. 1,  $\frac{3}{4}$  in., 10 ft., 49c. each; No. 2,  $\frac{11}{8}$  in., 10 ft., 49c. each; No. 3,  $\frac{7}{8}$  in., 11 ft., 59c. each; No. 4, 1 in., 10 ft., 59c. each; No. 5, 1 in., 11 ft., heavy, 73c. each; No. 6,  $1\frac{1}{4}$  in., 11 ft., 95c. each. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

**RECORDS**—POPULAR AND GRAMMAYON, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each.

**GOVERNOR SPRINGS**—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

**GENUINE DIAMOND POINTS**, for playing Edison records, \$1.75 each.

**SAPPHIRE POINTS**, for playing Edison records, 18c. each.

**SAPPHIRE BALLS**, for playing Pathé records, 22c. each.

**NEEDLES**, steel, 75c. per thousand in 10,000 lot.

We also manufacture special machine parts, such as worm gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts, also gives description of our efficient Repair Department.



No. 85—\$85

Lucky 13 Phonograph Co., 46 East 12th St., New York

**Lashanska, Maurel, Seagle, Stiles, Gates,  
and a host of other Columbia artists start  
their concerts soon. That means increased  
demand for their records.**

**Columbia Graphophone Co.  
NEW YORK**



## THE VALUE OF THE WINDOW AS A FACTOR IN ADVERTISING

Dealers of Middle West Meet in Cincinnati as Guests of Phonograph Co. to Discuss Subject—Rudolph Dittrich Resigns From Wurlitzer's—Recent Additions to Vocalion Staff—Other News

CINCINNATI, O., October 5.—Live ideas in advertising, notably of the window character, in view of the times, was brought to the attention of the dealers of the Phonograph Co. in the Middle West, who assembled in Cincinnati today. The visitors, numbering more than thirty, were entertained by E. H. Oelman, Cincinnati manager of the Edison line. He explained the new regulations of the Government on the decreased production of machines and pointed out how the retailers could help the public under the new arrangement.

Mr. Fogarty, representing the Gundlach Advertising Co., Chicago, gave a talk along publicity lines. A feature of the gathering was an exhibit of window displays by Ellis Hansen & Co., also of the Windy City.

Among those present were: Richard A. McKee, Charleston, W. Va.; M. N. Billings, Chillicothe, O.; J. O. Smucker, Bellefontaine, O.; T. W. Bradley, Bluefield, W. Va.; E. J. Stevens, Middletown, O.; Adolph Lehne, Mechanicsburg, O.; Leslie I. King, Columbus, O.; Warren Spring, Eaton, O.; Sherman Balyeat, Van Wert, O.; J. T. Kackley, Maysville, Ky.; A. F. Hibbard, Athens, O.; W. E. Summers, Washington C. H., O.; Geo. Krebs, Hamilton, O.; F. R. Follis, Dayton, O.; A. T. Fitzwater, Cynthiana, Ky.; W. M. Walker, Wilmington, O.; A. F. Wheeler, Lexington, Ky.; Ferd Imfeld, Hamilton, O.; C. H. Hutchison, Ripley, O.; W. V. Tennant, Middlesboro, Ky.; Greenfield Piano Co., Greenfield, O.; W. S. Thomas, Richwood, W. Va.; J. W. Thompson, Oak Hill, W. Va.; Sawhill-Dolbeer Co., Springfield, O.; C. H. Wadlington, Shelbyville, Ky.; G. A. Frenzel, Woodmansee Piano Co., Geo. H. Link, George P. Gross, E. Henlein (Alms & Doepke), all of Cincinnati, O.

The recent convention of the Ohio Association of Piano Merchants held in Cincinnati took on quite a phonographic tinge. Dealers in these lines, more so the jobbers, took advantage of the meeting and looked up customers as well as prospects in the trade.

Rudolph Dittrich, for sixteen years at the head of the Victrola department of the Rudolph Wurlitzer Co., at last has realized his hopes of years and has become a farmer. He possessed farmland over in Kentucky, which he has been operating for some years, but always wished to give his entire time to the proposition. Mr. Dittrich has been in the talking machine field since its infancy and grew up with the Victrola's growth in the Cincinnati district. He has been succeeded by T. F. Sigman, who had been his right-hand assistant for five years. Mr. Sigman's views on the developments of the past month from a Victor standpoint follows:

"While the business for September was not quite as good as it should have been, a very creditable showing was made, both in our wholesale and retail departments, when you consider

conditions. One of the features of the month was our taking a list of 100 records that were good sellers with the exception that they had been practically lost in the large record catalog, and each week we would pick out twenty-five of these numbers, make a counter display, window display, and also put them in albums in the various record rooms. Every customer that came in could see the records on display, and the salesladies would play some of these records for every customer that came in to the store. This naturally sold a number of these records, and we expect to continue in this way for some little time until we are able to dispose of our surplus stock.

"The smaller Victrolas, such as the No. 4's and No. 6's, and the larger types, such as the No. 17's, have been selling both wholesale and retail, for these are about the only machines that we are able to get, due to the fact that the other types are very slow in coming through from the factory.

"We are working hard on the Liberty Loan here, but we believe that there will still be some room for good business during October."

C. L. Byars, of the local Aeolian store, reports a satisfactory Vocalion business for the month of September. He regrets the loss of the services of E. M. Hacker, who has been as-

sociated with him in the sale of Vocalions for the last three years, and who has recently accepted a position as inspector with the Good-year Tire & Rubber Co., Akron, O. Mr. Hacker was a very successful Vocalion salesman, and he will be missed in the Vocalion line-up.

John F. McCarthy, for three years salesman for the Union Central Life Insurance Co., of this city, has just severed his connection with that company and enlisted in the ranks of the Vocalion sales force. Daniel Stevens, formerly manager of the Victor department of the Cable Piano Co., of this city, has also hitched up to the Vocalion forces, and is ready for the big fall push. In spite of all the handicaps naturally resulting from present conditions, Mr. Byars expects the holiday business of 1918 to eclipse all previous records.

## BIG ORDERS FOR MUTUAL PRODUCTS

The Mutual Talking Machine Co., New York, manufacturer of Mutual tone arms and sound boxes, has received large orders from well-known manufacturers in all parts of the country who have tested the Mutual products and who have advised the company that they will use these tone arms and sound boxes exclusively during the coming year. The Mutual factory is working to capacity at the present time to give efficient service to the manufacturers, and judging from the extent of the business on hand it will be necessary to enlarge the factory facilities in order to cope with the demand.



## Retailers: Victor Records This Fall Will Be Scarce

We have a fairly good supply of good standard numbers.

Better mail us your order NOW.

Cabinets to match all type Victrolas. Write for quotations.

Write for information about the New Usoskin Window Display Series.

## I. DAVEGA, Jr., Inc.

VICTOR FACTORY DISTRIBUTORS

125 West 125th Street

NEW YORK

## THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., October 4.—Business conditions in this city are somewhat uneven, and it is safe to say that September was not nearly as good a month with the local dealers and jobbers as the months which preceded it. The jobbers particularly are in anything but a pleasant frame of mind, owing to their inability to supply dealers with all the stock they would like. There is as great a demand as ever for the talking machine. This is noticed on all sides, and if the jobbers and dealers were able to get the goods this would be a phenomenal fall in the way of sales. The letter issued by the Victor Co. has clarified the situation somewhat; it at least informs the trade of certain limitations in output owing to giving a great deal of their plant over to the manufacture of Government work which, of course, must have first consideration. The jobbers and dealers feel that they will receive fair treatment and as large a supply of stock as it is possible for the company to manufacture. At the present time in this city there is a greater shortage of Victor than Edison, Columbia or Sonora machines, but dealers would like to get more of all these makes and could also stand larger supplies of Victor, Columbia and Edison records.

### The Penn Phonograph Co.'s New Home

The Penn Phonograph Co. have become fully established at their new home on Arch street. Their entire stock and offices have eventually been moved, and the permanent offices of this firm have been made at the front of the third floor of this new home. Here all the appointments of their former offices, which had been recently established, were brought to the new home and they look very attractive. On this floor, back in their stockroom, a number of improvements, or, I might say, innovations for the handling of records and cases of records have been incorporated. These devices are the result of a careful study of warerooms throughout the country made by members of the firm on a special trip for that purpose made several months before they moved. The fourth floor, which is given over to the record racks also, is an admirable arrangement for convenience. A floor truck system that they have introduced also tends to speed and saves much manual

labor in the distribution of the records. Altogether the Penn Co. have undoubtedly the best equipped place in Philadelphia at the present time. In spite of the shortage of machines and records the firm are well satisfied with the business they did in September. From reports they have received from the Victor factory it looks as though they would receive shipments of about 70 per cent. of last year's supply.

The Penn Co. have undertaken the handling of the Lundstrom cabinet and already have had splendid success with it, having received a large number of orders from their trade, and they anticipate a good delivery from the factory, and they expect to be able to fill all orders now in

hand in a few days. They have also taken on the handling of the Aurora Light.

On account of the great shortage of men the Penn Co. have found it advisable to withdraw all of their men from the road, and now allow them to make just such special trips as is deemed necessary.

A. H. Engle, talking machine dealer at 1710 Fairmount avenue, is adding a number of improvements to his store.

### Conditions With the Columbia Co.

A. J. Heath, in charge of the local Columbia establishment, has been away from the office for several days suffering with Spanish influenza, but is much improved. H. E. Gardner, a co-worker with Mr. Heath, is in charge of the business, and he reports that it is away ahead, owing to the fact that they cannot get stock in sufficient quantities to fill their orders. Stock, however, has lately commenced to come through in better shape. They are not looking for new trade, but are bending all their efforts to take care of their regular customers. He said: "The product is so short that we feel that we must give our old Columbia dealers the preference."

George W. Hopkins, general sales manager of the Columbia, was over from New York recently.

### Brunswick Line With Theo. Presser Co.

The Brunswick-Balke-Collender Co. report that they had an excellent business in September. They succeeded in placing their line during that month with Theodore Presser, the big Philadelphia music publisher and retailer, and with a number of excellent firms through the eastern section of Pennsylvania. Mr. Nystrom, superintendent of the Chicago Brunswick house, was a Philadelphia visitor recently. It is reported at the offices that they have been very fortunate in getting in several carloads of Brunswick machines recently, which they needed badly to supply their trade.

### Machine Shortage Retards Business Volume

The Louis Buehn Co. report that business during the last month has fallen off to some extent, owing to the shortage of goods. The shipments from the Victor factory, both in machines and records, have been small in comparison with last year and previous months, and

(Continued on page 42)

## 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

Manufacturers

1108 Chestnut St.  
Philadelphia, Pa.

Victor  
Wholesalers

Established 1864

## "PENN SERVICE"

Now that we are thoroughly at home in our new quarters at 913 Arch Street, we take the opportunity of again reminding you of "Penn Service."

Penn Service in the past has always meant much. With our new and greatly increased facilities we are enabled to maintain Penn Service at its highest possible state of efficiency.

We are wholesalers only. We have devoted our entire energy in providing Penn Service for dealers.

**Penn Phonograph Co., Inc.**  
913 ARCH STREET PHILADELPHIA



THE WHITE HOUSE  
WASHINGTON

Again the Government comes to the people of the country with the request that they lend their money, and lend it upon a more liberal scale than ever before, in order that the great war for the rights of America and the liberation of the world may be prosecuted with ever increasing vigor to a victorious conclusion. And it makes the appeal with the greatest confidence because it knows that every day it is becoming clearer and clearer to thinking men throughout the nation that the winning of the war is an essential requirement. The money that is held back now will be of little use or value if the war is not won and the selfish masters of Germany are permitted to dictate what America may and may not do. Men in America, besides, have from the first until now dedicated both their lives and their fortunes to the vindication and maintenance of the great principles and objects for which our Government was set up. They will not fail now to show the world for what their wealth was intended.

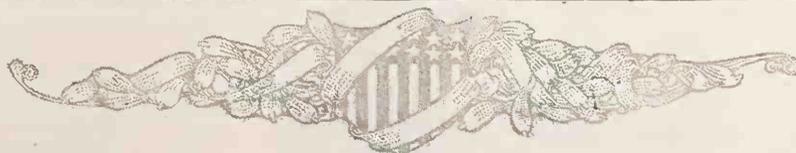
Woodrow Wilson

This Space Contributed to Winning the War by

**THE LOUIS BUEHN COMPANY**

**VICTOR VICTROLAS, VICTOR RECORDS AND SUPPLIES**

LOUIS BUEHN, PRES. & MGR. CHAS. W. MILLER, VICE-PRES. FRANK B. REINECK, SECT. 835 ARCH STREET PHILADELPHIA





Keep showing the new models. They are so good looking they'll almost sell themselves.

Columbia Graphophone Co.  
NEW YORK

### THE TRADE AROUND PHILADELPHIA (Continued from page 40)

they look for no change in October. Mr. Buehn has had an interesting letter from Ensign E. P. Bliss, now in foreign waters, but formerly one of his sales force.

Monroe M. Johnson, a talking machine dealer at 2631 West Lehigh avenue, is contemplating the adding of a number of new booths to his establishment in anticipation of a good holiday trade.

#### Taking on the Weymann Lines

H. A. Weymann & Son, Victor wholesalers and manufacturers and distributors of the "Keystone State" line of musical instruments, report an ever-increasing number of hitherto exclusively talking machine houses taking on their line of musical instruments. Many dealers who did not care to carry a competing line of talking machines have found musical instruments a profitable side line. The Weymann house did a very good business in September, but expect a falling off in October, due to the fact that they are unable to get Victor goods in sufficient quantities to meet demands. Their dealers throughout the country are aware of conditions, and they are showing great patience with the Weymann firm in their attempt to keep them supplied.

#### Placing Big Orders for Sonoras

Manager Connelly, of the local Sonora Co., has been home for several days ill with the Spanish influenza, although not with a very violent attack. The Sonora Co. had a very excellent business in September and succeeded in placing the machine with a number of dealers who have been unable to get Victors, and have been glad to avail themselves of the admirable Sonora.

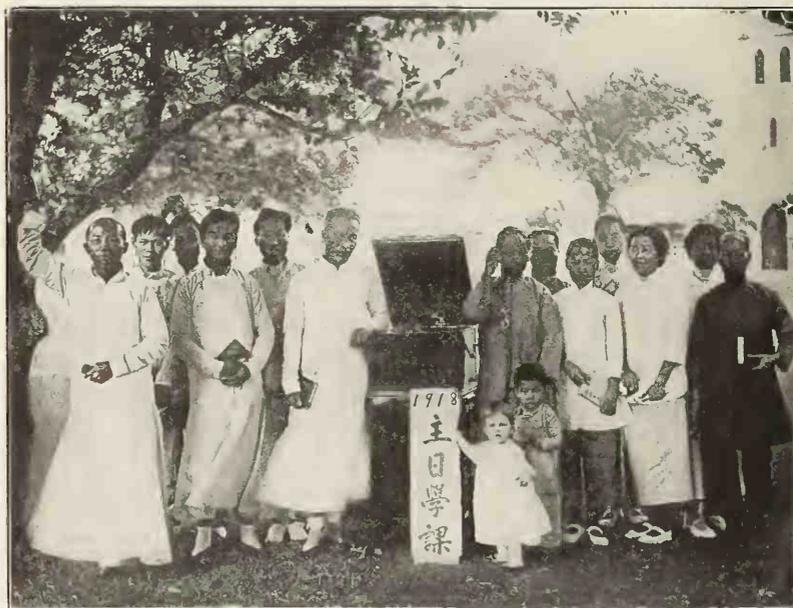
#### Quaker City Edison Dealers Meet

Manager Blake, of Blake & Burkart, reports that while they had a very satisfactory September it was not as large as their August business in volume, but then August was the biggest month that they had so far. At the meeting of the Edison dealers, held at the Bingham House on Tuesday evening of this week, they were addressed by Charles Gardner, of the Edison factory offices. A little banquet was given to the members by the jobbers. There was a very interesting discussion as to the fall plans for the Edison, advertising and promoting, and

### THE NEW EDISON USED IN MISSIONARY WORK IN CHINA

The accompanying photograph shows the New Edison in China. This instrument was shipped some time ago to the Rev. Wilbur M. Campbell, Kiung Chow, Hainan, China. The Rev. and

Sunday school teachers' class, which meets every Friday at 4 p. m. in our home. The two little ones are Mary Elizabeth Shannon and my Bible woman's little daughter. Each one of



Sunday School Class at Kiung Chow, China, Which Uses the Edison Phonograph

Mrs. Campbell are American missionaries who have been stationed in China for a number of years and have been very successful in their missionary work. Regarding the photograph Mrs. Campbell writes: "This picture shows our

these people is an efficient worker and they know their Bible! Would you believe it, I put on the 'Pussy Cat Rag' while the picture was being taken in order to get them to smile!" It was evidently very successful.

every one expressed himself as seeing a very encouraging outlook for the Edison for the remainder of the year.

#### Close Good Month's Business

The Pathé Shop had the biggest month in September that it has thus far enjoyed. As much business was booked as could be handled in view of the amount of goods received. Manager Eckhardt said that a shortage of popular types was felt. He added: "I believe October

is going to beat September." Mr. Eckhardt's oldest son has been drafted into the Students' Training Camp. He is just past eighteen years old, and is a student at Villa Nova College. At present he is "under the weather" with an attack of the grip.

#### INQUIRY FROM NEW ZEALAND

WASHINGTON, D. C., October 1.—The United States Department of Commerce states that a New Zealand firm has written them that it desires to buy "gramophones, phonographs, accessories and records, also motors, tone arms, sound boxes, needles and sapphire and diamond points." Price quotations may be made f. o. b. steamer at an American port. Payment will be made in cash against shipping documents. The bureau of Foreign and Domestic Commerce, either here or at any of its offices throughout the country, will furnish the name and address of firm if those desiring same will mention, in writing, inquiry number 27461.

All good awaits the man whose desire to serve is the dominant passion of life.

## CRYSTAL EDGE MICA DIAPHRAGMS

M  
I  
C  
A

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

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

PHONOGRAPH APPLIANCE CO., 109 West Broadway, NEW YORK

## LIBERTY LOAN DRIVE HAS CENTER OF STAGE IN BUFFALO

Prominent Talking Machine Men Interested in Putting It "Over the Top"—Some Attractive Window Displays—Starting Holiday Business Campaign—Albert Stettenbenz' New Post—Other News

BUFFALO, N. Y., October 6.—In Buffalo's talking machine trade at this writing the nation's great Fourth Liberty Loan occupies the center of the stage. The talking machine and piano men have co-ordinated their efforts in the drive to exceed their quota of \$215,000. William H. Daniels, of Denton, Cottier & Daniels, Victrola dealers, is chairman of this division and has appointed the following committee of active workers: C. N. Andrews, Benjamin E. Neal, Robert L. Loud, O. M. Kiess, George A. Gould, Jacob Hackenheimer, Albert Stettenbenz, Charles H. Wood, Newton R. Luther and E. P. Erion. Liberty Loan posters of every description are conspicuously displayed in the show windows of the local talking machine stores. The employers and employees are not only buying bonds in a whole-hearted fashion, but are persistently canvassing their customers and personal friends for the same purpose. Chairman Daniels and his committee meet daily at Liberty Loan headquarters, where they are enthused regarding the vital subject of the loan by the best patriotic speakers obtainable.

The holiday sale of talking machines will be much earlier in Buffalo this year than ever before. Early Christmas buying is being advocated by the Buffalo Retail Merchants' Association, of which some of the talking machine men are members. The plan is to spread the holiday shopping over three months—October, November and early December—instead of doing it all in one month. Following the wishes of the Government the merchants will follow these rules during their holiday campaign: "No extra help. No extra hours. No extra deliveries. No 'open evenings.' No extra services of any kind."

A. F. Koenig, head of the A. F. Koenig Piano Co., Pathéphone dealers, is receiving the felicitations of his friends this week on his celebration of the eighth anniversary of his entering business for himself.

The Winegar Piano Corp., which handles the Columbia and Brunswick lines, has built a well-arranged office in the balcony of its store.

Victor & Co., Pathéphone jobbers and retailers, have a striking red, white and blue sign advertising the Fourth Liberty Loan. The sign, which is across the front of the store, bears a well-worded appeal for subscriptions. There is also a Liberty Loan booth at the front of the store. Talented newsboys and theatrical performers give selections in attracting crowds to the booth during the sale of bonds.

Albert Stettenbenz has been appointed treasurer and vice-president of the Uteley Piano Co., Inc., which handles the New Edison. Bach Uteley, former manager of the phonograph department of this store, is a second lieutenant in aviation at Wichita Falls, Tex., where he is training student officers to make landings.

A Liberty Loan poster, twenty by ninety feet, has been placed in front of the department store of the William Hengerer Co., Victrola dealers. The poster shows a group of Yankees in close-up action, driving the Hun to cover. The Hengerer Co. recently celebrated its eighty-second anniversary.

R. C. Schermerhorn has resigned as manager of Robert L. Loud's piano store to enter the Quartermaster's Department at Washington. E. O. Hock, formerly of the Victrola department of this store, is at Camp Upton. He was a recent visitor here. Lingard Loud, son of the proprietor of the store, will sail for France shortly. He is a lieutenant in U. S. aviation at Lonoke, Ark.

George P. Sawyer, representing the Central Y. M. C. A. of this city, has appealed to Bufalonians to supply talking machines and records to the boys overseas. He says these gifts would bring a lot of sunshine into the strenuous lives of the young warriors in France.

Three large Victrola rooms have been added to the store of Denton, Cottier & Daniels, whose

Victrola manager is C. H. Heineke. His former salesman, Frank Farrar, Jr., is now a member of the new aviation unit at Great Lakes, Ill.

Several of the talking machine jobbers and dealers of western New York attended the National American Music Festival at Lockport.

The warning that talking machines will advance in price and become scarcer is being sounded by most of the local dealers. Increased sales show that customers are heeding the warning.

Buffalo's municipal concerts and community singing, heartily backed by members of the talking machine trade, have been resumed.

## PHONOGRAPHS A PAYING ADJUNCT

Two enthusiastic Brunswick phonograph dealers are the James brothers, one of whom is located in Petersburg, Va., and the other, J. S., who conducts one of the leading jewelry and optical stores in Richmond, Va. Both of them have found the talking machine a valuable adjunct to their business.

## HANDLING THREE "TALKER" LINES

The Curlin Drug Co., of Waxahachie, Tex., recently took over the Columbia talking machine business conducted heretofore by Harris McIntosh. He will move the Columbia to his Edison and Victor departments at the corner of College and Main streets, thus combining the businesses and also reducing overhead costs.



# Paramount Records

## A Record for the Independent Dealer and Jobber

- They are 10-inch standard size records
- They play longer
- They have less surface noise
- They have up-to-the-minute popular songs and dance selections made by artists you know
- They are popular priced
- They are backed by effective advertising
- They do not advertise any phonograph

*Dealers and Jobbers: Write for full Information*

**MUSIC**  
ON BOTH  
**SIDES**

**NEW YORK**  
**RECORDING**  
**LABORATORIES**  
Port Washington  
Wisconsin

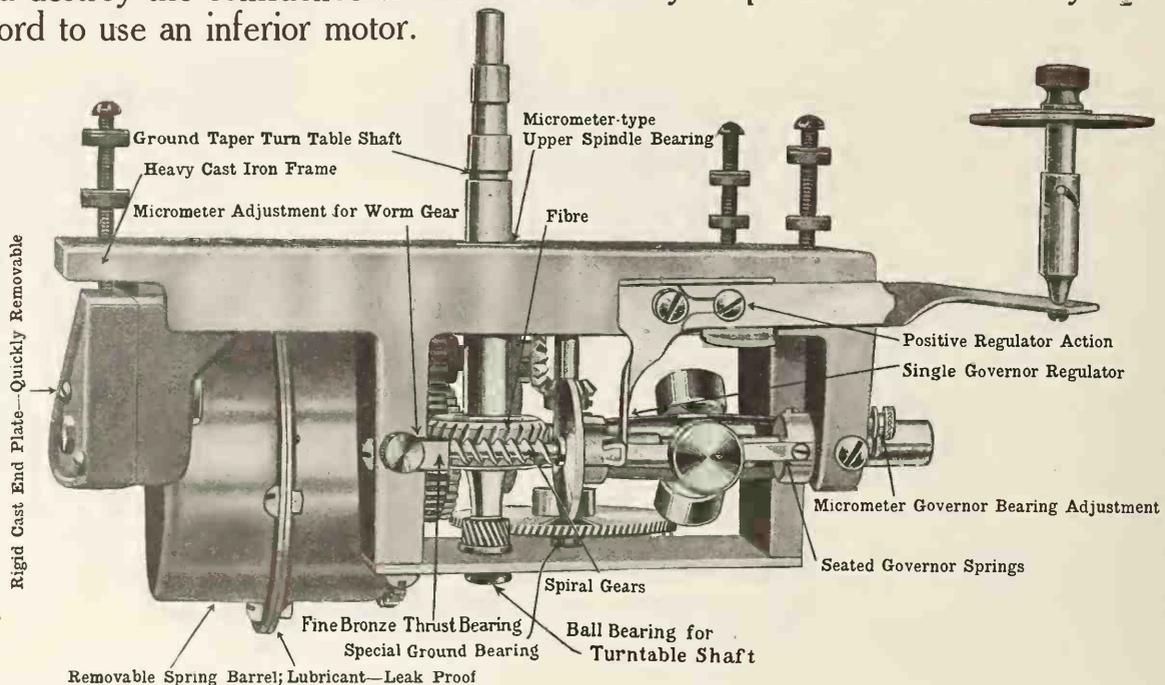
**65¢**  
TO  
**\$1.25**

# → THE DAYTON MOTOR ←

*Runs Silently  
Runs Evenly  
Does Not Vibrate*

*Gives Lasting Service  
Pleases the User  
Builds New Business*

These are just a few of the many excellent features that make the **Dayton Motors** so universally popular. Sold all over the world on their merit alone. You, as a manufacturer, know that the life of every talking machine you put out depends upon the Motor installed in that machine. Faulty Motors displease the user and destroy the confidence of the consumer in your product. Therefore you can't afford to use an inferior motor.



Make your machine a standard of excellence by installing the **Dayton Motor**, which is considered by manufacturers and users as being

## The Best Motor in the World

They embody the highest quality of mechanical perfection. Built in "The City of Precision" where National Cash Registers, Delco Starters, Wright Airplanes and hundreds of other products developed wonderfully skilled men. Let us prove it's the best in quality, price and service.

We also manufacture the famous

**Dayton Tone Arms**, which are universal, playing any disc record. Five styles.

**Dayton Reproducers** are scientifically correct and thoroughly practical. Two sizes.

*Write for full particulars today*



**THE THOMAS MANUFACTURING CO.**

322 BOLT STREET

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DAYTON, OHIO

## HOW A LITTLE JAZZ TURNED A FROST INTO A FROLIC

Henry, the Talking Machine Man, Butts Into a Lawn Party With Some Canned Music Under His Wing, and Not Only Livens It Up, But Also Extracts Some Real Coin for Himself Later on

Henry didn't have much to do in his talking machine store. He polished the machines until he had worn through the nickel on the tone arms and the veneer on the cabinets. He dusted off his records until you couldn't see which side the music was on. He cleaned the place so much it started to look worn all over, and still there was time to kill between customers. Not between customers exactly, but between the people who came in and asked him to do impossible favors like getting them certain popular records or popular types of machines.

Henry always figured out he could not keep a clerk. "It is a one-man business and you've got to know it. Put a boy in here and it will be like putting a monkey wrench into the machinery." Thus he pondered. Suddenly he glanced at his shoes, and got a happy thought. He wouldn't have to wear brogans if he wasn't going anywhere. He chirped to himself, "For all the walking I do outside the store I might as well go barefooted and save about five bucks a month. Guess I will go and use the old Douglasses a bit." Then came the question of where to go. Henry takes the "Morning Bugle" off the desk, gives the society column the O. O. and discovers that Mrs. Jones-Smith-Brown is pulling off a swell lawn fete for the Red Cross the same p. m. "Guess I'll shut up the joint and look the frails over." When he gets to the lawn party all is stillness. The dames are from thirty-five up, and are making believe they are enjoying themselves in their sweet girlish ways. But not a note of music. There is a classy dancer on the mat. Without music her actions make it appear that she is going nuts. "It's a tough world," muses Henry. "Guess I'll cheer them up a bit." And back to the shop he plods. Putting a small machine and a half dozen dance records for serious thinkers under his wing he blows back to the lawn party

and crashes in. The boss of the works meets him at the gate, perches her periscope before her eyes and chirps: "Pawdon! The tradesmen's entrance is in the rear." "Tradesmen's entrance nothing," says Henry. "I'm no tradesman, that's why I shut up the joint. I'm just a little angel of joy dressed up like a man." "I don't comprehend," says the lady of the house. "Comprehend what?" says Henry, "Me or the dance?" "Both," says the lady and laughs. "Well," remarks Henry, "I blew by a while ago to give your lawn party the O. O., and on the level from the amount of enjoyment most of the gang were having, it might as well have been exercise time at the Home for the Aged and Infirm. Was the lady who was spreading herself over the lawn, with bare legs, and very little clothes, suffering much?" "She was dancing," quoted the lady with a haughty stare. "Dancing one eye," says Henry, "Can't be done without music. That's why I came back with this stuff under my arm." "What is it?" says the lady, while deciding whether to call a cop or the dog. "Just a talking machine," says Henry. "Cawn't bear them," says the lady. "Well, I've borne this one for a good half mile under my arm," says Henry, "and I would like to let it rest awhile. Can't I sit down for a minute before I start back?" "We don't care for intruders," snapped the boss of the works, "but I suppose I'll have to let you rest a bit."

That's all there was to it. Henry started a dance record that actually made the Grecian impostor wiggle out of her veil. He put on a little jazz, aroused the young ones out of their trance, and put them into action. He started one of the good old tunes, and the crowd gathered around to relieve themselves of stray notes. The party got so lively that the girls in the booths started to do business and take in some money. From a plain intruder Henry grew into

a center of attraction, and so they would all know who he was he distributed a few cards.

A day or two afterward a couple of the Janes came in to get some of the records he had played. They were the kind that he had on hand and wanted to sell, and he made up his mind right then to put a girl in the shop and extend his social sphere. Taking in parties three or four times a week with tea and cake is rough exercise, but business is business. In a month or so ladies giving parties for charity or to sell War Savings Stamps called up Henry and asked him to come and bring his machine, and, of course, his kindness just simply could not go unrewarded. Besides those who bought because they fell for the melodies, there were almost as many who bought just to be polite, but they bought and they paid cash, and the girl in the store managed to make her salary and a few dollars more. John Henry read the war news and saw that his business was going to get back to normal in a few months, and then he went out and bought a new pair of shoes.

### FIRST SOUVENIR FOR NEW YEAR

The Otto Heineman Phonograph Supply Co. has just sent out to its patrons a handsome "Humanity Flag" calendar for 1919, which is the first souvenir for the new year that has been announced by a member of the phonograph industry. This calendar has particular significance at the present time, as it features a composite flag that is destined to be one of the most popular souvenirs of the present war. The "Humanity Flag," as it has been termed by the originator, consists of "Old Glory," the "British Jack" and the Tri-Color of France. It is remarkably artistic in its conception and design and has been endorsed by Ambassador Jusserand and other prominent men in public life. The calendar featuring this flag will undoubtedly be appreciated by the Heineman clientele.

If you want the Kaiser to send you an Iron Cross, don't buy any Liberty Bonds.

## SOMETHING NEW

# THE FLETCHER REPRODUCER

EXACT SIZE



After years of practical experience and experimenting, we are pleased to offer a Reproducer constructed on entirely new principles. In its natural reproduction of tone, either vocal or instrumental, it astonishes and pleases beyond expression, and a Caruso, Galli Curci or Heifetz sounds as if the artists themselves were before you.

The Fletcher Reproducer is different from the ordinary sound box, not only in construction, but in results. You hear no metallic noises, but an accurate reproduction of the human voice or musical instrument as it is recorded. If used with a fibre needle it will give practically as much volume as with a steel needle and save the wear on the record. The Fletcher Reproducer brings out detail on the record that cannot be heard with the ordinary sound box.

The Fletcher Reproducer is different. Hear it and be convinced. A sample order carries with it a guarantee of satisfaction or money refunded. Samples to dealers and manufacturers \$4.00.

We are filling all orders, within the limits properly imposed upon the industry by the Government. Write for prices and terms.

**FLETCHER-WICKES CO.** 6 E. LAKE STREET  
CHICAGO - ILL.



# Pathé



The Quality Phonograph



An  
Enlargement  
of the  
**Pathé  
Sapphire  
Ball**  
and Pathé  
Record Grooves

#### No Needles to Change

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

#### Long Life to Records

(Pathé Guarantee)

We guarantee every Pathé Record to play at least *one thousand times* with the Pathé Sapphire Ball, without impairment to the unexcelled beauty of tone and without showing any perceptible wear on the record.

#### The Pathé Controla

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

#### Plays All Records

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

## Conserve!

BECAUSE the country needs the great quantities of high quality steel and the great number of skilled men used in making all the needles. Because needles are growing higher in price and scarcer every minute.

Help conserve this precious war metal. Sell the Phonograph that takes no needles.

Ever since its origin, the Pathé Sapphire Ball has been the best phonograph selling point for the dealer. It is *exclusive*, permanent—does away with needles altogether—produces pure natural tone and gives long life to records.

**Better than ever today!**

Do you know what "The Other 20%" is? Write for book, "The Other 20%," and it will tell you plainly and *convincingly*.



Sheraton Model

Pathé Art Model \$215

Other Models \$32.50 to \$1000

## Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto





# Pathé



Records

## —and Save!

THINK what it means to you in the making of sales, when you can say to your customers:

“Save — Records — Money. Buy Records that won't wear out.”



MURATORE—Exclusive Pathé Artist

*Here's the Pathé Guarantee:*

“We guarantee every Pathé Record to play at least one thousand times with the Pathé Sapphire Ball without impairing the unexcelled beauty of tone, and without showing any perceptible wear on the record.”

In the recent suit of the American Graphophone Company (Columbia Graphophone Company) against the Emerson Phonograph Company, Inc., an interesting piece of testimony was given by Prof. Frank L. O. Wadsworth, appearing as an expert for the Columbia Company, as follows:

“Pathé records were the best samples of recording and music on the market and in his opinion excelled anything else in quality, and that he could not testify conscientiously otherwise, although he did not expect in any way to profit by this testimony.”

*But learn for yourself.* Send for “Pathé Special Demonstration Record”—a record worth \$1.25 but selling for 35c. to demonstrate the superiority of Pathé Records. And 35c. attachment that enables Pathé Records to be played on other machines.

## Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, New York

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



## PITTSBURGH CONCERNED OVER MACHINE SUPPLY

Campaign to Place Christmas Orders Early—Dealers' Association Elects Officers—Standard Co.'s Stock List—Edison Tone Tests—Pathé News—New Brunswick Agents

PITTSBURGH, PA., October 5.—The outstanding feature of the talking machine market in the Pittsburgh district is the fact that practically all of the dealers are vitally concerned over the immediate prospects for keeping an adequate supply of machines and records on hand. In Pittsburgh, as in other centers where the talking machine trade is one of the leading commercial interests of the community, it is plainly seen by visits to the various shops that sales while brisk are more or less hampered by the fact that no assurance is to be had that there will be an ample supply of machines for the usual fall and the much greater holiday trade.

Considerable stress is being placed by a number of the progressive dealers in directing the attention of their customers who are planning to give records and talking machines as Christmas gifts to place their orders early.

Manager F. G. Passoth, of the talking machine department of the Rosenbaum Co., said: "Talking machines for Christmas should be bought now, when our stocks are complete, as we can offer no assurance for last-minute deliveries." Mr. Passoth was the recipient of numerous congratulations from his fellow dealers upon the formal announcement that "the world-famous Victrolas and Victor records are now sold at the Rosenbaum store." The company for years has been selling the Columbia line, and a few weeks ago purchased the stock and good will of the Pittsburgh Talking Machine Shop on Oliver avenue. This will give them the Victor and Columbia lines.

The annual election of officers of the Pittsburgh Talking Machine Dealers' Association, which was held at the annual meeting at the Hotel Chatham, resulted in the choice of the following: President, C. L. Hamilton, of the S. Hamilton Co.; vice-president, H. H. Meyers,

# MICA

BEAUTIFUL FINISH  
DIAPHRAGMS OF BEAUTY  
THE INTERNATIONAL MICA COMPANY  
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street  
PHILADELPHIA

Sharpsburg; treasurer, Jacob Schoenberger, of Lechner & Schoenberger, and A. R. Meyer, secretary. Mr. Meyer, who is manager of the Victrola department of the Joseph Horne Co., was unanimously re-elected on the assumption that "one good term deserves another."

The Pittsburgh Talking Machine Dealers' Association is a live body of up-to-date dealers. They hold meetings monthly, at which matters that are of vital interest to the trade as a whole are discussed. Visiting representatives of the leading talking machine concerns are often guests at their monthly dinners, which precede the business sessions, and practical talks are given on various phases of the business. Frequent social meetings are held also, at which the gentle sex are guests of honor.

The Standard Talking Machine Co., Victor distributors, are sending to their dealers the "Standards in Stock List" of Victor records and calling attention to the fact that "a tremendous record demand is coming." It is also pointed out in the circular that "All talking machine authorities are agreed that this fall will undoubtedly see the biggest call for records in talking machine history. To meet this demand dealers will have to depend very largely on distributors' present stocks, and your profits will be governed in a large degree by the promptness and wisdom of your orders on such 'in stock' lists as this. This list represents only those numbers in our stock in which we are fortunately well stocked."

Sergeant L. C. Mountcastle, a former member of the road force of the Standard Co., who is now in the Signal Corps "somewhere in France," sent to the company a large helmet which he obtained on the battlefield, and which was owned by a German soldier. The helmet is on view in the showrooms of the Standard Co., with a card explaining how it landed in Pittsburgh.

H. J. Brennan, of the Pittsburgh Pathé Shop, and who also has charge of the wholesale department of the Pathé Frères Phonograph Co.'s local interests, anticipates a brisk trade for the fall and early winter. He stated that he had made ample provision for caring for the demands of the trade both in the retail and wholesale departments, but found that the sales were continuing at so brisk a rate that there was a possibility of a slight shortage in certain lines. He was of the opinion that the wise buyer would be in the market early for his needs.

J. A. Endres, manager of the local Brunswick-Balke-Collender Co.'s Brunswick phonograph agency, returned from an extended business trip through his territory, visiting dealers in eastern Ohio, West Virginia and western and northwestern Pennsylvania. He said: "I found all the Brunswick dealers well satisfied with the outlook for the fall trade and pleased at the manner in which our company has been shipping the Brunswick machines. There is every indication that the October business will far exceed that of September, which was quite large and a marked increase over September, 1917."

The Cheney phonograph is finding a ready sale in this city, and this is largely due to the fact that the agency is in the hands of the Dauler & Close Furniture Co., a concern of standing and one that has been established several decades. The company have a splendid Cheney demonstration room on the seventh floor of their building.

The Buehn Phonograph Co., Edison distributors, find ever-increasing demand for the Edison phonograph and Edison records. The series of tone tests that were held recently in Western Pennsylvania and Ohio towns proved to be a drawing card and delighted hundreds who marveled at the remarkable tone tests. The principals in the tests were Amy Ellerman, the well-known contralto soloist, and Irma Seydel, the brilliant violinist, with Prof. Calvin Coxé as director.

The tests for the week starting September 30 were held as follows: Monday, September 30, Monongahela, Pa., Charles Nessler, dealer; October 1, test held; October 2, Butler, W. W. Steadman, dealer; October 3, New Castle, Pa., W. W. Dufford & Co.; September 4, Salem, Ohio, W. G. Fawcett & Co. The artists acquitted themselves in a creditable manner and the tests with the Edison phonograph and records were very satisfactory. The tests were held under the auspices of the Buehn Co., and attracted crowds of people.

H. C. Niles, manager and secretary-treasurer of the Starr Phonograph Co., of Pennsylvania, reports a brisk demand for Starr phonographs and Gennett records.

Miss Mae Hartnette has joined the sales force of the Pathé Shop. Miss Ruth Dawson is the new office manager of the Starr Phonograph Co. of Pennsylvania. Miss T. Green, who for some years was connected with the Buehn Phonograph Co. in their retail department, has resigned and has entered the employ of the Pennsylvania Railroad.

Mrs. C. C. Mullen, secretary-treasurer of the Henricks Piano Co., presented the student soldiers at Schenley Barracks, Pittsburgh, with a \$150 talking machine. Her attention was directed to the starting of a fund for the purpose in the Pittsburgh Dispatch, and having just returned from a visit to her nephew, who is in camp at Cape May, she notified the Dispatch of her intention. The money that had been sent in to the newspaper for the fund will be used in buying records. While at the Cape May camp Mrs. Mullen stated that she was given ample demonstration of the need of music for the soldier boys, hence her gift.

## Why Brown Quit Buying Phonograph Records

When Brown first bought his phonograph, all records sounded good to him and he bought everything.

### He Was Not Musically Educated Then

In a short time Brown became more careful in his selections, and bought a better class of records.

### His Education, Musically, Had Commenced

Soon Brown reached that point where he rarely played his phonograph, and ceased buying records.

### Brown Was Now Musically Ahead of His Phonograph

Hearing of the BLISS REPRODUCER, with its treated silk diaphragm, Brown skeptically bought one.

### Brown Now Buys New Records Weekly

There are over a million silent phonographs in the United States to-day like Brown's, but the Bliss Reproducer, if properly presented, will revive them and increase your record sales.

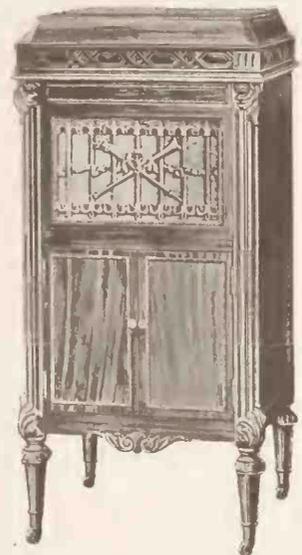
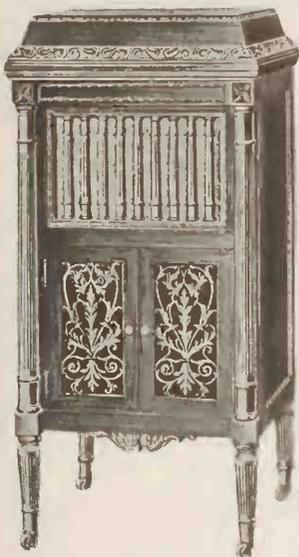
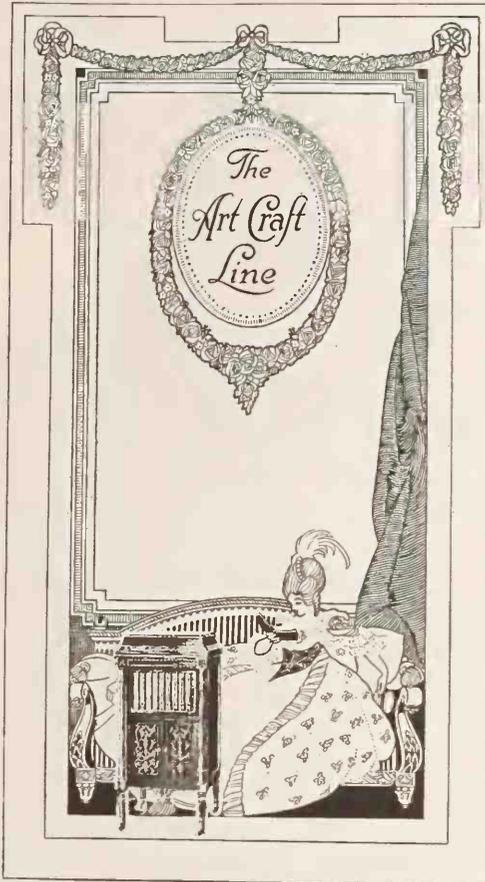
### The Bliss Reproducer IS Different From Any Other

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any phonograph, and the "Phono-Lite," an automatic lighting attachment for the New Edison, also Edison Diamond Points, Edison and Pathé Sapphire Points, Lakeside Rotometers, Johnson Electric Motors, B. & H. Fibre Needles, B. & H. Fibre Needle Repointers, and the Vallorbes Semi-Permanent Needles.

Write for our dealers' price list,—or  
may our Parcel Post Salesman call?

WILSON-LAIRD PHONOGRAPH CO., Inc.  
29 West 34th Street NEW YORK CITY





# The Art Craft Line of Talking Instruments

- Superior in Design
- Superior in Quality
- Superior in Workmanship
- Superior in Tone
- Superior in Equipment
- Superior in Operator's Conveniences
- Superior Proposition

The above is a lot to say, but we are privileged to make these statements as they are facts and backed up by the Art Craft Line.

We invite comparison and correspondence which will enable us to give you detailed information that will convince the most skeptical.

Six  
Art Models

\$115.<sup>00</sup>  
to  
\$350.<sup>00</sup>

The Art Craft Company

MANUFACTURERS OF

*The Art Craft Line*

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

The  
Instrument

of  
1928

**OUTING OF J. E. DEAN EMPLOYEES**

Annual Event at Rocky Point Thoroughly Enjoyed by Every Member of the Party

PUTNAM, CONN., October 4.—The employes of the John E. Dean factories in this city, which



Group of Picnickers at Outing of J. E. Dean Employes

constitute a division of the Otto Heineman Phonograph Supply Co., New York, recently held their annual outing, and this event was



Ready for the Start of Race

thoroughly enjoyed by every member of the party.

Rocky Point, just below Providence, R. I., was

**ENTHUSIASM A BIG FACTOR**

In Successful Salesmanship—It Implies Faith in Itself and the Goods Handled

A man who had been selling one very well known article of American manufacture in Europe with marked success for over four years was asked once before a large audience to explain how he sold his goods. Quick as a flash, and short and sweet came his speech: "Only this, I can answer any questions that anyone in all Europe can ask about the article I'm selling."

He knew his business and he knew his goods—two essentials to success.

It will pay to know human nature. Study your customer. Learn his likes and dislikes. Respect his opinions, even though you may not agree with him. Sell him what he wants; but if you know he is buying something beyond his means be man enough and honest enough to tell him frankly not to buy it.

Mark this: "A satisfied customer is worth

the pleasure resort chosen for this outing, and the employes of the Dean factories, together with their friends, were conveyed by automobile buses to this point. The trip was a pleasant one, as several members of the party had musical instruments that they considered were absolutely essential to the success of the outing.

At 10:30 in the morning a series of games was started with several prizes as the rewards for the leading contestants. A tug-of-war, a forty-yard dash, an obstacle race and a swimming race all contributed to the success of the sports program, and, needless to say, when luncheon was ready to be served the members of the party did ample justice to the shore dinner.

The first prize, a \$115 phonograph and twenty-five "OkeH" records, was won by C. La Mondy, and the second prize, consisting of a \$60 phonograph and twenty-five "OkeH" records, was won by A. Morin. Mr. La Mondy proved himself an efficient and all-around athlete, and his splendid showing in all of the events well justified his winning of the first prize.

more than a bargain"; and this, "A satisfied customer is the best argument you can offer to secure another."—Wallace Pond.

**A TRIBUTE OF WHICH TO BE PROUD**

As fine a tribute as ever was paid to a concern in any industry by a competitor was paid just lately to the Otto Heineman Phonograph Supply Co. by the president of another company manufacturing a phonograph accessory.

"In my dealings with the Heineman concern," said this executive, "I have never had occasion to rebuke it for any unkept promises. The material it sold me was just as represented, in an excellent and pliable condition. From Otto Heineman himself down to the least important employe of the firm every man is a gentleman and many have often gone out of their way to emphasize the Heineman policy of satisfaction, absolute and unconditional. Together with this ethical way of doing business, the Heineman prestige is further reinforced by the innate excellence of its many products."

**MARIE MORRISEY STARTS TOUR**

Edison Artist Giving Tone Tests in Various Parts of the Country

Marie Morrisey, the popular concert contralto and well-known Edison artist, is now being booked in a trans-continental recital tour to commence in February, 1919. Her appearance will be in joint recitals with Theodore Spiering, the well-known violinist.

Miss Morrisey has had a number of requests for concert dates during the fall, which she has



Miss Marie Morrisey

had to decline, owing to the extensive tour which she will make for Thomas A. Edison, Inc., giving tone test recitals with the New Edison phonograph.

The Edison tour started in Canada on September 23, ten concerts being given in and around Winnipeg, Man. After two weeks in Canada she will spend two weeks in New England, followed by five weeks in upper New York State and one week in the vicinity of Philadelphia. The entire tour will consume ten weeks, during which time about fifty-five concerts will be given.

On the Edison tour Miss Morrisey will be assisted by Joel Belov, assistant concert master of the Philadelphia Orchestra. Mr. Belov is an Edison artist also, having recorded recently five very interesting Re-Creations which are destined to win favorable notice.

Trouble is destined to human life. It is a noble thing to interpret it and to discover its relation to the best things of life and of hope.

**The Duo-Tone**

EQUIPPED WITH TUNGSTEN NEEDLES

Soft or Loud

without

changing

Thousands of talking machine owners are using the Duo-Tone and De Luxe Needles.



**The De Luxe Stylus**

SEMI-PERMANENT

Plays 100 to 300 Records

No Scratch or Hiss

Perfect Points

Mr. Dealer: Are you interested in increasing your profits and satisfying your customers? Would you invest \$11.75 to make a quick profit of \$7.45? If so, order at once our attractive Counter Display Stand or Silent Salesman, containing 12 Duo-Tones and 24 packages De Luxe Needles. Descriptive circulars furnished. De Luxe stylus furnished separately. Write for samples and discounts.

**The Duo-Tone Company, Ansonia, Conn.**



# Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

SEATTLE

CINCINNATI

TORONTO



## OKEH RECORDS

Music on both sides.  
Sapphire or steel needle.  
Popular and standard selections.

Full particulars regarding the distribution of this record will be given to any dealer or jobber upon application.

### THE QUALITY RECORD

Superior in tone  
Distinct and clear  
Music perfectly reproduced  
Unmarred by mechanical noises or "scratching"



### GREAT ARTISTS

Patriotic Music, Popular Songs, Dance Hits, Musical Comedy, Grand Opera, Standard and Sacred Gems

# NOW READY

# NOW READY

The President's approval reads:

"OKEH—WOODROW WILSON"

If you wonder why OKEH, instead of OK, look in your dictionary.

OK—A humorous or ignorant spelling of what should be *okeh*, (Choctaw Indian), OKEH an "article pronoun", a kind of adjunct, meaning "it is so"; a use that may be compared with that of the Hebrew and European "amen", all right; correct.

You may spell your approval either way, but you will certainly put your sign of approval on the latest product of the House of Heineman.

# O K E H



# R E C O R D S

The Record of Quality

JOBBER  
DEALERS

OKEHRECORDS are of special interest to you.

A remarkable proposition.

Get in touch with us today.

Have you heard an OKEH Record?

OTTO HEINEMAN PHONOGRAPH SUPPLY CO., Inc.  
25 West 45th Street, New York.

Gentlemen:-

I am interested in your OKEHRECORDS  
Please put me on your mailing list.

Name.....  
DEALER OR JOBBER

Street.....

City..... State.....



## B. P. WOODWARD TO OKLAHOMA CITY FAMOUS & BARR SECURE AGENCY FOR AEOLIAN-VOCALION

Kansas City Man Will Be Manager of the Phonograph Shop, Inc., in That City

B. P. Woodward has severed his connection with the Phonograph Co. of Kansas City, with which he has been associated for some time as manager of the retail Edison Shop. Mr. Woodward's experience in the Edison business has covered a period of about ten years, and during this time he has gained the real inside knowledge of the talking machine game in its various phases. Hereafter, Mr. Woodward will be associated with A. H. Smith, a man well known in the Edison field, as manager of the Phonograph Shop, Inc., at Oklahoma City, Okla. A number of branches come under the supervision of the Oklahoma City store, including Tulsa, Ardmore, Muskogee, Okmulgee and Ada. The shop handles the Ediphone, the Edison dictating machine, in addition to the Edison phonograph. In this move Mr. Woodward is consummating plans of comparatively long standing.

### TIMELY PATHE FRERES PUBLICITY

The advertising department of the Pathé Frères Phonograph Co. has prepared for the use of Pathé dealers timely literature featuring new popular hits that have been recorded for the Pathé library. These popular hits have met with a ready sale throughout the country, and this literature enables the dealer to feature them to excellent advantage.

One of the best-selling Pathé records at the present time is the selection "Oh, How I Hate to Get Up in the Morning," which achieved such remarkable success in the soldiers' play, "Yip, Yip, Yaphank." Another popular number is "Smiles," and "Everything Is Peaches Down in Georgia" is also being welcomed heartily by Pathé dealers. It may be added also that the standard selections in the Pathé list are also in demand.

Prominent St. Louis Department Store Installs Complete Aeolian-Vocalion Line in Music Department—Will Be Handled in Addition to the Victor Line—Good Stock on Hand

St. Louis, Mo., October 4.—The most notable talking machine event of the month was the installation of the Aeolian-Vocalion line in the musical department of the Famous & Barr Dry Goods Co. This was the last of the big downtown talking machine departments to deviate from the idea of handling one line exclusively, and at the present time the Victor and Aeolian-Vocalion lines will be featured in this department.

Referring to this important announcement John F. Ditzell, manager of this department, commented as follows: "As early as last July I saw that there was coming a time when the Victor Co. would not be able to supply enough of our goods to enable us to sell that line alone. So I began investigating the various machines offered, as I wanted something that had the proper musical atmosphere for our department. After making extended investigations and thorough tests along every conceivable line I finally selected the Aeolian-Vocalion as the instrument that came nearest to our ideals. It is a pleasure to look at and in them, and the music-lover who appreciates musical instruments will undoubtedly welcome these machines. We are going to present them as our first choice after the Victor."

The fact that the Aeolian Co. was going to put the Aeolian-Vocalion line for sale elsewhere than at Aeolian Hall was not generally known, and the Famous & Barr announcement was something of a surprise. Mr. Ditzell says that he is assured of a constant supply of Aeolian-Vocalion phonographs, and that he has had an ample stock to take care of anticipated needs for the immediate future transferred to his own warehouse.

Recent sales totals have passed expectations, according to Mr. Ditzell, considering the

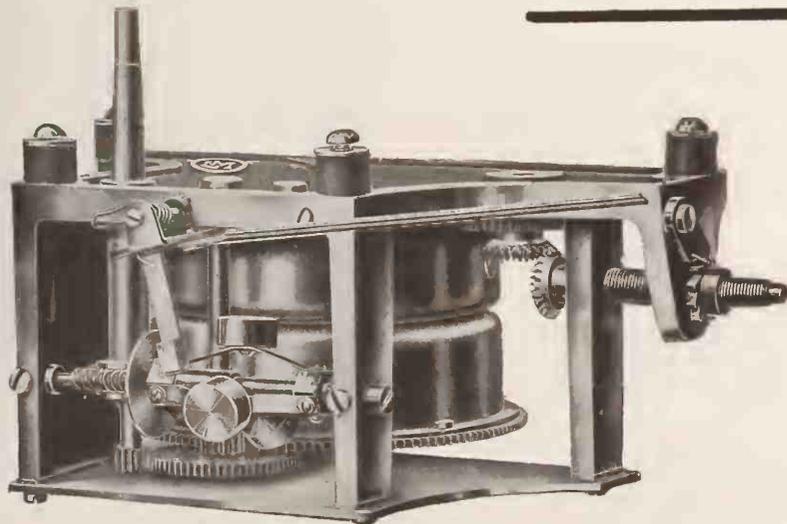
stocks which were available. Record business especially has been good. In all lines the demand has been for higher-priced products.

"We have more prospects than we have been able to follow up," said Mr. Ditzell, "and we find that the people have money and are willing to buy. Sales are easily closed and payments are large. The only trouble experienced nowadays is that the prospect often gets a bit dazed when it comes to closing a contract. The chief idea appears to be 'Here we are buying this handsome Victrola that we have wanted for years. It cannot really be true. It seems that the good fortune is a bit too good to be true.' But, of course, such objections are more easily overcome than the old trouble of having to talk them up to making the proper payments from too slender an income."

### PRAISE FOR THE CORTINA METHOD

The Cortina Academy, of New York, is receiving an increasing number of letters praising its method of teaching languages with the aid of the talking machine. It is the practice to reproduce these letters faithfully where permission is granted, which provides a valuable sales help not only for them but for the dealers who carry the line as well. Among those recently received is one from Paul R. Radosavljevich, Professor of Experimental Pedagogy, in the New York University; J. E. Kennedy, of the Wisconsin Mining School, and one from the Newport branch of the Army and Navy Young Men's Christian Association. All three advise the Cortina Academy that they have found the course helpful in their various lines of endeavor. The first two have used the regular Cortina language course, and the last-named the French-English military course.

# The Leonard Markels BUTTERFLY MOTOR



### Specifications

Beveled gear noiseless winding,  
New ratchet device that prevents clicking.  
Bakelite intermediate gear—absolutely silent.  
Plays seven 10-inch or five 12-inch records at one winding.  
Cast iron nicked frame.  
Powerful, durable, compact, accessible.  
Built especially for the highest-grade machines.  
Guaranteed in every minutest detail.

## The Leonard Markels Jewel Bearing Butterfly Motor

has revolutionized the motor industry. It is silent running and silent winding and represents the acme of perfection in motor construction.

This motor has achieved phenomenal success, and is being used exclusively by leading phonograph manufacturers in all parts of this country and Canada.

Write today for a copy of our  
**New Butterfly folder**

**LEONARD MARKELS - 165 William St., New York**



No. 250

THE phonograph of the future will be bought for Tonal Quality and aesthetic qualifications, not because of mechanical details which have in the past been widely advertised.

After all, mechanics are only by-play, although important now, and may be swept aside any day by new inventions. What remains is Beauty and Tone, the Prime Cause for the existence of the

# STRADIVARA

## Art Phonograph

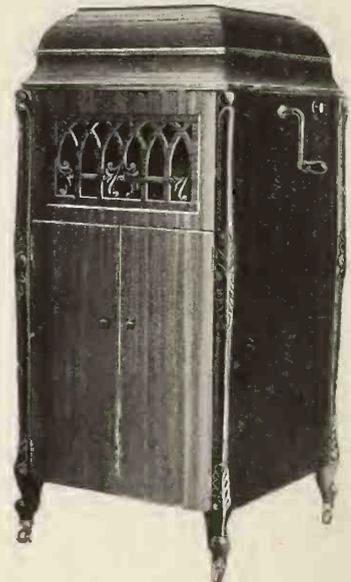
PATENTED

“KNOWN FOR TONE”

Manufactured by

*The* **COMPTON-PRICE COMPANY**  
COSHOCOTON, OHIO

SEVEN MODELS TO  
RETAIL FROM \$60 TO  
\$250, WITH UNUSUAL  
TONE QUALITY AND  
EXQUISITE WORK-  
MANSHIP. FULL AD-  
VERTISING SERVICE,  
OF COURSE :: :: ::



No. 200



No. 175

## KANSAS CITY TRADE BOOSTING FOURTH LIBERTY LOAN

Talking Machine Dealers Concentrate Their Energies on Work of Putting Fourth Loan Over the Top—Business Continues Excellent, With the Demand Exceeding the Supply

KANSAS CITY, Mo., October 6.—When Kansas City goes over the top by a big margin in the Fourth Liberty Loan, which started last week, it will be largely due to the concentrated efforts of the talking machine men in this territory. During the preceding drives they have never failed to respond to the call for service. Talking machine men have closed their desks and left their departments to care for themselves while they have devoted all their pep and enthusiasm to the more serious business of winning the war.

A. A. Trostler, manager of the Victrola department of the Schmelzer Arms Co., is captain of a division which has charge of the nine square blocks between Twelfth and Fifteenth streets and Walnut and Oak streets. Among his lieutenants are E. A. McMurtry, manager of the Columbia Grafonola wholesale; M. M. Blackman, manager of the Edison wholesale, and Harry Wunderlich, president of the Wunderlich Piano Co. It is the business of this team to raise \$500,000, and, according to Mr. Trostler, it is not a question of whether they can, but of how far they can go over the top. "Talking machine business has been very good," said Mr. Trostler, "considering that we have very little to sell. However, we have all reconciled ourselves to the fact that the business of the day is winning the war. When the war is won we can get all the goods we need."

B. J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., is chairman of the four-minute singers in the Fourth Liberty Loan drive. He is devoting his entire time to booking soloists, duets, quartets and choruses, including the choruses from the four Kansas City high schools, for about sixty theatres in the city. In the moving picture theatres the national airs are thrown on the screen and the four-minute singers lead the audience in community singing.

R. S. Pier, assistant manager of the Columbia Co., wholesale, is leaving to go into the Naval Reserve Training School at Chicago. Mr. Pier will be succeeded by E. R. Smith, formerly manager of the St. Joseph branch of the National Biscuit Co.

Clayton Cunningham formerly Kansas traveler for Edison out of Kansas City, has resigned his position to take over the management of the Edison department of the Zinn Optical and Jewelry Co., Hutchinson, Kan.

M. M. Blackman, manager of the Edison wholesale, has just returned from a brief business trip to Chicago.

R. F. Bolton, manager of the international record department of the Columbia general offices in New York, was a visitor to the Kansas City branch.

Glen Ellison, Scotch baritone, has completed a five weeks' tour of the Edison dealers in this territory and has left for Detroit, Mich.

O. D. Standke, manager of the Victrola department of the Geo. B. Peck Dry Goods Co., reports unusually good business for the month of September, with a substantial increase over the same month a year ago. "We are selling a large number of machines on a cash basis," said Mr. Standke, "and collections and terms seem to be excellent."

Miss Olga Gates, formerly connected with the J. W. Jenkins' Sons Music Co., is now a record saleswoman at the Victrola department of the Geo. B. Peck Co.

D. M. Guthrie, manager of the Columbia Shop, is making preparations to enter the service very shortly. At present it is planned to leave Mr. Guthrie's position unfilled, Miss Miller having charge of the sales, and Mr. Polk having charge of the credit departments. Mr. Guthrie reports that business has been very good and the record business beyond all expectations.

Miss Connely, saleswoman for the Columbia Grafonola Shop, is leaving for Washington, D.

C., shortly. Her position will be filled by Miss Marshall, formerly connected with the J. W. Jenkins' Sons Music Co.

The Henley-Waite Music Co. reports a wonderful business in talking machines, with excellent results from the daily public recitals, which the company has been holding. Henley-Waite's now carry a complete line of Grafonolas and also handle the Artophone.

Miss Frances Hinson is now connected with the phonograph department of the Henley-Waite Music Co.

W. C. Chestnut, retail manager of the Brunswick Shop, leaves October 5 with the Seventh Regiment for two weeks' sojourn in camp at Nevada, Mo.

Ralph Wortman, of the Pioneer Music Co., Emporia, Kan., and J. E. Lindemood, of Paola, Kan., are new Brunswick dealers.

Recent visitors to Kansas City were Lester

Birchfield, manager of Sanger Brothers, Dallas, Tex.; C. L. Dosch, music dealer of Maysville, Mo.; Willard Pierce, son of J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., who is a member of the Students' Army Training Corps; Frank Haight, president of the Pioneer Hardware & Music Co., Burlington, Kan.

## CONSTRUCTING ADVERTISING 'COPY'

There is an art in constructing good advertising "copy," that is worth study.

Don't wander in your advertising arguments. Make one point follow logically after another. In this way the average man will read to the end, and the farther he goes, the greater becomes his desire to purchase, if he is at all interested in the article. Your copy will then be constructed like a well-built house. It takes thought and effort, but it brings results.

Work becomes a source of real gratification when the interest of the worker is centered on it.

## How Much Would the KAISER Tax Your Business?

Think this thought twice over: "If we should fail to win this war, what would happen to my business?"

What is left of business in the invaded districts of France and Belgium? What will be left of business here, if we fail to crush the sinister power of Prussian militarism? How much would you have left after paying the taxes and levies imposed by a victorious Germany?

## Defend Yourself With LIBERTY BONDS

This is not only a war for Democracy and Liberty, but a war of self-defense. Germany menaces our rights, our self-respect, our homes, and our means of livelihood.

Every citizen—every business man—has weapons of defense ready to his hand. These weapons are Liberty Bonds. We cannot all fight with guns and bayonets, but we can all fight with Liberty Bonds.

## Buy to Your Utmost

Of course you have bought Liberty Bonds. Every one has. But how many more will you buy? The success of the Fourth Loan and of the war itself depends on your answer to that question.

Buy all the bonds you can. Go to your bank and make your arrangements. Buy more than you ever thought you could buy.

## Buy to Your Utmost

This Space Contributed to Winning the War By

# C. BRUNO & SON, Inc.

351-353 FOURTH AVE.

NEW YORK

Victor Wholesale Exclusively

## NEW HOUSES ENTER TWIN CITY TALKING MACHINE TRADE

Great Demand for Machines Gives Opportunity for the Establishment of Two New Stores in Minneapolis—Victor Jobbers and Dealers Short of Stock—Beckwith-O'Neill Enlarging

MINNEAPOLIS and ST. PAUL, MINN., October 6.—Since the September issue of this monthly publication Minneapolis has received two new talking machine visitors. The Cheney talking machine now is permanently installed in Minneapolis after making a somewhat earlier entrance in St. Paul. In addition the Symphonola Sales Co., which formerly was located at 23 Lake street, about two miles out from the center of the city, recently has come downtown and is now ensconced at 5 Seventh street, South. C. J. Kleckner is in charge of the store and states that he has gotten away with a nice start, that the outlook is very promising, and that the Symphonola will get its share of the business.

The Cheney store, in charge of L. L. Lawson, is located at 67 Fifth street, South. This street probably has more phonograph shops than any other in the city unless it should be Nicollet. Earl C. May, an old Twin City boy, has visited the Twin Cities quite frequently of late to look after the Cheney interests, of which he is one of the chief heads.

The advent of these companies in a territory well occupied already, and with unusual conditions prevalent, tells more forcibly than the feeble words of the correspondent the actual situation with reference to talking machines in the Northwest. The companies and concerns already represented could not supply the demand and so the others came into the game.

To get a Victrola, just what one wants, a Twin City resident is compelled, figuratively, to get down on the knees and beseech. Even such humiliation will not always bring reward to a prospective purchaser, for there is not a dealer in either Minneapolis or St. Paul who has a complete line of Victor instruments. Even the big jobbing houses like the Beckwith-O'Neill Co. and W. J. Dyer & Bro. do not boast of having complete lines. Neither of them is in position to supply even a tithe of the orders showered upon them. The lot of a Victor dealer is a sad tale these days. It may be said for all of them that the only limit to their sales is the inability of the parent company or its jobbers to supply goods.

The Beckwith-O'Neill Co. is completing an addition to its record room, with a capacity of 300,000 records, raising the total capacity to 800,000. It may be added that the house never was able to keep its old record racks filled up, but why they built an addition is their business.

Two tone recital tours are under way in the Northwest under the auspices of Thos. A. Edi-

son, Inc., represented by the Minnesota Phonograph Co. Amy Ellerman is out on joint recital with Emma Seydel. These artists are touring in central Minnesota and will make the Northwestern territory. Betsy Lane Shepherd and Dorothy Hoyle are en tour in southern Minnesota. Both parties will appear in Minneapolis and St. Paul. J. W. Scott and W. H. Taylor, the latter a territorial supervisor, have been in the Twin Cities in the interests of the Edison Co.

President Laurence H. Lucker, of the Minnesota Phonograph Co., went to Chicago last week to have a heart-to-heart talk with the Edison officials in an effort to get more stock.

Passing over to the Sonora Co.'s interests, which are in the hands of the Minneapolis Drug Co., with Sewell D. Andrews in charge, it will be stated that the company and its representatives are satisfied, wholly so, with the results of their efforts for the past year. The local dealers in Minneapolis, namely, J. W. Thomas & Co., and the Watson-Marshall Piano Co., are doing a steadily increasing Sonora business. New accounts have been opened right along, the September list including the following well-known business houses: Clayton A. Deits, Groton, S. D.; C. M. Fallon, Rapid City, S. D.; Frase & Beyer Furniture Co., Fairmont, Minn.; C. W. Wilcox, Miller, S. D.; A. F. Osweiler, Marshall, Minn.; J. F. Penheiter, Minnesota Lake, Minn.; Roslyn Drug Co., Roslyn, S. D.; Wagner Drug Co., Corwith, S. D. All of the foregoing are rated as first-class business houses in their respective communities. C. H. Jacquet is covering North and South Dakota as special salesman and presumably will report a number of new accounts. The Sonora obtained an excellent introduction to South Dakota folks at the South Dakota State Fair at Huron, where N. T. Lund, the local dealer, exploited the Sonora with much success.

Brunswick phonographs are making a sure headway in the Northwest through the efforts of E. L. Kern, one of the directors of the Brunswick-Balke-Collender Co. The company has issued some exceptionally fine advertising which has caused much favorable comment. The company's headquarters in Minneapolis, Third street and Fifth avenue, South, have been rearranged so as to provide about 100 feet of window space for display purposes.

Mr. Kern permits the publication of the names of the following new Brunswick dealers in the Northwest: S. E. Spence, Cottonwood, Minn.;

M. O. Burrows Drug Co., West Concord, Minn.; C. E. Warner, Faulkton, S. D.; Fowler Drug Co., Mitchell, S. D.; Jones Bros., Clark, S. D.

The Butte branch has been closed and all shipments into Montana territory will be made from Minneapolis. However, L. S. Bacharach, the company's representative, will still have charge of the Montana territory with headquarters at Butte.

The Columbia business in this city is away beyond the ability of the manufacturers to supply goods. The unfilled orders in the Northwest office confirm Manager Sprague's assertion that he could have trebled last year's business had he been able to obtain the goods and carry on a suitable advertising.

The immense Pathé supply of instruments and records in the hands of the great house of G. Sommers & Co., St. Paul, rapidly is disappearing under the continued call from the country and the activities of the roadmen. Manager Jay H. Wheeler announced last August that he believed the house to be fairly well fortified against all onslaughts, but stated recently that he feared now that the holiday call might leave him in the air.

In conclusion it might be stated that if all the business men in the Northwest were as cheerful and as amiable and as optimistic as the talking machine folks the country would be filled with beatific joy from coast to coast.

## THE NEW EDISON SURVIVES CYCLONE

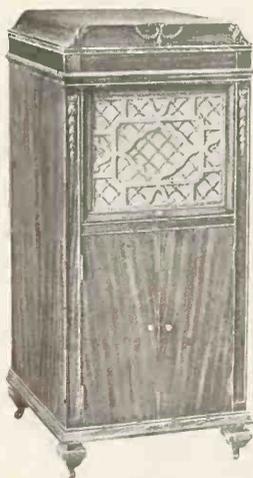
Our readers will doubtless remember reading about the violent tropical storm that visited Louisiana the first week of last August, causing about two million dollars' damage at Lake Charles.

An interesting and amusing incident happened to a New Edison in that storm which is reported by the Berdon-Campbell Furniture Co., Edison dealer.

"We have a good story about the New Edison. The Official Laboratory Model was blown from a home in the country during the cyclone that hit Southwest Louisiana on the sixth of this month. The next morning it was found about a quarter of a mile from the home, with hardly a scratch; no records were broken, and the motor was in first-class shape. The wind blew it from a demolished home, it was rained upon, and still the Edison could play 'Keep the Home Fires Burning,' even though there was no home."

R. S. Peer, formerly assistant manager of the Columbia Co.'s Kansas City branch, is now in the U. S. Navy.

Freemen buy bonds, slaves wear them.



No. 22



No. 13



No. 8

# AMERICAN

## Seven Models

from \$30 to \$90  
wholesale

Goods that are giving  
satisfaction. Guaranteed  
shipment and stock for  
delivery.

AMERICAN PHONOGRAPH CO., 39 Fountain St., Grand Rapids, Mich.

Buy bonds or pay taxes? Lend our capital and savings, or give them? These are the plain questions confronting us today. Our men are now where they must have munitions and supplies, which must be provided by us. We have made the main choice—that we will win this war—and there remains only the minor choice as to how we will pay the price. Bonds or taxes? Which is it to be? Your answer will be made during this Fourth Liberty Bond Campaign.

Contributed Toward Winning the War by  
THE TALKING MACHINE WORLD, New York City

**COLUMBIA WINDOW DISPLAY**

Prepared by the Columbia Co.'s Dealer Service Department for November of Especial Interest to Members of the Industry

The November window display as prepared by the dealer service department of the Columbia Graphophone Co. for the use of its dealers embodies a timely and pertinent thought, combined with a color scheme that is striking and novel in its effect. The large central figure shows a tower clock and bears the caption heading "Longer Evenings Again," a card which is particularly appropriate to the change in time that will take place the last of this month.

Tied into the suggestion and well-balanced with the central card are two smaller ones giving a list of the new Columbia November dance and popular records. Four smaller cards feature such popular artists as Stracciari, Lashanska, Arthur Fields, Campbell and Burr, while an elongated announcement of the latest Cohan

hits by George MacFarlane lends a pleasing effect to the whole set. Eight attractively illustrated cut-out record holders featuring Seagle, Lazaro, Maurel, Baklanoff, Diero and the new



Columbia Window Display for November

Naval Reserve Band complete the display in the matter of floor material.

Of particular interest in connection with this November display is the cut-out figure showing the Serbian Tambouritza Orchestra in action, presenting their popular Columbia number "Waves of the Sea." There has been a steady demand for Serbian music that has been well taken care of by the Columbia Co.'s international record department, which has recently announced several splendid numbers by this Tambouritza Orchestra.

The Columbia monthly window display service has been conducted with gratifying results over the period of the past year, and plans are

now being made by the dealers' service department for a continuation of this service during 1919.

**LANDAY BROS. IN NEWARK, N. J.**

Victor Wholesalers Plan to Open Store on Broad Street, That City, the Coming Month

Landay Bros., the well-known Victor wholesalers and dealers of New York, have leased from the Prudential Insurance Co. a store on Broad street, near Market, Newark, N. J., and will open a talking machine shop there some time during the coming month. The lease calls for a record rentage of about \$900 per front foot per year.

**Walter S. Gray**  
Chronicle Bldg., San Francisco, Cal.

**N  
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S**

Pacific Coast Jobber for the Best in  
Talking Machine Trade Accessories

**A New and Better  
Reproducer used on  
THE  
"Symphone Phonograph"**



**PLAYS ANY  
MAKE of RECORDS**  
Gives a fine, clear  
and natural tone.  
Eliminates harsh  
and metallic sounds.

Write for particulars

**SYMPHONIE MFG. CO.**  
212 Telegram Bldg. TARENTUM, PA.

SEND FOR ILLUSTRATED PRICE LIST  
AND FREE SAMPLE

**"GLOBE" TRANSFER NAME PLATES**

DEALERS EVERYWHERE APPLY THEM  
ON PHONOGRAPHS, PIANOS, ETC.

**GLOBE DECALCOMANIE CO.**  
JERSEY CITY, N. J.



No. 100 — \$125.00

# “HOFFAY”

The AIRTIGHT MACHINE  
As the trade-mark reads, is

“The World’s Musical Instrument”  
Increases the value of records of all makes

No. 100—\$125.00

The Home Music Leader

Unquestionably the best value on the market. Genuine mahogany, quartered or fumed oak. Metal parts nickel-plated, automatic stop, double spring motor, plays from four to five records.  
Two hundred needles for Columbia and Victor Records and sapphire points for Edison. If diamond point \$5.00 extra.  
Height, 44¾", width 19", depth 20½".

No. 140—\$175.00

A Great Instrument

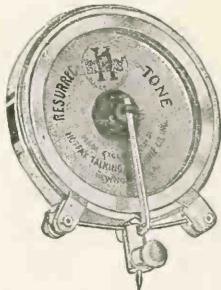
Finest construction throughout, genuine mahogany, quartered or fumed oak. Distinctive design. High class double spring motor, playing from four to five records. Metal parts heavily nickel-plated. Two hundred needles for Victor and Columbia records, one sapphire point for Edison. Diamond point \$5.00 extra. Height 47", width 21", depth 21".



No. 140 — \$175.00

### The Wonderful Resurrectone

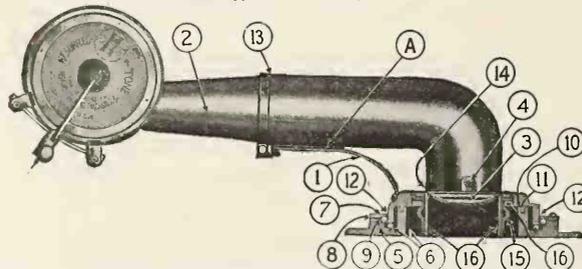
With its exclusive "tuning fork" has no equal in the world. Its clearness and mellowness have the timbre and warmth of the natural voice, string or wind instruments. Forms the regular equipment for the Hoffay, but is also sold for other machines.



Price: Nickel-plated \$10. 22 karat gold-plated \$12.50. To fit Victors, Columbias, Sonoras, and attachments for Edison machines, etc. Money refunded if reproducer returned within 5 days from receipt.

### Why and How the “HOFFAY” is Airtight

If a "string" instrument gets cracked the tone is lost. If a "singer" loses a front tooth his tone is lost. If a "cigar" gets broken the flavor is gone. The same applies to a talking machine.



Stationary Base (5) carries double row of balls (6) and (7) upon which Revolving Base (3) turns around for the horizontal movement of tone-arm, and the joint is made airtight by Flange (10) going into groove (11) filled with yellow vaseline. Balls (6) and (7) should be kept oiled through space (12).

Space (14) permitting the up and down movement of the tone-arm is made absolutely airtight by flexible washer (15); thus a perfect anti-friction and airtight mechanism is provided with every "HOFFAY".

Spring (1) supporting weight of tone-arm (2) is now substituted by an internal spring, the tone-arm being straight, so that no curves or joints hinder the sounds. Joint (13) is cemented and consequently airtight.

### The Half-Fork

The next best reproducer. Remarkable for its clear and loud sound. It is equipped on the Hoffay wherever special ordered. It is also sold to fit other machines.



Price: Nickel-plated \$6.00. 22 kt. gold-plated \$7.50. To fit standard machines and attachments for Edisons. Money refunded if reproducer returned within 5 days.

No. 190—\$225.00

The “Second” Hoffay Choice

Elegance of style enriched by inlaid mahogany of extremely high finish, lends special charm of "finesse" to this superior instrument. Fine treble spring motor will play six or seven records. Speed regulator and automatic stop. 200 needles for Victor and Columbia records. Sapphire needle for Edison. Diamond point \$5.00 extra. Metal parts gold-plated.

Height 46½", width 20", depth 20½".

No. 250—\$275.00

The Supreme Achievement in Musical Instruments

An extra smart creation, made in genuine mahogany, that symbolizes the acme of perfection. Silent treble spring motor will play six or seven records. Speed regulator and automatic stop. Metal parts are 22 karat gold-plated, 200 needles for Victor and Columbia records and one sapphire point for Edison records; diamond point \$5.00 extra.

Height 50¾", width 20½", depth 24¼".



No. 190 — \$225.00



No. 250 — \$275.00

Sole Distributors for the State of Utah, Eastern Nevada,  
Western Wyoming, Southern and Eastern Idaho

**GEO. A. LOWE CO.**  
OGDEN, UTAH

Hoffay products are protected by patents granted and pending.

## COMING OF FALL STIMULATES BUSINESS IN DETROIT

Cooler Weather, End of Vacation Season and Continuance of Industrial Prosperity All Have Their Effect—W. R. Woodmansee Moves and Expands—Wallace Brown's Liberty Loan Offer

DETROIT, MICH., October 7.—September was another splendid month for talking machine dealers. The cool weather, which was a complete surprise to Detroit residents, proved a big stimulant for dealers because it kept many people at home. Furthermore, the return of people from their summer homes and gasless Sundays have had a great deal to do in stimulating business. Dealers report that in their record departments they have noticed an unusual increase in their Saturday business, believing that this is accounted for by the fact that people cannot use their automobiles on Sundays and increase their number of late records for amusement. Another good reason for the splendid September business is the prosperity of Detroit and the high wages. It is true that never in the history of the city have such high wages been paid. Over 300 manufacturing plants in Detroit are now devoted to war work. Most of them work on a cost-plus basis, and it is not a question of what it costs to get out the work, but rather to get it out at any cost.

In the campaign for the Fourth Liberty Loan among those in the talking machine industry who are taking an active part are E. P. Andrew, and Ed Andrew, of the J. L. Hudson Music Co.; R. B. Alling, of the Edison Shop; E. B. Trebilcock, of the Detroit Music Co., and Sidney J. Guest, Dix avenue dealer.

The J. L. Hudson Co. starting October 1 announced to the public that it was handling three makes of talking machines—the Victrola, Sonora and Cheney. It will continue, however, to deal exclusively in Victor records. During the thirty-seventh anniversary sale of the Hudson store Manager Ed Andrew, of the talking machine department, featured a specially-made machine to sell at \$73. Mr. Andrew, by the way, who is manager of the Hudson talking machine department, spent part of September in New York City buying ammunition, explosives and war materials, for the "Battle of Vimy Ridge" put on at the State Fair Grounds September 28-29 under the auspices of the Michigan State Troops, of which he has been a member since the beginning of the war with Germany.

W. R. Woodmansee has moved from 1297 Grand River avenue to 936 Grand River avenue, having purchased the stock of the Solomon & Moon Music Co., located at the latter address. Mr. Woodmansee will continue to deal in pianos, players and Columbia goods exclusively. He has been in business on Grand River avenue for the past eight years. His new location is much better than his former one, and he says himself that already he has noticed a big increase in trade.

Sam Lind, local manager for the Columbia Co., is extremely optimistic about the fall and winter business. "If the factory will stand back of all the orders we place it will prove to be the best year the Detroit branch has ever had," he said. "All of our dealers are reporting good business and are ordering more merchandise than ever. So far we have taken splendid care of our customers, and we hope to be able to do so throughout the coming fall and winter. We find a great increase in the demand for higher-priced machines, and we might add that our new period designs are taking exceptionally well."

Wallace Brown, Brunswick dealer, during the Fourth Liberty Loan, offered to pay \$10 on any \$50 or \$100 Liberty Bond for persons who would buy a phonograph priced at \$100 or over; where the purchase ran \$200 or over he offered to increase the payment to \$20. Mr. Brown says his business for the past three months has been real good, and that he is banking on a tremendous holiday business.

The Pathé Shop, formerly on Griswold street, has now officially and completely moved to its new store at 73 Broadway. This store is operated by H. N. Ness & Co.

Williams, Davis, Brooks & Hinchman Sons, Michigan jobbers for the Pathéphones and

Pathé records, are completing a very big year. During the first nine months they have gone way beyond their quota and put on some of the best furniture stores in Detroit as Pathé dealers. Having always carried immense stocks, they have been able to take good care of their customers throughout the territory. Incidentally, we might mention that every retailer of Pathé phonographs and records with whom the writer has talked recently, reports the same—"they are coming much better."

Grinnell Bros. throughout their entire circuit are doing a good Victor business, insofar as they are able to get what merchandise they can. The help situation has given them considerable trouble, especially at their main store in Detroit, where they employ so many salespeople. A great deal of the time they have been forced to close their booths on the mezzanine balcony of the first floor, owing to the lack of salespeople. Good record girls are especially hard to get.

The People's Outfitting Co., 44 Michigan avenue, recently announced having secured the exclusive Detroit agency for the Stradivara phonograph, priced at from \$95 to \$200.

### AEOLIAN LIBERTY LOAN DRIVE

Through Its Windows in Aeolian Hall in Manhattan, Brooklyn, Bronx and Newark the Aeolian Co. Is Doing Great Work for the Success of the Fourth Liberty Loan

Through its windows at Aeolian Hall in Manhattan, Brooklyn, Bronx and Newark, the Aeolian Co. is co-operating with the Liberty Loan Committee in the fourth-drive. For the first time the United States Government has called upon the merchants of the country for special Liberty Loan displays in their windows.

At a very patriotic and enthusiastic meeting of the National Association of Window Display Men held at the Hotel McAlpin recently, F. W. Vreeland, of the Aeolian Co.'s advertising department, tendered the co-operation of the company for this drive in arranging special window displays at the different branches. In view of the superior locations and magnitude of space afforded by the Aeolian windows, this offer received marked attention at the meeting and won expressions of special appreciation on the part of the Liberty Loan Committee.

At the present time the show windows in the



Read the Trade Mark carefully, hear the machine, and you'll agree that it is truly  
**The World's Musical Instrument**  
 Improves All Records  
 Send for our Special Proposition  
**HOFFAY TALKING MACHINE CO., Inc.**  
 3 West 29th Street New York City

For the duration of the war the semi-annual furniture exhibits at Grand Rapids will be abandoned. While there will be exhibits there will be no concerted effort along those lines. In the past quite a number of talking machine manufacturers have found these semi-annual affairs productive of good business. Some manufacturers will continue to make permanent exhibits at some of the exposition buildings.

It is expected that the Detroit Talking Machine Dealers' Association will resume their regular monthly meetings some time this month. It is likely that some action will be taken to co-operatively urge the public to do their Christmas shopping early in accordance with the request of the National Council of Defense.

The Vitanola talking machine, which is made in Chicago, Ill., and handled in this city by Weil & Co., Geo. C. Wetherbee & Co., and the Buhl Sons Co., is much in demand, according to the reports from these distributors. The latest designs are highly praised.

various Aeolian Halls throughout the city contain remarkably effective and artistic Liberty Loan displays. The window at Forty-second street in particular is surrounded daily by crowds of passers-by, who are keenly interested in the splendid display that is presented in behalf of the Loan drive. Aeolian window displays have for many years won the enthusiastic praise of professional window decorators in New York and several authorities who attended the association meeting at the McAlpin commented at length upon the artistic conception of the Aeolian displays.

### THE TIME FOR THE ACID TEST

This is the psychological time to study advertising as never before—to study it not for immediate results, but for the effect that it will have in maintenance and development after the war.

Elimination of advertising at this time indicates that the manufacturer does not expect to stay in business until the dawn of peace, and yet his whole thought should be focused on keeping things going until that welcome hour.

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



Buy Your Albums Direct From the Manufacturer

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

**THE BOSTON BOOK CO., Inc.**

The only exclusive Record Album Factory in the world.



## Two brilliant successes in the October Mid-Month List—"Smiles" and "How I Hate to Get Up in the Morning."

Columbia Graphophone Co.  
NEW YORK

### SPALDING TALKS ON MUSIC AND WAR

Former Edison Star, Now an Aviator in Italy, Tells How the War Will Make Music More of an Essential Than Ever Before—A Sensible View of German Music and Musicians

Albert Spalding, known formerly as "America's greatest violinist" and who is now a lieutenant in the American Aviation Service serving in Italy, is interestingly quoted in the New York Sun on "Music and the War." When asked to express his views in regard to musical Italy and the effect in general that the war will have on music Lieut. Spalding had the following to say in part:

"It is my belief that music will take a more prominent place in people's lives, and, in fact, is taking a more vital place now than ever before. Guglielmo Ferrero, the historian, once said 'Art is a pleasure without a need.' I wonder if he would repeat that statement to-day. Life, from a material standpoint, has during these past four years come to be made of sterner stuff than it was in the inconsequential days which preceded the great war.

"People have sacrificed and suffered to the utmost extent. Material pleasures have had to be given up one by one. Distractions, lux-

uries and manifold interests have narrowed themselves down and become merged into one great spiritual, mental and physical effort—winning the war for democracy.

"The psychological result of this will be to prepare and fit people more for the great consolation and mental uplift that art, and especially music, can give. For the pleasures of the body will be substituted the pleasures of the mind, by necessity at first and by choice afterward. Books will be read, pictures looked at

individual freedom of thought to a military cross of iron.

"A Germany that would repudiate her Hohenzollerns and Hindenburgs might some day in the future have something to say to us in art, but as they stand to-day Goethe, Beethoven and Kant would renounce and disinherit them as followers."

"What place do you think America is going to take in music? Do you think that she has a future in the art of music?" the interviewer asked.

"Most certainly," replied Lieut. Spalding. "Even before the war there was an awakening throughout America to the great need for artistic expression by the artist himself and artistic experience by the layman. And now more than ever with the sacrifices and trials and with the purification that comes by fire. American men and women will turn to music for consolation and for the expression of their thoughts and ideals. And why should we doubt that a nation that has already produced great writers, great painters and great architects should be able also to produce great musicians?"

Edison dealers and the musical public are thoroughly familiar with the art of Albert Spalding through the many Re-Creations made of his playing and they know that he speaks with authority. His entire career, both as artist and man, is one of which America can feel justly proud.



Lieut. Albert Spalding

and music listened to with greater attention, interest and concentration than ever before."

When asked what his views were on German music, Lieut. Spalding said, smiling:

"I do not believe in excluding all German music, but I believe that we should only listen to music of dead Germans. There are two reasons for this: First, because it is good music; and, second, because the Germans who wrote it are dead and a dead German is better than a living German. Bach, Beethoven, Mozart, Schubert, Schumann and Brahms have nothing to do with the hellishness of the Hohenzollerns and Hapsburgs. Their utterances are heaven storming proclamations of nature's beauties.

"We have more right to the heritage of their beauty than has war-mad Germany of to-day. We are more their followers in our ideals and aspirations than the Germans are, and why should we deny ourselves the privilege of listening to them simply because the unhappy land from which they came has since run amuck—temporarily we hope—from the poisons of Nietzsche and Bernhardt? Modern Germany has produced many clever musicians, many efficient musicians, but in my opinion their lasting value is nil.

"A nation whose avowed purpose is the triumph of materialism cannot produce spiritual results worthy of the name and the same ruthless hand that burned the library at Louvain and pointed the guns of destruction at Rheims, Paris and Venice has for forty years been nailing all true artistic effort and impulse toward

### INCREASE YOUR SALES Mr. Edison Dealer, with the KENT Attachment and Sound Box



Patented March 2, 1915

#### SIMPLE AND ACCURATE

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

#### SEND FOR ONE TODAY

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

#### F. C. KENT & CO.

Manufacturers of Phonograph Accessories

COR. MULBERRY AND CHESTNUT STS., NEWARK, N. J.

### "Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

#### MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

#### MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices  
711 MILWAUKEE AVENUE  
CHICAGO

Southern Wholesale Branch  
1530 CANDLER BLDG.  
ATLANTA, GA.

# Creating Maximum Customer Satisfaction With Minimum Merchandising Effort :: By Arthur H. Cushman

Director of Sales, Emerson Phonograph Co.

Maximum customer satisfaction with minimum effort in the sale of goods is obtained by supplying the purchaser with the merchandise he desires at the time he wants it.

When a customer enters your store and says, "Give me this list of records," naming four popular selling numbers, and your clerk goes to the shelves, promptly wraps the records, gives them to the customer and takes payment, you have made a satisfied customer with minimum sales effort.

Such a transaction seems simple enough, but for a dealer in talking machine records to perform such service regularly, and without serious interruption, means that he has accomplished the almost impossible; however, the nearer the dealer approaches this ideal situation, the more completely he has solved the problem of maximum satisfaction to his trade with minimum sales effort.

Aside from display and the advertising of the merchandise the elements entering into the successful conducting of a store may be divided into two general factors:

1. The merchandise desired by the customer on hand and ready for delivery at all times.

2. Prompt and efficient sales service.

The first one is of greatest importance, and has a very great influence on the ability to give the latter.

How may a dealer have on hand in his store a complete stock of records at all times? The average dealer will immediately say the essential requirement is prompt service by the manufacturer; but is this wholly true? It is not. The factors which bring about this condition in a store involve the co-operation of both record manufacturer and dealer. Each one is much dependent on the other. Unless the dealer, by careful system properly installed in his store and faithfully carried out, anticipates his requirements at the earliest possible moment, the manufacturer's service to him is bound to be seriously impaired.

It is my firm conviction that 50 per cent. to 75 per cent. of the dealer's inability to receive his record requirements at the time he needs them is due to lack of initiative on his own part and his failure to place orders promptly for the records needed. His needs could have been foreseen long before the orders were placed had he given sufficient consideration to intelligent stock control and reordering to replenish his stock.

I have before specifically emphasized the fact that the dealer should have a careful system by which his stocks are kept at a minimum and his service at a maximum by installing in his record department an accurate system for keep-

ing careful account of his sales and the condition of his stock.

A dealer should go a great deal further than this. He should at least once a week note not only that the records which he is selling are promptly reordered, but should adjust his "stock limits" on these records in a proper ratio to the sales.

For instance, if a dealer, when "Over There," one of the biggest selling records of recent years, was brought out, placed an initial order for 100 records and proceeded, by a proper system, to reorder from day to day, the exact amount his books showed his sales for this number would have been constantly out of this record unless he raised his "stock limit" substantially, as 100 records, with the rapidity with which "Over There" sold, would not have given a sufficient lapse of time to get orders in at the factory or the jobber, and receive them before he would have been out of stock. If, however, the dealer, seeing that the sale was daily growing harder, had raised his "stock limit" from 100 to 200, 300 or 400, as the case may be, and besides raising his "stock limit," continued to send his orders in promptly for his daily sales, he then would have had at all times sufficient leeway in stock, with reasonable co-operation in shipment on the part of the manufacturer, to take care of his trade.

My investigation, however, has shown me that very few dealers work on this principle. I am absolutely sure that no dealer can give prompt service on records to his trade regardless of how quickly the manufacturer fills his order, unless he has a system by which weekly he is able to get records of sales so that he can intelligently increase or decrease the "stock limit" on his popular selling records.

Therefore, I want to impress upon every dealer the importance of first maintaining a "stock limit" on the popular selling records in his store in a proper ratio to the sale and then keep a constant inflow of orders to the factory for replacements on these numbers, as indicated by his daily sale. That is all the dealer can do, but if he does this it will only be in rare instances that the factory will fail to keep him supplied.

Failure to maintain such a system means customers coming into the store and calling for numbers which the dealer is out of, and this is "sand in the bearings" of the sales machinery and greatly decreased customer satisfaction.

The second factor which I wish to take up is entirely within the control of the dealer, and that is service. The first detail in this is a proper arrangement of his record stock so that any record which he has in stock is immediately

available for delivery to the customer. A poorly arranged record department results in salespersons not knowing what records are in stock or where they are and is "sand in the bearings" again, and no dealer can escape the blame for this himself.

The salespersons who do not know the stock and are not familiar with the records and are therefore unable to give prompt attention to the customer add more "sand in the bearings" and the machinery is slowed up to a still greater extent, as delay is bound to occur not only in giving satisfactory service to one customer, but to others who are waiting their turn.

Proper arrangement of stock, thorough knowledge on the part of the salesperson of the stock, means the necessity of less clerk hire, which is a great essential at this period. It should be the striving of every dealer in phonograph records to get the greatest possible efficiency from his clerks. This means minimum sales effort, and minimum sales effort spells profits.

Failure to supply customers' requirements means an effort expended in convincing the prospective customer that he should buy other merchandise than that asked for, and is effort and energy unnecessarily expended unless this effort is put into effect after the customer's wants have been supplied, and then it should be applied to increasing sales, as may be legitimately done. It then becomes minimum sales effort for increasing business. A well-regulated, carefully organized store should only take up such selling after the customer has been completely satisfied as to the merchandise he knows that he desires.

If the dealers in phonograph records will operate a plan for keeping stock, as I have suggested, co-ordinate it with prompt service on the part of the clerks, together with intelligent understanding of the stocks in the store, he will, in the final analysis, create maximum customer satisfaction with minimum sales effort.

## SALESMANSHIP ANALYZED

The word "salesmanship" we find has three syllables. The first is sales. Sales, taken in the sense of sail, suggests activity, life, action, a definite course, a pilot—mastery. Seek, and you will find in the word "salesmanship" all the laws and principles of success in selling. The next syllable is man. Man here suggests ability, honesty, integrity, sincerity, courage, strength, perseverance, manhood and all that measures up to 100 per cent. efficiency. The third syllable is ship, which suggests progress—success. It is a wonderful word, a magical word. Does it not live and breathe!

## The "Liberty" Stylus has "Made Good"



THIS semi-permanent needle, playing from 100 to 300 records, is now being sold by some of the most successful jobbers in the country.

It is the only semi-permanent needle on the market that can be used, removed at any time and replaced in the needle holder without lessening the tone quality or damaging the record.

The Liberty Stylus is manufactured in full, medium and soft tone, and is marketed in packages of three needles to a package, 50 packages in a box.

Samples to the trade free upon request

### LIBERTY STYLUS COMPANY

DETROIT, MICH.



Every Dollar of our profits goes into Liberty Bonds.

Every Dollar of our profits goes into Liberty Bonds.



**Dance time is here again! Look over the new Columbia Dance Records, and go after the folks who like to dance.**

**Columbia Graphophone Co.  
NEW YORK**

### VALUE OF WELL-DRESSED WINDOW

How a Grafonola Shop Utilizes Material Prepared by Columbia Dealer Service Department to Good Purpose—How It Is Arranged

The accompanying photograph shows the well-dressed window of a Grafonola shop in a nearby city whose proprietor evidently believes



An Excellent Columbia Display

in the efficiency of the material prepared by the Columbia dealer service department.

The principal features of the arrangement are the Grafonola K-2 and the life-sized cut-out of Pablo Casals, which forms an effective tie-up with newspaper advertising and the appearance

of this famous artist at a nearby theatre. In the central background is seen a framed photogravure of the Chicago Symphony Orchestra, a picture of considerable interest to all who have heard this successful organization either on the stage or through the medium of Columbia records.

In the center of the window is a record tree fixture holding five Columbia window display records which are such faithful reproductions of the regular product that they cannot be detected as imitations four feet from the eye. In the central foreground is a Columbia brass sign mounted on heavy mission finished oak for display in available spaces in the interior or outside of the store.

The smaller articles are a midmonth hanger in a metal easel frame and two cut-outs from the dealer service monthly window display. A Columbia monthly supplement on the floor of the window suggests that new lists of Columbia records are on sale and constitute an invitation to passers-by to enter the store and hear them.

### HOW TO SAVE MONEY

The surest way to make money is to save money, and there is no surer way to do so than to buy Liberty Loan Bonds; thus you help yourself and help the nation win the war.

He who has conquered his own coward spirit has conquered the whole outside world.

### DISCUSSES THE NEEDLE SITUATION

President Tauber, of Progressive Phonograph Supply Co., Tells of Price Advance—Has Just Left on Extended Western Trip

D. Tauber, president of the Progressive Phonograph Supply Co., sole distributors for the Wall-Kane steel needles, left last week for an extended Western trip, which will include a visit to the leading trade centers in the South and Middle West.

Before leaving Mr. Tauber commented upon the fact that the demand for Wall-Kane steel needles is constantly increasing and that notwithstanding the increased price for these needles, which went into effect last month, the orders received from the company's jobbers are far in advance of any period in the company's history.

Discussing the price situation, Mr. Tauber said: "Last month we announced a new price list to the trade, this being the first increase in the price of Wall-Kane steel needles since we placed our product on the market. We held up this advance until the last minute, but the tremendous increase in the cost of raw materials and labor made an advance absolutely necessary. At the same time, however, the price of the Wall-Kane steel needle is 50 per cent. lower, as compared with the average steel needle, taking into consideration the number of records that a package of Wall-Kane steel needles will play. Whereas we have only advanced our prices recently, practically every other steel needle has been increased in price two or three times during the past year. We are making plans to take care of a record-breaking fall business, and feel sure that our clientele will receive satisfactory service."

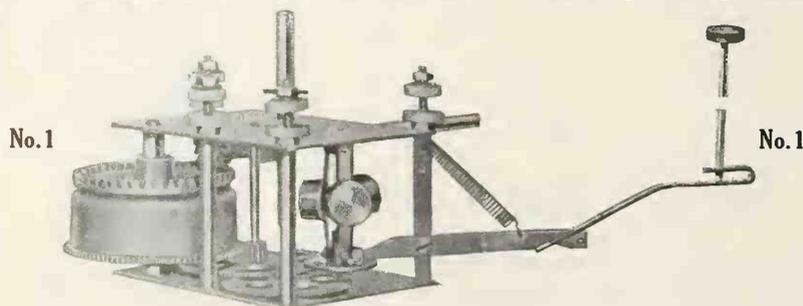
### PLANS FOR A GREAT FALL TRADE

ATLANTA, GA., October 4.—The Diamond Disc Shop, at 9 West Alabama street, in this city, is closing a splendid business, and H. N. Purdy, manager of this establishment, is making plans for a record-breaking fall and holiday business. August and September sales were phenomenal, showing a gain of 250 per cent. over last December, and the store closed three times as much business in the month of August as it closed in December, 1917.

Mr. Purdy has spent several years in the retail phonograph business and is an enthusiastic admirer of the Edison Diamond Disc phonograph. He thoroughly understands and appreciates the musical and sales possibilities of this instrument, and his familiarity with this product, combined with the aggressiveness of his sales staff, has been an important factor in the success achieved by the Diamond Disc Shop.

It is easy to learn all the notes that make good music, and all the rules that make good business, but a fellow's got to add the fine curves to them himself if he wants to do any more than beat the bass drum all his life.

## MELOPHONE MOTOR



COMPLETE WITH 10-INCH TURN TABLE

Simple in construction, the most satisfactory and durable of all small motors.

*Will play two ten-inch records with one winding.*

Three years' successful record as the best single spring motor manufactured.

**Immediate Deliveries**

**Sample \$2.00**

**Write for Quantity Prices**

**Melophone Talking Machine Co.**

380 Lafayette Street, New York

**MORE CONVINCING PROOF OF WORLD ADVERTISING RESULTS**

The Art Craft Co., Grand Rapids, Telegraphs of Unexpected Volume of Inquiries From Announcers—Indicates That Consistent and Persistent Advertising Always Wins Out

The accompanying unsolicited telegram received at the office of The World from the Art Craft Co., Grand Rapids, speaks volumes for the supremacy of The Talking Machine World

has been authorized for use in the October issue. There is no doubt but that The Talking Machine World can be used to excellent advantage by every talking machine manufacturer whose

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.



NEWCOMB CARLTON, PRESIDENT

GEORGE W. E. ATKINS, FIRST VICE-PRESIDENT

Form 1201

CLASS OF SERVICE	SYMBOL
Telegram	
Day Letter	Blue
Night Message	Nite
Night Letter	N L

If none of these three symbols appears after the check (number of words) this is a telegram. Otherwise character is indicated by the symbol appearing after the check.

**RECEIVED AT**

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GRANDRAPIDS MICH OCT 2 1918

TALKING MACHINE WORLD

373 4 AVE NEWYORK N Y

Our Add in Sept Issue of Talking Machine World Has Brought Unexpected Results In Such A Short Time This Experience Verifies The Belief That Good Merchandise Advertised In The Proper Way Will Bring Results You May Rest Assured That We Will Continue Space In Your Paper

The Artcraft Co.

E W Simpson

726PM

in this industry and the tremendous drawing powers of advertising in its pages. The Art Craft Co. used a full page advertisement in the September number announcing a new line of high-grade machines. As the telegram indicates, this advertisement produced unexpected results, and another full page advertisement

product is worthy of consideration by the trade. As The World reaches the progressive dealers in every part of the country, it offers the manufacturer an opportunity to keep his name before the trade month after month and build up a good will for his product that is invaluable and cannot be measured in dollars and cents.

**AMBEROLA SALES IN CANADA**

Increased Prices No Hindrance to Trade, Canadian Dealers Find

Coming at this time, following the recent announcement of an increase in United States prices of Edison instruments, a comparative statement of Amberola sales in Canada since that country has been at war is fraught with tremendous importance and significance to every United States Edison dealer.

Taking the total sales in Canada of Amberola instruments and records for the years 1915, 1916, 1917 and the first quarter of 1918, the following percentages of increase in volume of sales are shown:

1916 over 1915, 41 per cent. increase; 1917 over 1916, 62 8/10 per cent. increase; first quarter of 1918 over same period of 1917, 82 1/2 per cent. increase.

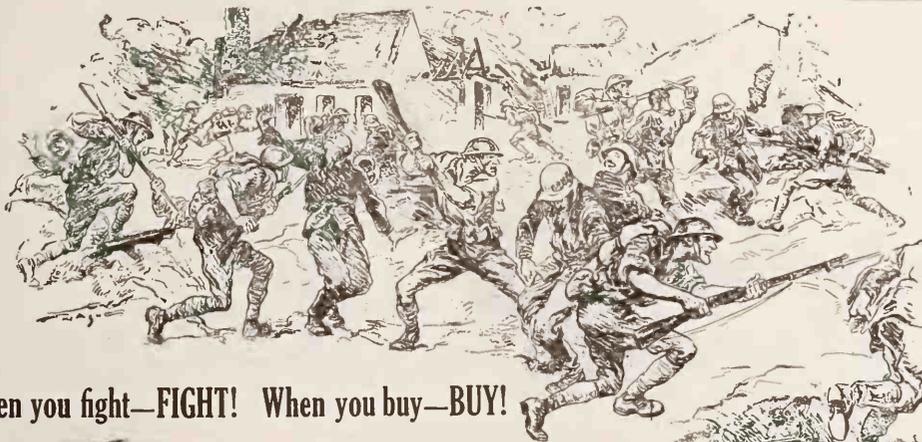
This increase of sales is even more striking when it is considered that in 1916 and 1917 the import duty averaged 37 1/2 per cent., whereas in 1918 this duty was raised to 50 per cent. And in spite of that the increase in volume of sales for the first quarter of 1918 was 82 1/2 per cent.

From an analysis of the foregoing it becomes evident that the higher retail price of Amberolas and Amberol records in no way hampers the sale of this merchandise. We must also consider that Canada differs from the United States in that that country has been at war since 1914, whereas we here have been in the conflict only a year and a half. It seems that these figures of actual results obtained should inspire every Edison dealer with the knowledge that an increased retail price does not interfere with the demand for the merchandise he has to offer.

**WRONG TIME TO CUT DOWN**

Cutting down advertising in slack times is an example of "penny wise and pound foolish." Advertising is like a magician's bag—more comes out of it than was put in.

**WHEN YOU FIGHT—FIGHT!**



Fight as these American soldiers fought in the streets of Ypres.

"They covered themselves with glory," the papers say. Of course they did—they are Americans.

They met the finest of the enemy troops in a terrible hand-to-hand struggle. They used their guns—their bayonets—their bare fists. Every American soldier went after his man desperately, fearlessly, persistently, with one great driving purpose—to whip that Prussian Guard, to silence its machine guns—to win!

It's a pretty good way to fight—this American way. It wins battles over there, it will win a splendid Victory over here—if we fight when we fight—if we buy Liberty Bonds to our utmost.

When you fight—FIGHT! When you buy—BUY!



PARIS, Aug 5.—The Americans covered themselves with glory in the hand-to-hand fighting in the streets of Ypres yesterday when they captured that German side. The fighting is said to have been the bitterest of the whole war, the Prussian Guards selling no quarter and being bayoneted or clubbed to death as they stood by their machine guns.



Silas E. Pearsall Co.  
Wholesale Distributors of Victrolas and Records  
10 East 39th Street New York

Silas E. Pearsall Co.  
Wholesale Distributors of Victrolas and Records  
10 East 39th Street New York



**If there's a problem that's bothering you—  
put it up to the Dealers' Service Department.  
That's what they're for.**

**Columbia Graphophone Co.  
NEW YORK**

## MILWAUKEE TRADE STARTS THIRD ADVERTISING CAMPAIGN

Will Concentrate on Sales of Records and Music Rolls—About \$1,500 Will Be Spent—New Association Members—Multitone Co. to Manufacture—Bradford Co. Expansion—News of Month

MILWAUKEE, Wis., October 10.—Talking machine business is due for another boom, the Milwaukee Association of Music Industries having decided to proceed with another extensive advertising campaign for the good of the trade as a whole. This will be the third campaign under association auspices, the first having been instituted during the holiday season a year ago, and the second during last spring. These campaigns were productive of splendid results, and lest the influence and prestige built up in this manner be in any way dissipated by lack of attention it has been decided to conduct a third drive, to cover the remaining three months of the year. The association took into consideration all conditions and influences of the times before deciding to go ahead, and has adopted a plan of operation that will not interfere in any possible way with the wishes of the War Economy Board of the Council of National Defense with respect to holiday business. On the other hand, the campaign is so designed that it will co-operate in every way with the Government. The public will be urged to do its buying early and with due regard to the stress of the times.

A distinct feature of the third campaign will be its appeal for business in records and music rolls. Previous campaigns made the purchase

of the instrument the principal point. Now the supply end of the business will be placed in the forefront.

The campaign, as planned, will cost about \$1,500, which is being raised by voluntary subscriptions among members of the association in proportion to their volume of business. For the purpose of the first campaign a total of \$4,000 was raised. The spring campaign cost about \$1,200. It is believed that no local dealers' association has ever entered upon so comprehensive a scale of co-operative sales effort. Previous campaigns have attracted nation-wide attention and the idea has already been copied in several large cities of the country, either by organized associations, groups of dealers, or local newspapers.

President Henry M. Steussy, who is general manager of the Milwaukee Piano Mfg. Co., representing the Brunswick phonograph, says in relation to the proposed campaign:

"We are not going to advertise because business is bad, but because business has been good and we intend that it should remain so and improve. We are firm believers in advertising. Experience has taught us that advertising is food and sustenance for good business, just as it is medicine and stimulant for bad business."

One of the results of the music dealers' co-operative advertising is the action of the Milwaukee Jewelers' Club in undertaking a similar drive at a cost of nearly \$5,000. This began late in September and will be carried through until late in January.

Three prominent women members of the local talking machine trade have become full-fledged members of the music industries association. They are Mrs. Piasecki, wife of Col. Peter F. Piasecki, 441 Mitchell street, whose extensive phonograph business is being handled by his wife during his absence on duty in France with the famous Thirty-second Division; Miss Helen Gunnis, manager of The Music Shop, 310-312 Grand avenue, representing the Columbia and Starr, and Mrs. George H. Eichholz, widow of the head of the Geo. H. Eichholz Co., 542 Twelfth street, Victor and Edison dealer. Meses. Piasecki and Eichholz and Miss Gunnis were guests at the September meeting of the association and at its close expressed themselves as so well pleased with the constructive work being done by the organization that they applied for membership then and there. A new addition to the ranks of male members on this occasion was Harry W. Krienitz, Victor dealer, 326 Grove street. The association is making an active campaign for new members and expects to recruit all of the better class of dealers within a short time.

The latest entrant into the Wisconsin manufacturing field is the Multitone Mfg. Co., of Eau Claire, Wis., which has been organized by E. J. Sailstadt, an old-time Columbia man, and for several years a piano and talking machine dealer of that city, to manufacture a machine of his own design and incorporating numerous new and original features. The capital stock of the new company is \$50,000, all of which is Eau Claire money. A factory was opened during the early part of last month and is now in full operation. A splendid volume of business has been booked and assures continuous production for a long time ahead. Officers of the company are: President, E. J. Sailstadt; vice-president, Dr. E. T. Finucane; secretary and treasurer, L. T. Roberts. Frank Dassow, formerly of the Steger factories, Steger, Ill., is with the company as designer and superintendent.

The Hoeffler Piano Mfg. Co., 304 West Water street, this city, one of the leading automatic instrument houses in Wisconsin, is making an effective campaign in behalf of the Seeburg Phono-Grand. This combination phonograph and piano is establishing a wide popularity in this city and is being placed in some of the best homes.

"More business than we can take care of," is the succinct comment on business conditions made by the local branch of the Brunswick-Balke-Collender Co., of which Thomas I. Kidd is manager.

Charles J. Orth, 504 Grand avenue, distributor of the Puritan in Wisconsin and Upper Michigan, is earning the reputation of being the most consistent advertiser among Milwaukee talking machine men. Hardly a day passes without an



# Pathe for Profits



Phonograph dealers should investigate the wonderful merits of the

## Pathe Phonographs and Records

By dealing through us  
you have the assurance of

**Prompt Deliveries  
Real Service**

**Co-operation  
Sales Help**

Write us today

**THE FISCHER CO.**

(Oldest Pathe Jobbers)

940 Chestnut St.

Cleveland, Ohio





## PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

**BADGER TALKING-MACHINE CO.** 135 Second Street  
MILWAUKEE, WIS.  
VICTOR DISTRIBUTORS

Orth display in one or more of the daily newspapers of Milwaukee. Mr. Orth writes his own "copy," and for originality and effectiveness no better run of advertising has ever appeared in this city. The steadily mounting volume of Puritan sales is ample proof that his work is bringing results.

The J. B. Bradford Piano Co., which retails the Victor in its main store at 411 Broadway, and the Sonora in its South Side store at 596 Mitchell street, is coming to be one of the most important retail talking machine interests in Milwaukee. The Mitchell street store was opened only two months ago in a permanent location, although a branch has been maintained for more than a year. It is proving to be one of the liveliest Sonora agencies under the jurisdiction of the Yahr & Lange Drug Co., Sonora distributor in Wisconsin and the Upper Peninsula. The Victrola department on Broadway has recently been remodeled and tripled in size and is now under the complete charge of S. F. Patchin as manager. Miss Ruby Knox, formerly in charge of the music roll library, has been appointed to the same position in the record department.

The Gether Piano Co., 625 Grand avenue, this city, reports a constantly growing Pathophone business. During State Fair week the company maintained a booth at the fair grounds, where it featured the regular \$90 Pathé Solophone at \$75, including new Universal tone-arm and twenty records.

The Squier Store, Rhineland, Wis., which maintains a Victrola department in connection with its jewelry business, has moved into new quarters, in which about twice the former floor space is available. The store is conducted by Mrs. Edward G. Squier, one of the best known business women of Northern Wisconsin.

Paul Wachs, expert adjuster and repairman for Charles J. Orth, Puritan distributor, recently had the misfortune to lose his little son by accidental drowning while at play on the river banks.

The Edmund Gram Music House, 414-416 Milwaukee street, this city, has enlarged its Aeolian-

Vocalion department and record library to meet its growing business.

George Jewell, who retails the Edison at Rhineland, Wis., has remodeled and redecored his music store from "cellar to garret" and now has one of the most attractive establishments in any of the smaller communities.

### INTEREST ON DEFERRED PAYMENTS

Universal Adoption of This Plan by the Retail Talking Machine Trade of Milwaukee—Association Gets Full Credit for Move

MILWAUKEE, Wis., October 10.—Unquestionably one of the most momentous developments in the retail talking machine trade of Milwaukee this year is the universal adoption of the plan of charging interest on all deferred payments, beginning October 1. After agitating the question for more than a year all elements of the trade finally have acknowledged the wisdom and necessity of this step, and from now on no sale of a machine on the instalment plan will be made unless the purchaser agrees to pay 6 per cent. interest.

To the Milwaukee Association of Music Industries, composed of talking machine and piano dealers, must be given full credit for bringing about this important progressive step in musical instrument merchandising. It has been successful in making the trade see that good business judgment makes the institution of an interest charge not only desirable but absolutely necessary, especially under existing conditions in the business. Thousands upon thousands of dollars which rightfully belong to the dealers have been cast to the winds each year because of the failure to make the purchaser pay for the use of money for which the merchant pays dearly at his bank. It is conservatively estimated that during the first year of the operation of the new plan not less than \$100,000 will be returned to local dealers in the aggregate.

The universal adoption of the interest charge does not mean that all Milwaukee talking machine dealers have not been making such charges up to October 1. A considerable num-

ber of merchants have had interest clauses in their contracts for several years past, and they have kept them there in spite of the fact that they have sometimes lost sales to dealers who did not charge interest. However, those who have been holding off for one reason or another finally have discerned the justice of the proposition and have come into the fold.

"I consider it one of the most important steps the talking machine trade of Milwaukee has ever taken," said Richard H. Zinke, manager of the Badger Talking Machine Shop, Victor retailer, 425 Grand avenue, and secretary of the Music Industries Association. "It is bound to exert a powerful influence for the betterment of the trade. It is only taking what rightfully belongs to us. All of us realize now that we have been unjust to ourselves."

### ANDREWS IN RUNAWAY ACCIDENT

C. N. Andrews and His Father-in-Law Had Narrow Escape from Serious Accident in Syracuse—F. P. Besser in France

BUFFALO, N. Y., October 7.—Syracuse newspapers recently devoted considerable space to a runaway accident in which C. N. Andrews, of W. D. & C. N. Andrews, talking machine jobbers of Buffalo, figured. On a "gasless Sunday" Mr. Andrews and his father-in-law, W. H. Collins, 93 years old, were riding in a horse-drawn carriage to the New York Central station in Syracuse when the accident occurred. The team drawing their rig ran away in East Jefferson street, which was congested at the time, and was stopped after a lively run by Private J. Noel, of the U. S. Army. The soldier was dragged for nearly a block before he brought the horses to a standstill. The occupants of the carriage escaped injuries and were able to walk the rest of the distance to the station.

Fred P. Besser, formerly of Mr. Andrews' sales force, is attending an officers' training camp at Saumur, France. He is taking a special course in artillery. In this town there was formerly a famous French cavalry school which has been turned over to the Americans.

### CLOCKS WILL MAKE RECOMPENSE

Those considerate people who are on the watch lest harm should come to their personal interests, or lacerations to their feelings, and who groaned in spirit when forced to push the hands of the clock ahead in the early days of spring, will soon find their recompense, says the Hardware Magazine. The hour they lost will be restored them, and the clock compelled to disgorge its sixty-minute loss. It has been, however, a great experiment, and a condition of affairs that will never be abandoned.



Reproducer

## CERTAIN PATENTED FEATURES

found in PHON d' AMOUR exclusively make the PHON d' AMOUR a re-creation in the phonograph field.

The PHON d' AMOUR marks the first real departure in construction since phonographs were first offered to the public.

### THE REPRODUCER IN PHON d' AMOUR

is an entirely new and greatly improved "sound box." It is finished throughout with the precision of a watch.

It is the patented features in PHON d' AMOUR that make the difference and which make this instrument the phonograph with the Soul of a Violin.



Copyright, 1917, by The Fritsch Phonograph Co. Trade Mark

## THE FRITZSCH PHONOGRAPH COMPANY

228-230 West 7th Street

CINCINNATI, OHIO

NINETY PER CENT  
*of*  
**New Edison  
Diamond Amberolas**  
placed on trial are sold

An instrument on trial in the home generally has to stand comparison with at least one of its competitors. The best satisfied Amberola owners are those who purchased after such a test.

A thoroughly and permanently pleased instrument owner is a good record buyer.

Record sales mean profits for you.

**THOMAS A. EDISON, Inc.**  
*Amberola Department*  
ORANGE, N. J.



THE NEW EDISON DIAMOND AMBEROLA  
MODEL 50

**PHOTOGRAVURES OF ARTISTS**

**Framed Pictures of Columbia Artists Now Being Shipped to Dealers to Exploit Sales**

Framed photogravures of Columbia artists are now being shipped to Columbia dealers by the dealer service department. The selection of subjects covers practically all the celebrities on the Columbia list, including instrumental organizations, such as the Chicago Symphony Orchestra, one of the most successful orchestras in the country.

The photogravure is eighteen inches by twenty-two inches in size, and is artistically set off



**Framed Photogravures of Columbia Artists** by a highly polished mahogany finished frame with a gold border strip and glass. Each frame is equipped with screw eyes and wire for hanging, and is packed and sealed to prevent damage to the print by dust and atmospheric changes.

The display of Columbia artists' pictures is of great sales value to the Columbia dealer. Aside from their decorative value on the walls of the store they are a constant invitation to the customers to hear records and in many instances offer suggestions that would otherwise not occur.

**GET THE VICTORY PUNCH**

Get the victory punch into your business letters. Pessimism is more infectious than a cold. One doubter can give the chills to a room full of people. The germ of this disease often creeps into our correspondence and does more harm than the spoken word.

This war should teach us to do without many things except real loyalty.



**The Indoor Season**

will be used by many for the study of languages. This spells opportunity for you, Mr. Dealer, through the

**CORTINA Phone-Method**

Sell them the records, the talking machine and the text books. The Cortina Military French-English course is especially adapted for those going "over there."

Send for full information. Advertising matter and window displays free.

**The Cortina Academy**  
12 East 46th Street :: New York

**AID LOAN DRIVE IN INDIANAPOLIS**

**Geo. F. Standke and A. H. Snyder Among Officials of Marion County Liberty Loan Legion—Stewart Boys in Country's Service**

INDIANAPOLIS, IND., October 10.—George F. Standke, manager of the Brunswick Shop, and A. H. Snyder, manager of the Edison Shop, won commissions in the Marion County Legion, the organization here which put over the Fourth Liberty Loan. Standke held the commission of colonel and had charge of Sector 46 with staff headquarters in the Brunswick Shop. Snyder ranked as a lieutenant. Colonel Standke had a particularly difficult sector, but he overcame the enemy in fine shape. The sector included one large manufacturing plant where a subscription was obtained from every employe in the plant.

Previously to the Liberty Loan drive "Colonel" Standke spent several days in Chicago conferring with the Brunswick maker in regard to getting machines to put on the market in Indianapolis. While there Standke ran on to Wallace Brown, Brunswick dealer of Detroit, who was in Chicago on the same mission.

Business is reported good among the dealers, but all have the same story as to goods—can't get enough to meet the demand.

Mr. Snyder announced that the Edison Shop has arranged for a tone demonstration in the Riley Room at the Claypool Hotel on the evening of October 28 with Madame Odette Le Fontenay, soprano of the Metropolitan Opera Co., as assisting artist.

Ben L. Brown, manager of the Columbia Graphophone Co.'s wholesale branch here, entertained all the local dealers handling the Columbia line at the Hotel Lincoln during the week of October 7. The new Columbia records were played. This was one of a series of meetings which Mr. Brown is holding to promote the sale of records, and he says the results more than justify the time spent at the meetings. Mr. Brown recently returned from a short trip over his territory. J. S. Reese and Guy Boyd, of the Columbia wholesale branch, have left for army service.

James E. Stewart and George E. Stewart, sons of A. M. Stewart, of the Stewart Talking Machine Co., are both in the service, James being with the Signal Corps stationed at Fort Leavenworth, and George with a radio division, which is believed to have landed in France. James Stewart formerly managed the Stewart retail store at 110 North Pennsylvania street. Emerson Knight, formerly advertising director for the Stewart Co., has arrived in France. He is attending an officers' training camp for marines there, having had his preliminary training in the United States.

**GET IN TOUCH WITH THE FARMER**

**How the Talking Machine Man of the Town Can Help His Business Materially**

If the proprietor of a good store can make it a point to go around through the surrounding country and stop and talk over the fence with a lot of the farmers he sees he can help his store more than he has any idea. If a farmer says "Can't you come in and stay to dinner?" go in and stay. The average farmer is never better pleased than when he is showing hospitality to some of his town acquaintances. He likes to be able to show you that he is not a fool. He feels at home out there among his possessions, and he has something to be proud of, though with less people to find it out than the man in town. He likes things to happen to break into the monotony of his life, and the man who can make them happen for him will be his friend. He likes the man who will fraternize with him without a shadow of patronizing. You can't patronize anyone long—at least the farmer—and retain his trade.

Advertising success depends upon three factors—space, copy and reader. Study all three and win.



**No. 1410 Rim Table for Victrola IX or IXA Mahogany Holds 5 Victor Albums**

**Conserve Selling Energy with UDELL Cabinets**

Salesmen are scarce. Their time and efforts have double or triple value. Every minute saved in a selling talk means money.

UDELL Cabinets are in designs that please. Their appearance attracts the customer, and the UDELL reputation for quality clinches the deal.

They are as near "self-selling" as a cabinet can possibly be. Get in touch with us and let us convince you.

You yourself know what UDELL means on a cabinet.



TRADE MARK

**THE UDELL WORKS**

1205 W. 28th Street  
INDIANAPOLIS INDIANA

## ISSUE COMPLETE RECORD CATALOG

Important Publication Just Issued by the Otto Heineman Phonograph Supply Co. Embraces the Entire List of "OkeH" Records

The Otto Heineman Phonograph Supply Co., New York, has just issued a complete catalog of its "OkeH" records, this publication being the first featuring this record line that has yet been introduced to the trade. The catalog, which is attractively compiled, gives a fair indication of the pleasing success achieved by this record line in the comparatively short while it has been on the market.

The "OkeH" records in the new catalog are arranged according to classes of music, the headings being distinctive and the use of small thumb-nail illustrations of the artists giving a personal touch to the pages that makes them very attractive. Among the artists whose photographs are presented are Reed Miller, Grace Kerns, Henry Burr, Paul Eisler, Byron H. Harlan, Arthur Collins, Joseph Philips, Inez Barbour, Frank Croxton and others. All of these

artists are popular with music lovers, and their "OkeH" records exemplify their ability in the recording art.

The many divisions under which the records are grouped enable the "OkeH" dealer to present this catalog to his patron with the assurance that it will afford maximum convenience and enable him to find the desired record instantly. Among the different headings under which these records are listed are dances, Hawaiian music, heart tunes, humorous, instrumental, Irish, marches, patriotic, popular songs, sacred numbers, standard and familiar operatic selections, quartets and trios, Southern melodies, etc., etc.

"OkeH" dance records have won much favor with the dealers handling this line, and among the artists recording for the dance library are the well-known Van Eps Banjo Quartet, Rega's Novelty Dance Orchestra, the Majestic Hotel Dance Orchestra and other popular organizations. The humorous selections are recorded by Collins and Harlan, George Thompson, Arthur Hall and other artists who have achieved success in recording these difficult records. The

instrumental selections are especially worthy of comment as Otto Heineman, president of the Otto Heineman Phonograph Supply Co., is devoting a considerable part of his time to supervising the recording of standard instrumental numbers that will meet with the approval of discriminating music lovers, and which can be offered to the public at nominal prices. The Berkshire String Orchestra contributes several numbers to the "OkeH" library, and there are several 'cello records made by Vladimar Dubinsky that have met with a ready sale.

## AEOLIAN-VOCALION PUBLICITY

Series of Newspaper Advertisements Prepared for Dealers Just Issued

The advertising department of the Aeolian Co., New York, has prepared for the use of Aeolian-Vocalion dealers a splendid series of newspaper advertisements that can be featured to excellent advantage during the fall season. Before being offered to the dealers these advertisements were carefully tested in the local newspapers, and Aeolian-Vocalion representatives can use this series with the assurance that this publicity has "made good" under difficult conditions.

The Aeolian-Vocalion phonograph, because of its many distinctive features, adapts itself admirably to newspaper advertising, and the different advertisements offered to the trade combine prestige text with effective sales argument. Cuts are furnished free of charge to the dealers in any size that is desired, and there is no doubt but that the proper use of this advertising will act as an impetus to the sale of the Aeolian-Vocalion phonograph.

## ENDORSES "MADE IN U. S. A." MARK

Merchants' Association Goes on Record as Favoring Adoption of That Marking

The Merchants' Association of New York has adopted the following resolution endorsing the proposed use of the marking, "Made in U. S. A." on all goods manufactured in the United States as urged by the Bureau of Foreign and Domestic Commerce in Washington:

"Whereas, We believe that the best interests of our country are served when all goods manufactured here can be readily identified at all times from goods manufactured elsewhere, and

"Whereas, We believe that the identification of the country of origin of any goods is facilitated by the use of a single designation of origin, and

"Whereas, We believe that the designation 'Made in U. S. A.' in plain type form, is the best means of identification of goods manufactured in the United States of America; therefore, be it

"Resolved, That the Merchants' Association of New York recommends that the designation 'Made in U. S. A.' in plain type form, be used by all of its members on all goods manufactured by them in the United States of America, and that the use of all other markings to identify the country of origin of such goods be discontinued."

## MAKING 12,000-MILE TOUR

Florence Ferrell, the popular New England lyric soprano, and Grace Freeman, the well-known California violinist, are off on a twelve thousand mile tour in the interests of the New Edison. Commencing in Armour, S. D., on September 16, Madam Ferrell has been booked in Tone Test recitals continuously until the middle of December. Her route will take her through South Dakota, Nebraska, Colorado, Wyoming, Utah, Idaho, Washington, British Columbia, Oregon, California, Nevada and Arizona. Madam Ferrell covered a portion of this same territory last spring and her success was so great that she was immediately rebooked wherever she went.

Liberty Bonds speak louder than words.

# A Frank Discussion



Eight Models  
Retailing from \$30 to \$275

¶ There are more than a hundred phonographs that have been presented to the trade recently by different manufacturers. They ALL claim superiority of every detail—cabinet design, finish, motor, tone, etc. It is very clear that ALL these instruments cannot be BEST. Some of these manufacturers are at least mistaken.

¶ You recall many things that were seemingly satisfactory until BETTER ones appeared. That is exactly the case with phonographs—the instrument of yesterday "paved the way" and to-day

there is but ONE best in phonographs, the SONA-TONE—it is the NEW PHONOGRAPH and BETTER, just the same as America is the NEW WORLD and BETTER.

¶ Mr. Thomas Dixon, of "Birth of a Nation" fame, says: "It is the sweetest and clearest toned instrument I have ever heard."

¶ You do yourself an injustice if you do not investigate the SONA-TONE, the last and FINAL word in phonographs. The *only* Over the Top.

¶ REMEMBER, the SONA-TONE sells on sight and it STAYS SOLD; no come-backs. Liberal trade proposition, immediate deliveries, and exclusive territory.

Write us to-day.

## SONA-TONE PHONOGRAPH, Inc.

Office and Sales Room, 322 Livingston Street, Brooklyn, N. Y.

Factory, 691 Bergen Street, Brooklyn, N. Y.

**DALLAS TRADE BOOSTING LOAN**

Local Association Urges Subscriptions in Large Advertisement in Public Press

DALLAS, TEX., October 7.—The Dallas Music Trades Association, of which J. C. Phelps is president, is lending its support to the Fourth Liberty Loan in a very practical manner. In the Dallas News of Monday, September 30, a half-page advertisement was inserted, signed by sixteen members of the local Music Trades Association, calling upon the citizens to have their subscriptions ready early in the campaign. The work of taking the subscriptions started Monday morning, and during the hours of 9 to 11 a. m., a host of canvassers covered the business section of the city, securing subscriptions. Many prominent members of the music trade in this city were among the solicitors, and latest reports indicate that Dallas will oversubscribe its quota by a very substantial amount.

The Field-Lippman piano stores also gave publicity to the Fourth Loan through the medium of a well-written advertisement, which not only boosted the loan, but also called attention to the value of music in maintaining morale.

Discretion: the act of bluffing a chap you can't lick.

**Important Notice to Dealers**

Why Every Dealer Should Handle The Highest Grade Phonograph Steel Needle in the World.

**The WALL-KANE**

First—Each WALL-KANE needle is guaranteed to play 10 records on any Phonograph, the tenth playing as clear as the first.

Second—Phonograph owners will always purchase WALL-KANE needles, since they eliminate the troublesome changing of needles after each record.

Third—WALL-KANE needles are scientifically prepared, and, by reason of special composition, are beneficial to the grooves of the record, thereby adding to its life.

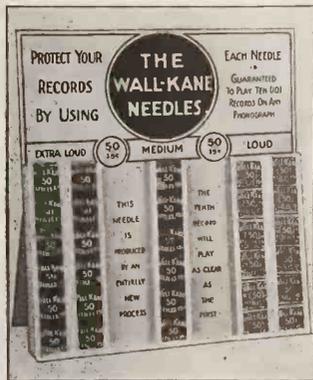
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

TEST PROPOSED TO DEALERS TO PROVE THE SUPERIORITY OF

**Wall-Kane Steel Needles**

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

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



**BEWARE OF IMITATIONS**

Package of 50 WALL-KANE needles. Loud, Extra Loud and Medium, greater value than 500 ordinary steel needles, retails for 15c, cost the dealer 9 1/2c.

JOBBER TERRITORIES OPEN

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

**AEOLIAN RECORDS BY ROSA RAISA**

Leading Dramatic Soprano Will Record Exclusively for Aeolian-Vocalion Library

The Aeolian Co. announced last week through the medium of effective newspaper publicity that Miss Rosa Raisa, well-known dramatic soprano, would hereafter make records exclusively for the Aeolian-Vocalion record library. Miss

*Greatest Living Dramatic Soprano*



**ROSA RAISA**  
has been obtained by word critics both here and abroad.—The greatest dramatic soprano in the world.  
Of Polish birth, Miss Raisa received her musical education in Italy, under the greatest masters. She has appeared in England, Continental Europe and the South American capitals in leading operatic roles, achieving everywhere the triumphing success that crowned her appearance in New York last season.  
Miss Raisa is now prima donna in opera with the Chicago Opera Association, whose list comprises, besides "Aida," "Les Huguenots," "Jewel of the Madonnas," "Cavalleria Rusticana," "Francesca di Rimini" and "Lohengrin."

ROSA RAISA  
makes  
**VOCALION RECORDS**  
Exclusively

It gives us much pleasure to announce that this great artist's voice (the greatest dramatic soprano of the day, according to the vast preponderance of critical opinion) will be reproduced by means of Aeolian-Vocalion Records exclusively. Here is a wonderfully gifted singer whose finished artistry upholds the standards of the best sopranos of the last century; another superb voice that you may have in your own home—the glorious beauty and richness of it kept intact through this new and revolutionary recording process! The first of Miss Raisa's beautiful recordings to appear is the "Vio lo sapete" (Well do you know) from "Cavalleria Rusticana." A thrilling and beautiful number, nobly sung and perfectly recorded.

**Rosa Raisa Vocalion Record Publicity**

Raisa's first record, "Vio lo sapete," from "Cavalleria Rusticana," is now ready for presentation to the trade, and several musical critics who have visited the Vocalion studios during the past week are enthusiastic in praising this record.

Miss Raisa received her musical education in Italy under the greatest masters. She has appeared in England, Continental Europe and the South American capitals in leading operatic roles, achieving everywhere the triumphant success that crowned her appearance in New York last season. Miss Raisa is now prima donna soprano for the Chicago Opera Association, where her repertoire includes "Aida," "Les Huguenots," "Jewels of the Madonna," "Cavalleria Rusticana," and others.

Following out its custom of introducing its artists to the public through the use of attractive advertising, the Aeolian Co. is using space in all of the leading newspapers announcing the acquisition of Miss Raisa to the Vocalion record library. This advertising calls attention to the success achieved by Miss Raisa on the operatic stage, and emphasizes the fact that she is recording for the Vocalion library exclusively. Miss Raisa's international success on the operatic stage enhances the importance of her new Vocalion records, and the dealers handling this line are enthusiastic regarding the sales possibilities of her records.

**A GROWING TEXAS INSTITUTION**

The Texas-Oklahoma Phonograph Co., Under Management of Mr. Curry, Moving Ahead

DALLAS, TEX., October 7.—The Texas-Oklahoma Phonograph Co., with headquarters at 1300 Elm street, this city, is one of the live institutions of the South, and its "T. O. P. Tips"—a bright, interesting house organ—is always full of interesting news matter. This concern controls the Edison jobbing interests in this territory, and is steadily expanding its business to meet its growing trade. New and impressive office quarters were recently occupied by President A. H. Curry and his capable staff. The retail department of this business, which is conducted under the title of The Phonograph Shop, Inc., is under the management of C. H. Mansfield.

There is nothing like responsibility for bringing out the latent power of men and women. And power increases by exercise just as brains or muscles do. So give workers responsibility and crowd them to their limit. In time they will have new limits.

**It is to YOUR Interest**

whether you are a

**Dealer  
Jobber  
or  
Manufacturer**

to write us for the special proposition we have for you in

**CABINETS**

Equipped or Unequipped



As an old established furniture house we have specialized on Cabinets. We have built them right and with individuality. Our facilities allow quantity production.

Write NOW so as to be protected for the Fall and Holiday Seasons.

Guaranteed and Manufactured by

**The Celina Furniture Co.**  
CELINA, OHIO



# WILSONIAN PHONOGRAPH

## Seven Superb New Models Ready for the Holiday Trade

The seven new models of the **Wilsonian** Phonograph have created a sensation wherever shown. They possess every good feature to be found in the most expensive makes, combined with remarkably moderate prices. To order now is to insure your having ample stocks on hand ready for a record breaking holiday business.

### Wilsonian Features Appealing to Dealers

The **Wilsonian** sells on sight, giving a wonderfully quick turn over with no dead stock left on hand.

The **Wilsonian** sells at a generous profit to the dealer.

The **Wilsonian**, retailing at \$45.00 to \$165.00, affords a selection that insures every prospective customer finding just the style and price desired.

The **Wilsonian** keeps every customer permanently satisfied. Its superb quality guarantees that.

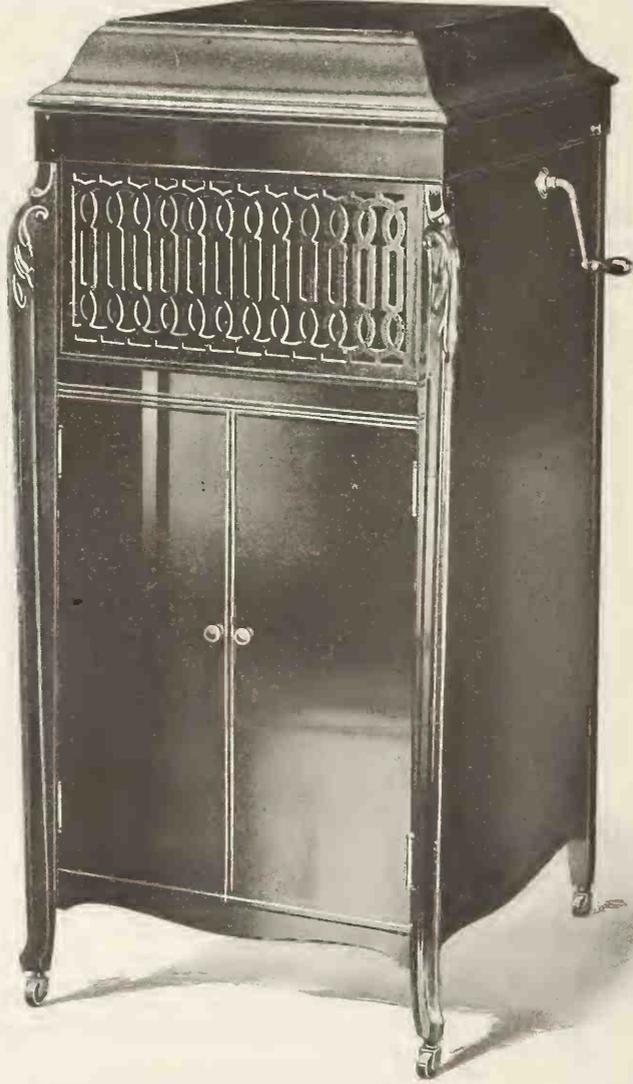
### Wilsonian Features Appealing to Consumers

The **Wilsonian** plays all makes of disc records without it being necessary to make annoying changes.

The tone of the **Wilsonian** is superb in its clearness and felicity of reproduction. All vocal and instrumental selections are perfectly rendered.

The **Wilsonian** cabinet work, even in the least expensive model, is highly artistic and splendidly constructed.

The **Wilsonian** is absolutely guaranteed by both this firm and Wilson & Co.



*The Wilsonian retails at \$45.00 to \$165.00*

**Dealers** desiring to participate in the profits that will be made this season on the **Wilsonian** are invited to write to us regarding our dealer proposition.

**Shipments** are naturally uncertain. It is advisable to order as far in advance of your needs as possible in order to avoid disappointment in delivery.



25 West  
45th Street  
New York



701 North  
Sangamon Street  
Chicago

Pittsburg  
Boston  
Philadelphia  
Baltimore  
Salt Lake City

Buffalo  
Detroit  
Rochester  
Cleveland  
New Orleans

Denver  
Omaha  
Dallas  
Atlanta  
Los Angeles

Kansas City  
Charleston  
Memphis  
Spokane  
Minneapolis

*Wilson & Co. branches are in all principal cities including:*

**DEALERS IN ST. LOUIS ARE BROADENING OUT THEIR LINES**

Much Better Supply of Machines in Evidence—Good September Trade—Liberty Bond Campaign Under Way—Notable Brunswick Display—Silverstone Proud of Sale—New Aeolian Manager

St. Louis, Mo., October 7.—There appears to be a much better supply of talking machines in this market at present than there has been for several months. The conditions are so much changed that only a few dealers are complaining about not having supplies, and it does not appear that they are becoming used to a new merchandising situation, but rather that they are able to get more machines.

The exclusive dealer hardly is found any more. The older dealers all have their former lines, but nearly all of them have other lines as well. It would be a good deal like listing the advertisements in The Talking Machine World to enumerate the lines now handled. To one who recalls only a short time back when he could name all of the dealers in town readily and toll off the machines handled on his fingers, it is rather perplexing to see as many as four kinds displayed in one window, and that of a furniture company that formerly ignored the line entirely and to-day never advertises the fact that they sell talking machines.

During September trade was quite lively. More machines doubtless could have been sold, but the dealers are to a large extent selling only to persons who come to buy. The outside work is at a very low ebb. One reason for this is the low stocks that have been the rule, another is that the dealers as a whole are expecting the supply to get less before it gets more. The drop in trade is making quite a good turnover on the stocks carried and storage from now until the holidays is less expensive than prospect hunting. Apparently all dealers realize that under the present situation of the factories having to get permits for each shipment of machines they are likely to be cut off entirely at any time.

The talking machine dealers are entering into the plan of the retail merchants here of running a general advertisement urging early Christmas buying because of the restrictions placed upon retail trade by the Government. The plan is to spend about \$5,000 in this sort of ads, which will be entirely impersonal.

The talking machine dealers also are heavily interested in the plan now maturing to advertise "music in the home" by running in a local paper the Tremaine series of advertisements. It is said that this plan probably will succeed.

Early in October the prospects were that there would be rather a dull trade during the Liberty Bond drive. The chief reason for this is that all of the talking machine men and their salesmen have been enlisted as salesmen and are out on the streets selling bonds until the city is entirely canvassed. That will certainly take them one week from business and may take a part of the second week. But this is the least of their troubles, it appears, if you listen to them talk, and there is none of the spirit of making a sacrifice, but rather it is a spirit of willingness to help clear up a bad mess by hastening the end of the war. To name the men going into this work would be to run a roster of the merchants and their principal helpers. The stores are to be left in charge of the girls.

Manager Roos is beginning to feel well settled at the Columbia Co. branch here and is getting acquainted with the trade. He has built up the record stock, which he found somewhat depleted until he is filling series A orders about 90 per cent. The machines, he says, are the only worry. The retail trade is such that every one is willing to buy heavily, and when a car of machines comes in it usually brings about half enough machines to meet the orders on the books.

"The trade is exceedingly satisfactory from all angles," said Mr. Roos. "The demand is for the higher class machines and the two new models we are showing here are causing quite a commotion among our dealers and they feel that they could sell a factory output of them all by themselves."

C. R. Salmon, who left the sales force of the Columbia Co. to go to the army, has returned. He entered the army, but his feet gave out; and after spending some time in the hospital he was then given an honorable discharge. After he returned he was placed on the Illinois-Kentucky territory, but later Mr. Ivy, who came from New Orleans when the vacancy was made here, took that territory, putting Mr. Salmon back on his old run as city salesman.

"The Artophone Co. is not booking any wholesale orders at present," said R. H. Cone, Jr., "because we see no chance of delivery on all of the orders we now have. Our new models have brought such a demand for our instru-

*(Continued on page 70)*

**Unique  
Incomparable  
is The  
Phono-Grand**



Small; yet elegant and in perfect taste.

Moderate in price; yet musically unique and satisfying.

Combining a perfected talking machine of unusual excellence with a player-piano wholly novel and attractive in its compact beauty and tonal effectiveness, the *Phono-Grand* stands alone in its appeal to persons of all incomes and all requirements.

The *Phono-Grand* is the most salable musical instrument of the age. Everybody is delighted with it, everybody wants it. No other so perfectly hits off the taste of the day.

With the Q R S expression roll, the *Phono-Grand* becomes a perfect reproducing piano, small in bulk, indeed, but large in tone and expressive effects.

The *Phono-Grand* is the one best proposition for a big and quick seller this winter.

**J.P. Seeburg Piano Co.**

209 South State St. Chicago, Ill.  
419 West Erie St.

**A Fall and Holiday Winner**



VANOPHONE MODEL B

The "Vanophone" Model "B" retails at **\$15** and guaranteed by a company of recognized prestige and standing.

The "Vanophone" has won success because of its excellent tone quality, constructional merit and artistic design.

The "Vanophone" is offered to the trade with the absolute assurance that it is warranted to give satisfaction and service.

**IMMEDIATE DELIVERIES**

**THE GARFORD MFG. CO., Dept. B., Elyria, Ohio**

### ST. LOUIS TRADE BROADENING OUT

(Continued from page 69)

ment that we have had to shut off on orders and get busy on keeping our records as nearly clear as possible. With that we are behind. Our trouble in getting cabinets, which was acute some time ago, has been materially relieved."

The Brunswick branch here had a notable display during the first of the month and it attracted a good many window shoppers and not a few inquirers. The layout was a porch scene with the Brunswick girl leaning over her machine, with a reclining chair, table and other outdoor furniture about. The part that attracted the attention, however, was the records that covered the table and couch. They included all well-known makes of records and were so placed that the observer could not help noting the makes. Also there was a sign or two to call attention to them.

Mark Silverstone, who returned a few weeks ago from his extended trip to the Pacific Coast,

sold his first machine in more than six months on October 2. This is the way he tells about it:

"The woman and her husband came in looking for a \$100 machine and they had the cash. Of course I could offer them nothing less than \$120, but I showed that to them and, while they were looking, I told them that 'the talking machines got started wrong. Pianos at first cost \$1,000 up and to have a piano in your house gave you standing of being well to do, if not rich. The talking machines began at low price and have been built up to almost equal the piano in price, certainly as a musical instrument, but the people are slow to appreciate this change, but it is here.' Then I called their attention to a \$200 talking machine and we had a very pleasant chat while they listened to some numbers on a \$220 model. But they went out to see if they could not get something for their \$100 and after lunch came back and bought the \$220 machine, leaving their \$100 and pledging quick payments on the rest."

Mr. Silverstone says that he really enjoyed

this sale as much as he did a \$50 sale years ago, when that was considered a big one.

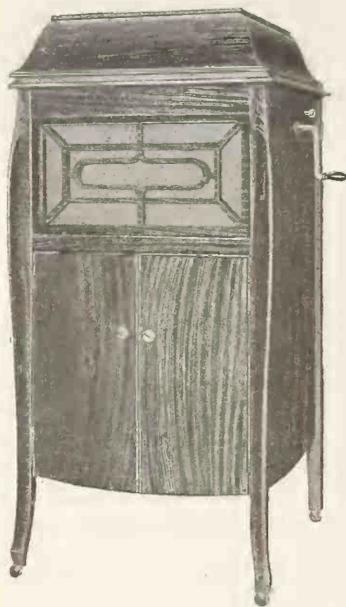
Mr. Silverstone says that now that he is back in the harness after his long vacation, he finds that Manager Goldberg and his helpers got along surprisingly well without him. Trade at present is better than the stocks of machines and receipts justify, he says, and he has declined to appoint any new dealers, although he has had several applications during the last month. Mr. Silverstone, however, has sent records to several jobbers during the last month, more than 4,000 going out at one time.

F. H. Brandt has been named manager of the Aeolian-Vocalion department at Aeolian Hall to succeed E. H. Guttenberger, who left September 15 to take new duties in Mobile. Mr. Brandt has been selling Vocalions, so there is little new in his new duties. He says that the last half of September, his first period as manager, was marked with excellent trade, but that October started a bit slowly, which he attributes to the Liberty Loan drive. Several of the Aeolian

*The Perfectrola*  
REG. U.S. PAT. OFF.

## Phonograph

A Good Line, a Big Seller, a Profit Maker.  
More Than a Machine: A Musical Instrument.  
Fully Equipped, No Extras to Buy.  
Made by Experts.



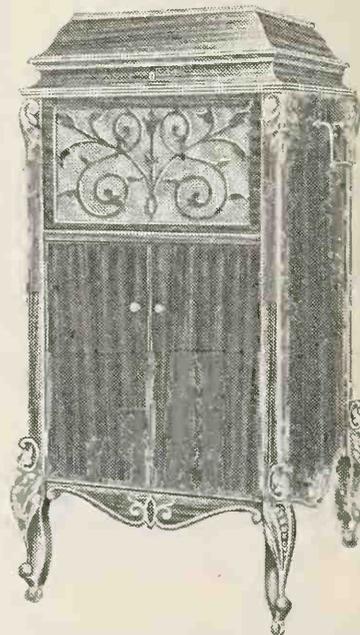
Model F—Retails \$100.00.

Cased in Mahogany  
or Oak.

Triple Spring,  
Worm Gear Motor. Tone Modifier,  
Automatic Stop, Universal Sound Box.



Model G—Retails \$125.00.



Model H—Retails \$190.00.

Prices (Retail) range from \$25.00 to \$200.00.

## Milwaukee Talking Machine Mfg. Co.

416-418 Fourth Street

Milwaukee, Wis.

Hall staff are members of the Liberty Loan Volunteer staff.

When Gus Haenschen, manager of the talking machine department of the Vandervoort Music Salon, was called to join the engineers' regiment, in which he enlisted several weeks ago, the department was placed under the management of C. E. Hammond, manager of the piano department, which now gives Mr. Hammond control of the entire activities of the Salon.

The record trade has been unusually good during the last month and it continued brisk during the start of the Liberty Loan drive. Some of the recent hits have run into amazingly heavy sales. "The Baby's Prayer at Twilight" was the first to run entirely out of bounds. Then several patriotic hits almost drove dealers to despair. Within the last few weeks it has been "Smiles." One dealer was saying—entirely without a smile—the other day that after being out of the record for several days he had been promised twenty-five when it was 2,000 that he wanted.

**USOSKIN WINDOW SERVICE DISPLAY**

Recently Introduced to the Trade—Wins High Compliments—Increase Line of Features

A large number of the windows of Victor dealers and distributors are trimmed this month with the new window display service originated by Ed. Usoskin, Inc., of 230 West Seventeenth street, New York City.

October marked the initial issue of this monthly service, and in accordance with their plan was entirely seasonal in its design. The theme followed was Autumn, which was well brought out in the golden browns and in the harvest of wheat design of the record easels. The large display cards featuring various numbers were produced along striking and novel lines.

The day after the October display was in the mails, Ed. Usoskin, Inc., were the recipients of many complimentary letters, both from dealers and jobbers.

In response to numerous requests this firm has added this month to their list of window display features, and in addition to their monthly Victor dealers' service, specially designed paper for floor and background panel covering. A new design will be issued each month in harmony with the display for that month. The October design is a deep blue background with fallen golden brown oak leaves, which adds

materially to the effectiveness of the October display. A descriptive circular has been prepared giving prices and full information of this added service.

Announcement has been made by the company of an increase in price effective November 1. Increased cost of materials, in addition to a change ordered by the Post Office Department regarding the mailing containers, has made this lightly increased charge an absolute necessity. Orders received up to that date will not be affected by the new rates.

**FRANK DORIAN'S NEW POST**

Well-Known Columbia Man Appointed Manager of Seattle Branch of Columbia Co.

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week that Frank Dorian, formerly general manager of the company's Dictaphone department, had been appointed manager of the Seattle branch of the Columbia Graphophone Co. and will assume his new duties about November 1.



Frank Dorian

In a letter to the members of the sales staff Mr. Hopkins said: "This is Mr. Dorian's personal choice, and we feel that the company has very materially strengthened its hold on Pacific Coast business by Mr. Dorian's becoming manager. To say that our good will goes with him is hardly necessary. Activities on the Coast make it a particularly pleasing move to us, as big men are needed when a big job looms up. Mr. Williams, the present manager of Seattle, will be transferred to another important position, to be announced at a later date."

Frank Dorian is one of the best-known members of the Columbia Co.'s executive and sales organization, and during his many years' association with the company has won the esteem and friendship of the sales staff from coast to coast. He is thoroughly conversant with Columbia merchandising policies and plans, and the Seattle trade is to be congratulated upon Mr. Dorian's appointment as manager of that branch.

To-day's worry is the result of yesterday's neglect.

**Reproducers**

Mr. Manufacturer :

We are prepared to furnish a limited number of reproducers for immediate delivery.

Write us what tone arm you use and we shall be pleased to submit a sample ready for attaching: if, after trial, you do not pronounce our reproducer

**THE VERY BEST IN QUALITY AND VOLUME YOU EVER LISTENED TO,** we ask you to return the sample at our expense, and we thank you for the granting of this hearing.

Yours very truly,  
**FULTON-ALDEN CO.**  
Waukegan, Ill.

P. S.—Ready in 30 days: our new balanced cover-lift. Will not warp cover. Easiest to attach.

Ask for sample

**FULTON-ALDEN CO**  
INC.  
WAUKEGAN, ILLINOIS



It's a Pretty Good Idea to always keep in mind the fact that a



**SCHUBERT PHONOGRAPH**

will bear the closest inspection; its particular qualities warrant investigation, and hundreds of friends everywhere loudly extol its superiority.

SIX MODELS \$60.00 UP

**SCHUBERT RECORDS**

A \$30 investment starts you with complete, up-to-date list of Popular, Vocal and Instrumental selections; 20 to 30 new selections monthly; 10-Inch Double Disc. Write for details.



**The BELL TALKING MACHINE CORPORATION**

Offices and Show Rooms:  
44 West 37th Street, New York

Factory:  
85 Southern Boulevard, Bronx, New York

Export Department, 498-504 Broadway, New York, N. Y., E. U. A.  
Smith-Woodward Piano Co., 1018 Capitol Ave., Houston, Tex., Local Distributor  
Special Australian Representative, B. LESCHMAN, 350-2 Flinders Lane, Melbourne

# Scotty has done his part



Scotty was only fifteen when war came to America. He spent his sixteenth birthday in the training area in France.

His greatest day was his last.

It fell to his lot to lie down with his beloved Sho-Sho gun at the head of a leafy, woodland path and see that not a German crossed it alive. Not one did, though thirty died in the trying before a sniper's bullet found Scotty's heart.

Now, as his comrades tell their tales of Scotty, their lips form this for his epitaph:

*"He Was a Good Kid and He Died On His Gun"*

Scotty did his part!!!!!!

## ARE YOU DOING YOURS????

*Remember*—It is not what you've given, *but*

## WHAT YOU STILL HAVE LEFT TO GIVE THAT COUNTS

Scotty gave all

New York Talking Machine Company  
119 West Fortieth Street  
NEW YORK

Chicago Talking Machine Company  
12 North Michigan Avenue  
CHICAGO

*France, Aug. 1918*  
Drawn by C. H. Roy Bellrose, Pvt. Inf.  
Chronicle by Alexander Woolcott, Sgt. M.D.M.A.  
on duty with The Stars and Stripes  
Official Publication of the A.E.F.

# FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,  
Manager

World Office  
Republic Bldg., 209 South State St., Chicago  
Telephone: Wabash 5774

CHICAGO, ILL., October 8.—Now that the big drive for Liberty Bonds is on, all thoughts of business, wholesale or retail, are a secondary consideration. L. C. Wiswell, manager of the Victor department of Lyon & Healy, is acting as chairman of the talking machine division of the Music Trades Liberty Loan committee, and is being supported by many of the best-known men in the Chicago trade. Nothing is being left undone by Mr. Wiswell or his men to put the Chicago trades quota over by a big margin.

With the wholesalers there is much activity and quite a bit of time is being given to pacifying dealers who are setting up a howl for more goods, primarily machines. The machine situation is becoming rather keen with the big jobbers, but the record situation is easing up somewhat. The monthly supplements are a little behind, but the standard selections are coming through in satisfactory amounts. No depression is felt at present among the trade in general, and the optimistic members are commenting upon the number of new concerns going into business here, and the merits of some of the new products. It can be easily seen, if one cares to devote some time to the subject, that there is no cause for depression, and it is likely that there will be very little of it, especially in the Chicago trade. Concerns backed with unlimited capital, who are prominent factors in other trades, have been going into the talking machine industry, and their chiefs, some of whom are "masters of industry" in other lines, are farsighted enough to see far beyond the length of their noses. They have staked their faith on coming events, and have no feeling of depression.

With the retail branch of the trade, especially in Chicago, it is not a case of salesmanship any more. It is merely a case of supplying the demand, and the demand at present is impossible to supply. This applies principally to records. As regards talking machines, Chicago's retail trade is not having a very great demand; in fact, the greatest demand coming in for talking machines is from the dealers in the outlying districts adjacent to Chicago. The newer concerns are helping in a great measure to supply this demand, not only in Illinois, but in all states; as great quantities of these new machines are being shipped to all parts of the country.

### Death of William H. Guild

William H. Guild, who has represented the Edison Co. of Chicago throughout its Eastern territory for the past three years, died at his home in Wheaton, Ill., last week. Mr. Guild was well known to the trade and was one of the best liked of the wholesale talking machine travelers. He resigned a short time ago from the Edison Co. to take up the work of Y. M. C. A. secretary, and was stationed at Ft. Houston, Tex. Three weeks ago he returned to his home broken down in health, and shortly after his arrival died. He is survived by a widow, and a son aged fifteen.

### An Interesting Window

The Wade Talking Machine Co. have placed in their window a Henry VIII period Grafonola which is attracting much attention. This machine is of antique wood, brightened in spots by the use of "polychrome," which gives it the effectiveness of woods turned out in the fifteenth century. The architecture of the instrument is true to form, with pointed arches, long lines, decorated posts and carved figures.

### Honor Roll for Boys in Service

The Chicago Talking Machine Co. are having designed for them a beautiful honor roll for their boys in service. The roll is to be composed of metal, whereon the names will be placed. A colored star will also be placed in front of each name, which will tell a little story concerning the mentioned hero. For example, a gold star will be "He died in action," a red star, "Died of disease," etc. In the center of the tablet there will be a space whereon an extract from President Wilson's speech in honor of the boys in service will be placed. In all, the Chicago Talking Machine Co. will have thirty-eight names, honoring the boys of that company now in the service. There will be two made, one to be placed in the Chicago Talking Machine Co. office and the other to be placed in the New York Talking Machine Co. office.

### Interesting Letter From Arnold Graham

One of the boys in the record department recently received a letter from Arnold Graham, who was formerly connected with the record department of the Chicago Talking Machine Co., telling of his experiences since being in the service. Private Graham tried to enlist in every branch of the U. S. service a year ago, but was

rejected, owing to an impediment in his speech. He waited a while and was one of the selects called to the examination board during the first draft, but again was rejected on account of his speech. But he had an idea he was going over to kill a few Huns, so he went down to the British recruiting station and was accepted and placed in the ranks of the famous Kilties. Five weeks from the day he was accepted he was at the front in France undergoing training. His letter, dated August 27, which was very interesting, is as follows:

"Dear Bill: I am back in England and my days in France are over. I was in that big push up Amiens way and got in the way of an iron foundry. My left leg is off just above the knee and a machine gun bullet went through my left arm, breaking it between the elbow and the shoulder, and I had an explosive bullet explode in the back part of my right leg just above the knee. Oh, I got mine, and then some.

"We went over the top two days in succession. The eighth of August we went over at 6 a. m. after a two-hour barrage, and it was like taking candy from a baby. We chased him all day and dug in at night. The next day at 1 p. m. we were ordered to take a grove of trees directly in front of us. To do this we had to cross an open space about 1,500 yards wide and this time he was prepared, for I'll swear that all the German machine guns in France opened on us when we started across that open space. You couldn't hear yourself think. Besides, his artillery opened up, too, but their range was poor. Some trucks came to our rescue from the right and the Fritzies came out of those trees by the scores, holding up their hands. Quite a few were game and died fighting.

"It was just as I started to enter the grove of trees that I got mine. I got the left arm one first and while I was lying on the ground I got the rest of my injuries, for, as I said, they didn't all surrender, and wounded men are great targets for them. It was a merry show for a while and I was lucky to come out at all. Let me hear from you, Bill. I am doing fine now. Yours, Graham."

### Optimistic Over Outlook

W. G. Fricke, of the Lakeside Supply Co.,  
(Continued on page 75)

## THE "WADE" FIBRE NEEDLE CUTTER

assures "20 or more" Original New Points to each Fibre Needle

The WADE Fibre Needle Cutter  
"The ORIGINAL" Repointer



—and therefore is the most economical Fibre Needle Cutter on the market. You know the many advantages of using Fibre Needles—more natural reproduction; more tunes for one cent; no wear and tear on records, etc., etc., but, do not make the mistake of buying anything but the best Fibre Needle Cutter.

The Wade { is the oldest Fibre Needle Cutter on the market—  
sells on demonstration—  
never fails to give satisfaction—  
is made in two styles—\$1.50 and \$2.00.

Usual trade discounts—Write for samples  
or Order from your regular Distributor



Fibre Needle Cutter No. 2  
Price \$2.00

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

# DON'T SLIP!

## STAY IN FIRST PLACE

¶ The indomitable national advertising of the VICTROLA has placed this instrument in a field of its own.

¶ Is this true in your home town?

¶ If not, write at once for Samples of Lyon & Healy advertising services.

*They are used and indorsed by hundreds of Victor Dealers.*



## FREE THIS MONTH

With every order for one or more services we receive we shall send without charge six of these beautiful cut-outs. They are lithographed in full color, size 12x10, equipped with easel back. Just the thing for your window or counter.

*Mail this coupon to-day. Mark (X) before service you wish.*

Cut out and mail this coupon to-day.

Messrs. LYON & HEALY, Chicago:

Date \_\_\_\_\_

Gentlemen:—Please add our name to your subscribers' list for the services we have marked (X.)

Sign your name here.

(X)

Your street address.

(X)

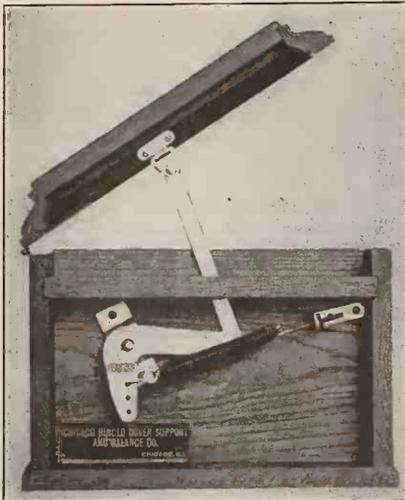
Your town and state here.

<input type="checkbox"/>	Victrola Newspaper Advertising Service consists of one Victrola advertisement each week, including matrix of the illustrations, proof sheet and copy. Price \$8.33 per month.	<input type="checkbox"/>	Victrola Record Fairy, 24-sheet Poster, \$2.30 each in lots of five or more. Specify quantity.
<input type="checkbox"/>	Victrola Newspaper Advertising Half Service consists of 26 advertisements per year, complete, at \$4.17 per month.	<input type="checkbox"/>	Victor Record and Knitting Bags. Made of Kraft paper with string handles, 12c each in lots of 100 or more. Specify quantity.
<input type="checkbox"/>	Victrola Art Window Posters. Printed in colors; four per month, i. e., two 14x22 inches in size; two 11x14 inches in size. They feature the new Records, \$1.25 per month.	<input type="checkbox"/>	Small Instruments Newspaper Advertising Service, thirty-six illustrations per year, \$4.17 per month.
<input type="checkbox"/>	Victrola Art Covers. Use them instead of envelopes for mailing the monthly Victor supplement; beautifully printed in colors. Tell us how many you need; we will quote prices.	<input type="checkbox"/>	Piano Newspaper Advertising Service. Forty-eight illustrations per year, free to Lyon & Healy dealers.
<input type="checkbox"/>	Victrola Galli-Curci, 24-sheet Posters. Lithographed in colors with name strip, \$2.30 each in lots of five or more. Specify quantity.	<input type="checkbox"/>	Soldier Song Books. Featuring the latest patriotic songs, 2c each; a splendid advertising novelty. Specify quantity.

# LYON & HEALY

*Victrola Distributors*

**CHICAGO, ILL.**



(Pat. Applied For) COVER BALANCE No. 1

## Wherever You Go

You are sure to find a dealer somewhere selling a talking machine "without a kick." His business is growing steadily. Why? If you investigate the instruments he handles you will find they are rightly *Equipped*. That's what counts! *Equipment*. Look over your machine's *Equipment* a second time and then just remember that

### The Chicago Cover Balance Number 1

is one equipment feature that builds a dealer's business. Can your dealers say they are selling talking machines "without a kick"? If not, write us at once and we will help put your machines on the market—"Kickless."

*The cover is "PUT" and "STAYS PUT"*

WE ALSO MANUFACTURE CONTINUOUS AND GRAND TOP HINGES

**Chicago Hinged Cover Support and Balance Co.** 2242-44 W. 69th Street  
CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 73)

manufacturers and jobbers of motors, tone arms and general phonograph supplies, reports most cheerfully as to business present and prospective. Western business, says Mr. Fricke, is opening up most expansively, and he is getting inquiries from the Pacific Coast also in good numbers. The Lakeside Supply Co. has at the moment an excellent stock of motors, tone arms and sound boxes and is ready to supply the trade in all these parts without delay. This includes also hinges, hardware, etc.

Negotiations have been opened with a wood-working plant of high grade, says Mr. Fricke, whereby it will be possible, if the deal goes through, to turn out complete cabinet machines, Lakeside equipped throughout, at the rate of 150 per week. Meanwhile Mr. Fricke has closed a nice order for accessories of all sorts with Mr. Valabhdas Runchordas, of Bombay, India, one of the leading talking machine manufacturers and dealers of the Orient, who is now on an extended business trip through the United States. During his stay in Chicago Mr. Runchordas was a frequent visitor to the offices of The Talking Machine World.

#### Working Hard on Liberty Loan Campaign

Otto Schulz, president of the Magnola Talking Machine Co., has been, as might be expected by those who know him, extremely active during the whole of the great campaign for the Fourth Liberty Loan. He is chairman of the Seventeenth Ward Liberty Loan committee and has been giving up his time and energy to canvassing. At the end of the third day from the beginning of the drive the Seventeenth Ward of Chicago had subscribed 31 per cent., or nearly one-third of its quota. This ward is industrially populated, mainly by workers in factories, and contains a very large foreign population, mainly Polish, Slovak and Russian. This record on the part of a poor neighborhood is one which naturally is the source of much pride and gratifica-

tion to Mr. Schulz and his hard-working associates on the Loan committee. The unselfish work of all the Magnola officials, in fact, has been a feature of the drive in this section of the city. Vice-Presidents Bassett and Wolff, Wholesale Traveler Hewitt and other Magnola men have been prominent in the work. Up to the time of writing every adult male employe in the Magnola factory had subscribed for at least one Liberty Bond. The service flag now holds more than fifty stars.

#### The Caruso Concert

Music lovers of Chicago are to be given a treat Sunday, October 27, when for the first time in several years Enrico Caruso, the great Italian tenor, will be heard in concert at the Auditorium Theatre, Chicago. The Caruso concert will be an entirely patriotic affair, staged in the behalf of the Allied War Board, and part of the receipts will be turned over to the Italian Relief Committee and part to the U. S. Relief Committee. As this will be one of the biggest events in musical circles of Chicago that has been pulled off for a long time, it would be a good idea for local dealers to push their Caruso records in advance of the concert.

#### Miss Maroney on Way to Recovery

Miss Mary Maroney, in charge of the correspondence division of the Phonograph Co., was taken ill on Monday of this week. Latest reports issued by the physician in charge state that Miss Maroney is well on the way to recovery and may be able to return to her duties in a few days.

#### Brunswick Man an Ace

Among the thirty Americans recently mentioned as having brought down enemy planes one name in particular was that of Lieut. Reed G. Landis, son of Judge Kenesaw Mountain Landis, of the U. S. District Court. Lieutenant Landis, who was formerly in charge of the advertising department of the Brunswick-Balke-

Collender Co., but is now flying with the British air forces, was third on the list with ten victories to his credit.

Those in the trade who knew Lieutenant Landis were not surprised at the news of his victories, as they know the caliber of the illustrious family from which he comes. As the trade will remember, his father, Judge Landis, was the man who made the country sit up and take notice several years ago by fining the Standard Oil Co. twenty-nine million dollars. Those who know Lieutenant Landis know that he is a chip of the old block who isn't going to let his dad get ahead of him as an inflictor of penalties if he can help it.

#### Automatic Container Co. News

Chas. E. Osborne, president of the Royal Talking Machine Co., has been granted a license by F. P. Read, of the Automatic Container Co., to manufacture and sell Automatic Record Container cabinets on a royalty basis. For the purpose of carrying out this project the Royal Talking Machine Co. has established a new and completely equipped plant at 455 West Huron street, where the cabinets will be manufactured.

Under the old regime the Automatic Container cabinets were manufactured in three factories, two in Chicago and one in Buffalo; but according to the plans of the new company the cabinets will be manufactured at the new Chicago plant exclusively.

Mr. Read, the inventor of the Automatic Container and founder of the old company, has purchased land near Mt. Vernon, Ill., and is forming a stock company to recover a flinty rock, known as "Novaculite." The new company, when formed, will use this rock, which, by the way, embodies a natural cement for road building purposes, and it is estimated that there are approximately thirty million cubic

(Continued on page 77)

## 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

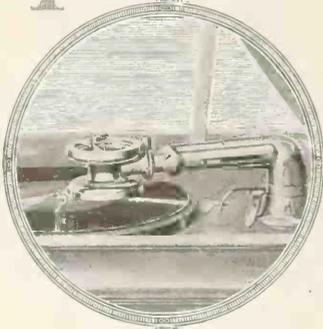
Largest Manufacturers of

## DECALCOMANIA

Transfer Name-Plates

# Two Great Selling Features Every Brunswick Dealer Appreciates

1



## The Ultona—

*a unique feature of The Brunswick Method of Reproduction. Now you can play all makes of records at their best.*

**T**HE Brunswick Method of Reproduction has brought about an increased volume of sales. Dealers everywhere join in praising this great idea.

Most dealers realize the drawbacks to old methods of reproduction, and the public, in becoming acquainted with The Brunswick Method, is losing interest in yesterday's standards.

The House of Brunswick is educating the music-loving public to make comparisons. In its advertising in national publications The House of Brunswick is stating compelling facts—which few purchasers care to ignore.

The current advertising campaign spotlights two

features of The Brunswick Method of Reproduction: [1] The Ultona and [2] The Brunswick Amplifier.

A description of the Ultona is enough to make the average buyer anxious to see this new all-record player.

In speaking of The Brunswick Tone Amplifier, we state how The Brunswick attains superior reproduction by complying with acoustic laws, and how we avoid old conceptions.

By studying our advertising, you will note that it is pure selling copy, the exact arguments you and your salespeople can use to great advantage. It is straight from the shoulder, and presents compelling REASONS WHY.



# The Brunswick

ALL PHONOGRAPHS IN ONE

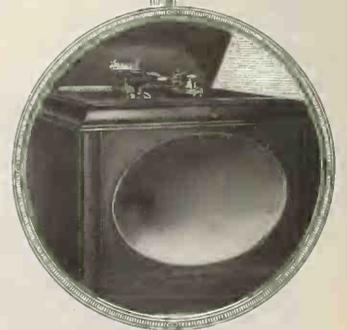
2

This super-phonograph, as hundreds of Brunswick Dealers will attest, has won high rank as a profit and friend-maker. And its popularity is ever increasing.

We are proud of its reception and of the fine dealer connections it has brought to The House of Brunswick. We have placed our faith and

our resources behind this phonograph and we know that an even greater future is attainable.

More and more The Brunswick is winning friends—everyone who hears it recognizes its worth. We intend to increase this appreciation of The Brunswick—and every Brunswick Dealer will profit thereby.



## The Brunswick Amplifier

*a new idea in tone reproduction, departing from old-time crudities. Tones hitherto lost are now brought out in rich clarity.*

### The Brunswick-Balke-Collender Company

Branch Houses in Principal  
Cities of United States,  
Mexico and Canada

General Offices:  
Chicago and New York

Canadian Distributors  
Musical Merchandise Sales Co.  
Excelsior Life Building  
Toronto

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 75)

yards of "Novaculite" to be reclaimed from the land purchased by Mr. Read.

**A. L. Spring on Tour**

A. L. Spring, manager of both the wholesale and retail talking machine departments of Thos. E. Wilson & Co., is planning the itinerary of a three weeks' trip through the South and West. Immediately upon his return Mr. Spring contemplates a trip to New York and will be gone about two weeks.

"We have been getting quite a number of letters from our dealers recently, commenting upon the new model talking machines that we have added to our line," stated Mr. Spring. "Seven styles are now being made at our factory at retail prices ranging from \$45 to \$165. Thos. E. Wilson & Co. intend to enter the talking machine trade as manufacturers on a larger scale than ever before. The parent company, Wilson & Co., as is well known, is one of the largest packing houses in the world, with a capitalization of forty million dollars, and our resources are unlimited. In the retail

department, at 420 South Wabash avenue, we have made quite a change within the last few weeks, having moved this department from the second floor to the basement, where we have installed quite a number of new booths and have also increased the size of our record department for Paramount records, for which we are jobbers."

**Anent Sergeant-Major Vorkeller**

One of the young men formerly of the talking machine industry who is doing his share in the Liberty Loan is Sergeant-Major H. P. Vorkeller, in charge of the Base Hospital Band of Camp Grant, who, prior to his induction into the National Army, was connected with the retail Victor department of Lyon & Healy. Some time ago with other selects he was sent to Camp Grant for military training, but was placed in the Base Hospital unit instead of the infantry. While still connected with the retail forces of Lyon & Healy Sergeant-Major Vorkeller made a national reputation for himself as a saxophonist. He is said to be one of the greatest

saxophone artists in the country and a master of classic music. It didn't take long for the authorities at Camp Grant to find this out, so they put him through a grueling examination in musical matters, through which he came with flying colors. He was then ordered to select men from the other members of the Base Hospital and form a band, with the rank of assistant band leader. He started in on thirty-six buck privates and in a short while had them so that they could hold their instruments to their lips. He was then promoted to sergeant, and after some further work had his "bucks" so that they could give a fairly good account of themselves. The band is now well up on classical numbers, especially, and is considered very good on military music. His last promotion prior to being sent to Chicago with the band to take part in the Liberty Loan was to sergeant-major.

**Activity in the Northwest**

"There is much activity throughout the (Continued on page 79)

**VITANOLA TALKING MACHINE CO. TO EXPAND ITS PLANT**

Secures Tract of Land With Recently Purchased Factory Building Upon Which Six-Story Addition Will Be Erected—Modern Equipment Throughout—A Story of Quick Success

CHICAGO, ILL., October 9.—The Vitanola Talking Machine Co., of this city, which recently closed a deal for the purchase of the plant of the Lincoln Sash & Door Co. at Fifty-second avenue and Nineteenth street, near the Western Electric Co., also took over in connection therewith a three-acre tract of land on which they will erect, as soon as war conditions permit, a modernly equipped new six-story factory building. The present structures on the property

four-story cabinet factory is planned to accommodate also the assembling department and the executive offices now located in the spacious Vitanola Building at 501-509 West Thirty-fifth street.

Within a few years the Vitanola Talking Machine Co. has grown from almost nothing to one of the leaders in its field. All the trade knows the Vitanola as an instrument that contains everything desirable, but not one thing superfluous. Its success is not based upon a feature; instead the Vitanola is a perfect whole, built of parts each constructed to fit in with the others. And not only musically, but in every way the Vitanola is a work of art.

The cabinet designs of the seven 1918 models are the envy of many less fortunate manufacturers, and the seven 1919 models, which will be added to the Vitanola line, represent the very highest achievement of the woodworkers' craft. An idea of the exquisite beauty of the coming models may be obtained from the illustrations in these columns of the unique art model, No. 17, and two of the new cabinet models. Like all products of the Vitanola organization, the new models conform with the latest discoveries in the science of acoustics.

Always alert to the war demands of the Government, the Vitanola Co. also watches carefully, and protests to the full extent of its power, the interests of the dealer. For the Government's very fair decisions in matters pertaining to the industry, credit is due in a great measure to M. C. Schiff, who was untiring in his efforts to lay before the proper authorities the truth concerning the wartime necessity of talking machines, and the none too

favorable conditions which the retailer must contend with.

Perhaps it is simply a working out of the old proverb, "Like begets like," that accounts for the loyalty of the Vitanola concern's many customers, the list of which includes some of the country's highest grade, best rated firms.

The spirit of co-operation and fair dealing, which has won for the company the esteem of the trade, is not confined to any one direction, but finds expression in all of its activities, including the treatment of its employes, all of whom feel a personal interest in the welfare of the company and the quality of its product.

Approved sales helps of all kinds are the deal-



Vitanola, Style 12

Vitanola, Style 10

include a large two-story factory with dry kilns and storage sheds, and the entire property is served by a switch track with capacity for twenty-five cars.

While the present building will permit of considerably increased output, it cannot adequately meet the excess demand for Vitanolas, and a



Vitanola, Style 17

er's for the asking. Now the company is going to make Vitanola sales still easier for the dealer by a billboard campaign, for which thousands of dollars have been appropriated.

To M. C. Schiff and Samuel S. Schiff, who already devote long hours and intense effort to the business, will fall additional burdens and responsibilities with the expected early departure of the junior member, Jeffrey B. Schiff, who has enlisted in the Naval Officers' Training School, and whose many friends will wish him God-speed.

## UNIVERSAL TONE ARM

**NO SPRINGS  
NOR WEIGHTS  
TO ADJUST**

**MADE IN  
FOUR  
LENGTHS**

**Patent Applied For**

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonographs this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

*Address all inquiries to Chicago Office*

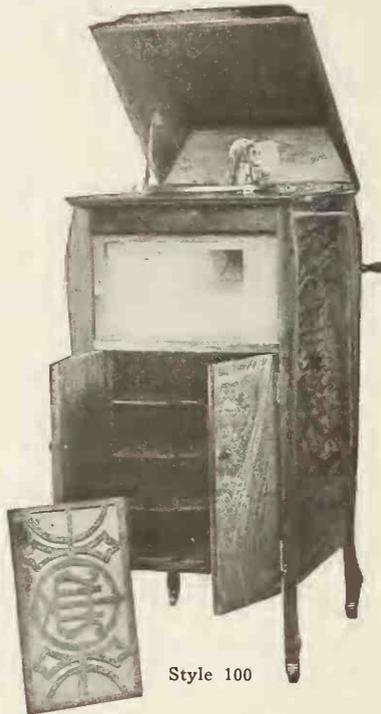
**PLAYS ALL  
MAKES  
OF RECORDS  
PERFECTLY**

**WRITE  
US FOR  
PRICES**

**THE EMPIRE PHONO PARTS COMPANY**

Sales Office: 425 SO. WABASH AVE., CHICAGO, ILL.  
Factory: 1100-1108 W. 9th STREET, CLEVELAND, OHIO

# PHONOGRAPH DEALERS ENDORSE HIAWATHA QUALITY



Style 100

## Hiawatha Phonographs Repeat

Any phonograph you sell that will bring you repeat business is honest merchandise.

Dealers endorse the Hiawatha by their repeat business, service and satisfaction.

They can sell Hiawatha Phonographs with every confidence that they will be satisfactory in tone, finish and equipment.

FIVE HIAWATHA MODELS  
\$50, \$75, \$95, \$125 and \$175

**IMMEDIATE DELIVERY**



## Hiawatha Phonograph Company

209 South State Street  
CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

Northwest," said Paul L. Baerwald, of the Otto Heineman Phonograph Supply Co., "and a great deal more business is being done throughout that territory than here in Chicago. I am speaking of the retail trade only, and not of the wholesale. A large demand has sprung up for our OkeH records, and from present indications these are destined to become quite popular. Our policy is to place these records on the market through the jobbers only at present, and we are in a position to take care of our trade up until the first of January. After that, as is well known, everything depends upon the decision of the war board. Collections have been exceptionally good, and we are not having any trouble whatsoever from this source."

Mr. Baerwald is managing the Chicago headquarters of the Otto Heineman Co. until the return of Manager S. A. Ribolla, the first of the week, the latter having gone to New York for a conference with the officials of the company.

**Shell-O-Phone Ready for Market**

The Shell-O-Phone Talking Machine Co., whose offices are in the North American Building, are now ready for the market with their machine. They have been working on it for a year and now announce that they have perfected it, have conquered all acoustic problems connected with it, and are ready to consider propositions for agencies. The one feature of the Shell-O-Phone is the fact that the horn of each machine is a large conch-shell, captured on the beach of one or another South Sea Island. It is placed in the back of the instrument and connected to the "sound arm." In the words of the company's literature, "the tones reflect and expand as though from the human throat or actual musical instrument itself." The Chicago representative of The World was present at a demonstration the other day and believes the Shell-O-Phone to be a machine of excellent tone. The cases are of massive design, and the cabinet work and finish is good. The concert grand size is recommended for use in large halls, hotels, clubs and places where great volume of music is essential. The volume of tone on all sizes is naturally loud, but can be reduced at will by the use of the proper needle.

**Record Knitting Bags**

In order to assist their women patrons in carrying records home the retail record department of Lyon & Healy is packing records purchased by women in brown tough paper bags. These bags have a tape handle and brass fastener. They are similar to the regulation knitting bags that women are carrying nowadays, and can be used as such. The idea of these bags was conceived by L. C. Wiswell, manager of Lyon & Healy's Victor department. They have been received with much favor by women who purchase their records at Lyon & Healy's, as they enable one to carry records through the city with a minimum danger of breakage. There is a pretty picture by Nancy Beatty, the talented artist, printed on one side of the bag, while the other side is devoted to the name and address of Lyon & Healy.

Such a demand has been created in Chicago for these bags that the service department of Lyon & Healy thought it would be a good idea to offer them to the different retail houses they serve throughout the country. For this purpose a large number have been made up. The Victor record and knitting bags are made of Kraft paper with handles and are offered to the retail trade for 12 cents each in lots of one hundred or more.

**Empire Records Take Well**

Quite a number of new agencies have been established within the past month to handle the new Empire hill and dale cut records, which were placed upon the market for the first time last month. These new records are known as the Black-Faced Empire and are ten-inch double-disc hill and dale cut and can be played with steel needles. The surface noise has been reduced to a minimum and records can be played on any universal talking machine. The November releases consist of a library of fifteen

numbers, embracing popular and standard selections. In connection with these records the Empire Co. has had prepared for them some exceptionally handsome hangers heralding the latest releases. These are printed in colors and may be recognized by the new Empire record cut shown elsewhere in this issue. This supplement is a very artistic example of the highest grade of print craft and a goodly quantity is supplied with all orders.

The Empire talking machine is also coming up very strong and twelve Empire models retailing from \$32.50 to \$500 are having a very good demand throughout the Central West and Eastern territories, especially Pennsylvania. One of the most popular sellers in the Empire line is the Empire portable machine, a very compact and durable little instrument that plays all makes of records. John H. Steinmetz, president of the company, also stated that the demand for their new Empire art model, which was announced some time ago, has proven greater than his anticipation, and he is urging

his dealers to place their orders for these instruments early, so as to be sure to have them on the floor in time for the holiday trade.

**Brown Goes Over the Top**

The R. M. Brown Music House, 3018 East Ninety-first street, South Chicago, Ill., dealers in Victor, Columbia and Kimball machines, have gone over the top for the Fourth Liberty Loan, having subscribed \$1,250 to the same. This subscription represents an investment from every member of the staff, and was secured by J. V. Sill, of the talking machine division of the Allied Music Trades. The Brown concern are Kimball dealers, handling the pianos and players made by the W. W. Kimball Co. in addition to the lines of talking machines mentioned above.

**Loyal to Established Dealers**

H. B. Bibb, sales manager of the phonograph division of the Brunswick-Balke-Collender Co., announces that while they have been able to care for their established trade very nicely at

(Continued on page 80)

## Here's Why the Talking Machine Business Is So Good

HOME has taken on a new aspect since we have entered this war. It means more to the father and mother who have boys fighting—it means more to the wife whose husband has gone away, and so on. The result is that families are spending more time in their homes.



8 Models  
\$27.50 to \$250.00



Trade Mark Registered

This has its effect on retail talking machine sales. Many families who have heretofore gone outside of their homes for amusement are finding that the talking machine with its wide range of music is bringing amusement into the home.

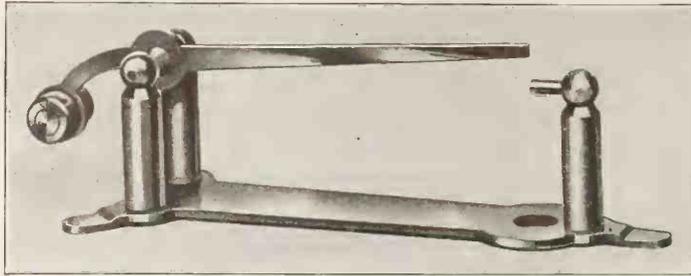
So now is the time to push your talking machine sales—now is the time to order (for Holiday business) the machine hundreds of dealers like yourself are making from \$1,000 to \$10,000 net profit on—the

# VITANOLA

Certainly there is no time like the present for making real cash money out of the Vitnolas, for lightless nights, gasolineless Sundays, and possibly fuelless days mean more talking machine sales. If you are having trouble getting standard goods you ordinarily profit on and are losing dollars because of it, order some Vitnolas now, they'll more than make up the loss in profits.

The Vitnola will make money and friends for you. It's the machine that satisfies—the machine people buy when they see and hear it. In order to insure quick delivery order now. Don't think—act.

**VITANOLA TALKING MACHINE CO.**  
501-509 W. 35th Street - - - - CHICAGO, ILL.



ROTOMETER—ACTUAL SIZE

PHONOGRAPH HARDWARE, MOTORS AND TONE ARMS, ETC.

WE CAN SUPPLY A LIMITED NUMBER OF CUSTOMERS ONLY. ACT QUICKLY.

Send for free sample of our door knob, seven-eighths inch diameter.

Telephone, Harrison 3840

**LAKESIDE SUPPLY CO., Inc.** 202 So. Clark Street, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 79)

the present time, owing to the shortage of labor and other matters and a desire to conserve the interests of their loyal dealers, they are not adding any new accounts at the present time.

**Brunswick Quartet**

The group of handsome gentlemen shown in the accompanying photograph includes, reading

of the Brunswick-Balke-Collender Co.; H. B. Bibb, sales manager of phonograph division; R. J. Waters, former Brunswick district manager; A. B. Libbett, in charge of Chicago city sales.

Mr. Waters was on a furlough from Camp Pike, Arkansas. He was then taking the Reserve Officers' Training Course. He has since gotten his lieutenantancy and is now training a bunch of rookies.

**Wurlitzer Co. Changes**

There has been a change in managerial positions at Wurlitzer's within the past week or so. L. E. Noble, formerly manager of the wholesale Victor department, has been transferred to new duty as manager of the retail department. F. A. Siemon, who formerly managed this department, has been placed in charge of the automatic department at 615 Wabash avenue, having succeeded Manager Herman, of this department, who is now on the Coast in the interests of the company.

Hans Schloessing, who formerly covered the Chicago territory for the Wurlitzer wholesale Victor department, was placed in the position vacated by Mr. Noble.

Wallace Brown, proprietor of the Brunswick Shop of Detroit, and Geo. S. Standke, manager Brunswick Shop, Indianapolis, were recent visitors.

**ADJUSTING BUSINESS TO THE WAR**

Interesting and Timely Chat on This Subject With J. C. Roush, Secretary of the National Association of Talking Machine Jobbers

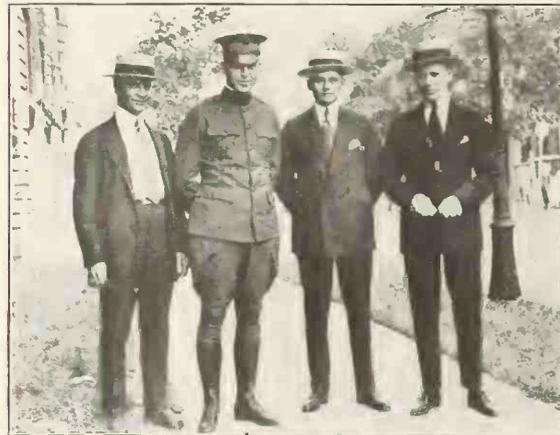
PITTSBURGH, PA., October 10.—"The adjustment of business to war conditions," says J. C. Roush, secretary of the National Association of Talking Machine Jobbers, to The World representative, "is to-day a patriotic duty which no man, in whatever business engaged, can escape.

"The curtailment of everything which affects the business of a talking machine retailer has reached a point where it is absolutely necessary that he immediately check up his present stocks, determine in every way possible what he may expect in the way of merchandise from his wholesalers, and then make his expense budget conform rigidly to this basis.

"An overhead expense which seemed economical when goods were plentiful is likely to be grossly extravagant now. A sales force which was hardly adequate when a dealer's floor was crowded with machines and his shelves filled with record 'hits' is now probably entirely too large. Then, too, it should be remembered that the Christmas buying season is to be spread over a longer period this year, that hours of business are not to be increased, and that sales forces are not to be augmented. All of which makes it the easier for the dealer to plan a very conservative program as regards his selling force and all other overhead expenses.

"Please don't misunderstand me. I am not advising any general retrenchment, any relaxation of selling aggressiveness, any curtailment of advertising. The continuation of such efforts is essential to the maintenance of a dealer's standing, his prestige, his good will.

"But I do urge cutting out the waste. Trim every useless expense to the bone. Search out the little and the big leaks and plug them up tight. Most of us believed we were working on an economical basis already, but we were surprised at the useless expenditures we found



Group of Brunswick Men

left to right: A. J. Kendrick, general supervisor of branches of the phonograph department

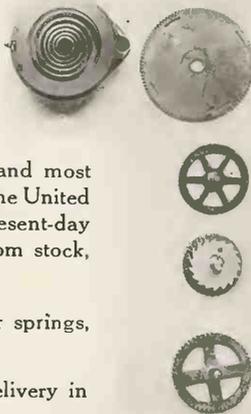
**Repair Parts**

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, etc., in quantity lots.

Steel needles on hand for immediate delivery in loud, medium and soft tones.



INCORPORATED UNDER THE LAWS OF ILLINOIS

**Consolidated Talking Machine Co.**  
Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.

SUCCESSORS TO:  
Standard Talking Machine Co.  
United Talking Machine Co.  
Harmony Talking Machine Co.  
O'Neill-James Co.  
Avonia Co.



TRADE MARK  
"CONSOLA"  
CABLE ADDRESS  
CONSOLA

We Make Stamped Steel **SOUND-BOXES**

in View of Shortage in Die-Casting Market

**Chicago Recording Scale Co.**  
WAUKEGAN ILLINOIS

to trim when studying them in the light of curtailed shipments of merchandise.

"Big business is just around the corner. When the war ends talking machine dealers are coming into their own. They are to see the biggest demand for instruments and records in the trade's annals. But the wise, far-sighted dealer will so finance the lean period between now and the signing of peace that the expanding trade condition will find him ready and waiting to take advantage of them.

"Tell your readers that every business needs the closest kind of scrutiny during the months ahead—study of expenses, study of merchandise market, study of records "in stock" with distributors.

"Eliminate the sending out of records on approval, explaining to your customers in doing so that this is really a service to them, as no one wishes to place in his record library used records. Discontinue useless and extravagant deliveries of records, training your clerks to

explain the necessity of such economies at this time. Stiffen up instalment terms on machines, limiting payments to cover periods not exceeding six months. Sell records only on a cash basis.

"Merchandise to-day should be sold on terms that will enable a dealer to meet his bills promptly. Revise mailing lists, cutting out all useless expense of clerical work in mailing, postage, etc. A dealer should realize right now that all the taxes and increased costs which he must expect cannot be met by any increase in price which may be effected.

"The average dealer who is doing these things, and who is maintaining his relations with his trade, may have the assurance that he is working towards a big business expansion in the days now not so far distant."

Conlin's Talking Machine Shop, Chicago, Ill., is now located in new quarters at 2322 West Madison street, that city.

**MANUFACTURE THE "STERLING"**

The Compacto Phonograph Co. has succeeded the Sterling Phonograph Co., and is now manufacturing a complete line of "Sterling" phonographs. This line has been on the market for several years, and has won considerable success throughout the country. The executive offices of the company are located at 31 East Twelfth street, and the factory at 21 East Eighth street, New York. A. Sundheimer, well known in the phonograph industry, is general manager of the company and in charge of manufacturing and distribution. It is planned to manufacture a line of eight models, all equipped with a universal tone arm, and with guaranteed parts throughout. Arrangements are now being made for an effective campaign to reach the trade and the public.

Sell all the records you can, and then put some of your surplus in Liberty Bonds.



**10-inch Double-face Records**

Let us send you an assortment of the new Empire records. There are 15 numbers in the November release and you will find each one will sell rapidly.

**Retail at 85c.**

Empire records are hill-and-dale cut, and can be played with a steel needle. No surface noise, no vibration or scratching. Can be played on any universal talking machine.



## Mr. Dealer—Take Our Agency—Now!

We say "now" because this is the proper time to put in the Empire line. It may be hard for you to get Talking Machines before many weeks are past, and the dealer who takes on the Empire agency now will be assured of prompt deliveries in the future. There's real profit made in Empires, and satisfied customers as well. Empire records and machines offer an unbeatable combination.

### We Will Send You Our Agency Offer

Do not let another day pass without writing for our dealer proposition. We offer you a splendid line of machines at prices to fit the size of every purse. The very best material and the utmost care are used in constructing Empire machines. The wonderful Empire tone arm plays all makes of disc records perfectly.

**12 Models Retailing From \$32.50 to \$500**

One of the most popular sellers in the Empire line is the Empire portable. Very compact and durable and plays all makes of records. Our portable folder will explain it thoroughly. Write for it.



Showing the Empire Portable set up ready for operation

# EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President  
429 South Wabash Avenue, Chicago, Ill.



Model B.

# LINERPHONE

A Success, not an Experiment!

Handsome  
Fully Equipped  
Reproduction Faultless



Linerphone Model 300

The Linerphone Line includes 7 styles retailing from \$75.00 to \$150.00: Mahogany and Oak

Write for Information  
Prices Sent On Request

## LINERPHONE TALKING MACHINE CO.

1801 Nebraska Avenue  
Chicago

### FULTON-ALDEN CO.'S NEW HOME

Secure New Manufacturing Quarters in Milwaukee—Controls Metal Specialties Co.

WAUKEGAN, ILL., October 10.—The Fulton-Alden Co., of this city, well known to the talking machine trade as producers of the Fulton phonograph, has completed an important new deal in-



New Plant of Fulton-Alden Co.

volving the removal of its entire plant to a much larger site in Milwaukee, Wis., and the opening of a new era in the company's business.

For some time past it has been the desire of the company's officers to turn out a phonograph entirely Fulton-made, including motor, reproducers, etc., complete. They have now consummated a deal whereby they acquire control of the Metal Specialties Co., of Benton Harbor, Mich., together with the services of W. R. Everett, who has superintended the manufacturing department of this concern. The Metal Specialties Co. plant has been devoted to the manufacture of talking machine motors, tone arms, and parts, and Mr. Everett has a national reputation as a designer and maker of such parts, especially motors.

The machinery and fixtures of the Benton Harbor plant, together with the equipment of the present Fulton-Alden factory at Waukegan, are being transferred to a new building recently purchased in Milwaukee, occupying three stories



Part of Finishing Plant

and covering an irregular plot of ground 175 feet by 300 feet. The building is fireproof, steam heated, equipped with steam power and located on a siding of the C. M. & St. P. railway.

Through this combination of interests the

### Equip Your Phonographs With Perfect Automatic Brakes

Samples \$1.00 Each  
Cash with order

State make of tone arm used



Also made with long brake shoe for 1 inch offset

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

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

Fulton-Alden Co. has, of course, been able greatly to increase its output, and it is expected that many improvements in the character of Fulton service will flow therefrom. There is a very distinct advantage in selling a machine wholly made under one roof in all its parts, while at the same time the company is acquiring a motor, among other things, of definite and well-established character for reliability. It is expected also that the Fulton-Alden plant will be able to furnish motors to the trade almost



View of a Manufacturing Section of the Plant immediately, as well as the well-known Fulton reproducer and other parts. With ample capital and facilities the company is certainly entering upon a new period of prosperity and progress.

Robert Fulton, president of the company, is a musician of high attainments who for twelve years past has been interesting himself in the sale and promotion of musical instruments. To him the inventor of the now characteristic Fulton system of reproduction came when the question of manufacturing an improved talking machine became practical. Starting in a small way and assisted by his own reputation for integrity, added to the banking knowledge and repute of his brother John, Robert Fulton, ably seconded likewise by Harry Howe, the company's efficient secretary, has gone on from success to success. The technical knowledge of Mr. Everett, now placed at the company's disposal, assures still more rapid development in every department.

## Cabinets—Cabinets—Cabinets

For dealers, wholesalers and jobbers or those who desire to sell their own brand, style and make of talking machines. Let us figure on what you desire. We are not too busy to build your cabinets.

**Chas. Passow & Sons**  
2121 to 2141 ALLPORT STREET  
CHICAGO, ILL.

**STOCK SHORTAGE IMPROVES SALESMANSHIP IN PORTLAND**

Clerks in Talking Machine Stores Now Actually "Selling" the Records That Are Available to Those Who Want Other Selections—Trade Working Hard in Liberty Bond Drive

PORTLAND, ORE., October 4.—While the Fourth Liberty Loan drive has somewhat affected the talking machine business in Portland for a week or two, there is little complaint from the dealers, most all taking an active part in the drive and showing more anxiety to have Portland the first to go "over the top" than to sell machines. In fact, it continues to be easier to sell machines than it is to get them. Customers are numerous, machines are scarce. The public appreciates the fact that certain records are impossible to get in large quantities and good-naturedly accept substitutes and are apparently well satisfied. The salesmanship of many young ladies in the record departments has very much improved since the war, as they have been taught how to make their customers want what they buy, instead of buying what they want.

The phonograph department of the Meier & Frank store is 100 per cent. loyal. Every employe has subscribed to the new loan. This is not surprising, as Julius Meier, head of the firm, is Lieutenant General of the Liberty Loan drive in Oregon. The store takes care of all Liberty Bonds bought. Business is very good in the big talking machine department. Records are sent out every week to Vancouver Barracks, Camp Lewis and to the Red Cross. J. H. Matney is manager of the department.

Paul B. Norris, of the Wiley B. Allen Co., had a most successful August month, September starting out in fine shape and prospects better than ever before. A number of changes have been made in the department. Mrs. Olga Binder, who has been in charge of the record department, has been promoted to the position of cashier, and Miss Serr, who assisted in the record department, has been given Miss Binder's former position. Miss Herbertina Perry, formerly of the Bush & Lane Co., is now assisting Miss Serr.

William Hodecker, who was in charge of the phonograph department of the Lucas-Seiberling Music Co., has entered the navy and is at present stationed at Bremerton.

The G. F. Johnson Piano Co. has added the Cheney phonograph to their stock. They now carry the Victor and Cheney in their admirably equipped talking machine department, which has recently been enlarged to meet the growing business.

There is a remarkable increase in sales of foreign records at the Columbia Graphophone Co. Many foreigners in the shipyards, with plenty of money, are eager to buy records of the songs and dances of their different countries. The sales people are kept busy attending to this class

of customers, which is steadily increasing. The Columbia is fortunate in having the services of Miss Olga B. Moreland, who is especially well qualified to handle the foreign custom, as she speaks French, Italian and German and can translate nearly every language satisfactorily for customers.

The Lucas-Seiberling Music Co. is doing a good talking machine business. While a number of young men employed in this store have gone to war their places have been supplied by capable young women. Miss Ruth Flannery is now in charge of the phonograph department and is filling the position very acceptably.

Okeh and Emerson records are becoming popular in Portland. The Sahlstrom Music Co. is selling great quantities of them. The Stradivara phonograph carried by this company has also been well received in Oregon. L. E. Gilham, manager, says business is very satisfactory.

A number of used talking machines which have been taken in exchange for the Sonora phonograph are offered at very reasonable prices at the removal sale of the Bush & Lane Co. The company will carry nothing but new stock to their new store in the Eilers Building, to which they will move on October 10.

Louis Older, who has been connected with the Columbia Graphophone Co. for a long time, has resigned his position as assistant manager and entered the automobile business.

L. C. Callahan, manager of the Columbia Dictaphone department, has returned from the training camp at Eugene, Ore. Mrs. Callahan is assisting him in the office, and should Mr. Callahan be called to war she will be able to keep on with the business. Mr. Callahan is waiting for a call to the officers' training camp at Camp Pike, Little Rock, Ark.

G. Guy Wakefield, of the Wakefield Piano Co., is very much gratified with the success of the Brunswick talking machines. Sales are very frequent and high-grade machines are preferred.

The Hyatt Talking Machine Co. is now occupying its handsome new store on Alder street. The store is in a most desirable location and is finely equipped and handsomely furnished. Mr. Hyatt is making arrangements for an opening very soon, which will be an event of prominence in the social and musical world of Portland.

C. A. Newman, in charge of the talking machine department of Graves Music Store, says the September business has been excellent.

Major I. Lowengart, chairman of the military relief committee of the Red Cross, Portland, Ore., has asked for phonograph records for the sailors on the "Western Coast," "Western Plain" and "West View," newly built ships. The dealers are very generous in giving records to the Red Cross for all purposes, and the citizens of Portland will no doubt supply the vessels with the desired records.

**COMMISSION FOR KENNETH R. MOSES**

Kenneth R. Moses, formerly sales manager for the Amberola line of Thomas A. Edison, Inc., has just received his commission as a second lieutenant in the Quartermaster Corps. Lieutenant Moses enlisted in May, 1917, as a private. He became a corporal—then a sergeant. With his appointment as a lieutenant came a transfer from Camp Wadsworth at Spartanburg, S. C., to Anniston, Ala., where he will be an assistant quartermaster at Camp McClellan.

**A. J. KENDRICK IN GOTHAM**

A. J. Kendrick, of the Chicago offices of the Brunswick-Balke-Collender Co., paid a visit to the New York headquarters of the company on a trip which combined business and pleasure. Mr. Kendrick was at one time a member of the New York staff.

**The "Brownie Grand"**

*"The Talking Machine with a Silvery Voice"*



Retail Price, \$150.00

*Specifications*

Unusually large, massive and handsome Cabinet made from the finest selected foreign and domestic hardwoods; size, 50 inches high, 23 inches wide and 24 inches deep; finished in a genuine piano polish, mahogany only. Has finest double spring motor; universal tone arm; playing perfectly any disc record made. Equipped with the latest style tone amplifier and modifier. Special resonant sound chamber scientifically constructed on acoustic principles. Unusually large record filing space.

Unusually liberal discounts to dealers, thereby insuring unusually good profits. Write us for full particulars—also about our exclusive agency in your territory.

**Jobbers Attention**

We make special machines under your own name, on contracts of sufficient size, when desired.

**GARVIN-BROWN CO.**  
2501-2503 N. Western Avenue  
CHICAGO, ILL.

**DEALERS**

Offset the Record Shortage!  
Keep Your Sales-Force Busy!  
Sell Our Language Records!



**French  
Spanish  
Italian**

ALSO  
**F.M.C. FRENCH  
MILITARY  
CONVERSATION**

Cash in now on the

**Language Phone Method  
and Rosenthal's Practical Linguistry**

It requires no scientific salesmanship to sell our records. The courses are so simply arranged that the demonstration satisfies the prospect. The French Military Course, 5 Double Discs, and Military Manual (Retail \$10.00) is ideal for Army, Navy, Red Cross

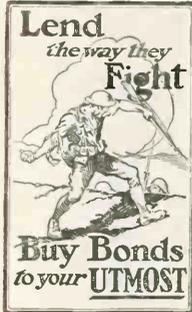
Our Display Signs Sell the Goods  
Send for Particulars—Prompt Delivery

**THE LANGUAGE PHONE METHOD**  
992 Putnam - 2 West 45th Street, - New York

## Machines Will be Mighty Scarce This Fall

Build up your record business; train your sales force to understand the tremendous value of a profitable record business and be prepared to give your patrons efficient service and maximum convenience.

## Van Veen Bed Set Booths



Will help you develop record business and enable you to give your customers 100% service.

*Let us show you how our booths can aid you.*

*Send for a copy of our catalog.*

Be a trade booster during war times; plan now for the future and your business will be in the front ranks when conditions become normal.

**Arthur L. Van Veen & Co.** 47 West 34th Street, New York  
TELEPHONE GREELEY 4749

## EARLY CHRISTMAS BUYING BEING URGED IN LOS ANGELES

Curtailment of Sales Forces Offered as Chief Reason for Spreading Holiday Business—Swaps Music for Undertaking—Retail Dealers Hear Talk on Advertising—General News

LOS ANGELES, CAL., October 5.—That there will be a great shortage this fall in all makes of talking machines is the opinion of all Los Angeles jobbers and dealers. Not that this will be anything new to them, for there has always been a scarcity of both records and machines during the holidays and several months preceding them. Some of the dealers have made trips East to see if they could pick up a few machines and records in addition to what they expect to get from their local jobbers. However, the Eastern jobbers do not seem to be any better off than the Coast ones, and the outlook is not very bright. One good thing that the shortage has brought about is that all Los Angeles dealers are making more cash sales and demanding larger initial and monthly payments on lease sales.

Owing to the inroads that the draft has made on the sales forces in Los Angeles, the Chamber of Commerce is advising the public to do its Christmas shopping during October and No-

vember. This will be a great help to the dealers as with their present inadequate forces any kind of a holiday rush would "swamp" them. Business is good in spite of the many demands made upon the people in other ways. Fear of the revenue tax has been the means of closing many pending deals. The sale of records seems to be on the increase, although the shortage on a great many popular and standard selections has been considerable of a handicap to the dealers. Business as a rule is good in Los Angeles, and the merchants are looking forward to a normal holiday trade.

W. A. Salsbury, of the talking machine force of the George J. Birkel Music Co., is leaving the trade in the near future to engage in the undertaking business. He is one of the best-known talking machine men on the Coast.

At the last meeting of the Retail Talking Machine Dealers' Association, E. E. Powell, a Western authority on scientific salesmanship and advertising, gave an interesting talk on advertising musical goods in wartime. Mr. Powell brought up many interesting and useful points in his talk and was thoroughly enjoyed by those present.

One of the notable events of the year is to be the California Liberty Fair to be held at Exposition Park October 12 to 26. Among the interesting exhibits will be those from the Southern California Music Co. and the Burnham Phonograph Co.

Joseph Carter, with the Southern California Music Co. for the last five years, has accepted a position with Sherman, Clay & Co., of San Francisco.

The Burnham Phonograph Co., located at Nineteenth and Los Angeles streets, in this city, is one of the newest companies to enter the field as makers of talking machines. They are making six models in cabinet form. Mr. Burnham has established a considerable number of agencies in southern California.

A unique window display is being shown by the Southern California Music Co., 332 South Broadway. It is an exact replica of a dugout from information given by D. W. Griffith and members of his staff, who visited the battlefields of France in the preparation of his photo drama, "Hearts of the World." The dugout is complete in every detail, down to the famous

"buckboard" and camouflaged top. Within the dugout are found telegraph instruments, bunk and various war accoutrements, such as would be expected were one to pay a visit to the front. On the crudely fashioned table will be found copies of the "Stars and Stripes" and "Plane News," two publications gotten out by the soldiers in France. A window card also calls attention to the fact that the boys at the front need music. The local Red Cross is making a drive for musical instruments, records, sheet music, etc., and those having such articles to donate may leave them at the store, and they will be delivered to the proper authorities.

J. A. Frye, Victor factory representative from Camden, is in Los Angeles on a tour of inspection.

John Miller, road representative for Sherman, Clay & Co., of this city, has been called into service and is now stationed in San Diego.

The Stage Woman's Relief Society of Los Angeles recently purchased through the Southern California Music Co. a nice Victrola X for the U. S. "Schley," which has been lying in the harbor at San Pedro for the last two weeks. The crew were delighted with their beautiful gift. Mrs. Mason, wife of "Smiling Billy Mason," of "movie" fame, was the purchaser.

Barker Bros. have started their weekly Wednesday afternoon concerts for the season in their recital hall.

The Wilcy B. Allen Music Co., 415 South Broadway, have taken the agency for the Brunswick phonograph and in the future will handle a full line of that make. Harold Jackson, their manager, reports the sale of three machines for Christmas delivery.

Through the medium of the local association of talking machine dealers an exchange has been arranged whereby a dealer with an overstock on certain numbers can exchange them with another dealer for selections that he is probably out of. This plan has worked out to advantage for all parties concerned.

All of the talking machine houses have rallied to the call for the Fourth Liberty Loan drive, and several of them have gone "over the top" already and the others will soon follow suit.

## LOOKS FOR LARGE HOLIDAY DEMAND

Thomas Anderson, the enterprising furniture dealer of 717 Manhattan avenue, Brooklyn, N. Y., who represents the Sonora phonograph, reports a very active business in these instruments, and anticipates a large holiday demand. Mr. Anderson also carries a very extensive and complete stock of Pathé records and Pathé phonographs.

The more bonds you buy the fewer boys will die.

**The Mutual**  
TONE ARMS & SOUND BOXES

**Dealers**

If you want the best, be sure that the machines you handle are equipped with

**MUTUAL**  
TONE ARMS AND SOUND BOXES

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

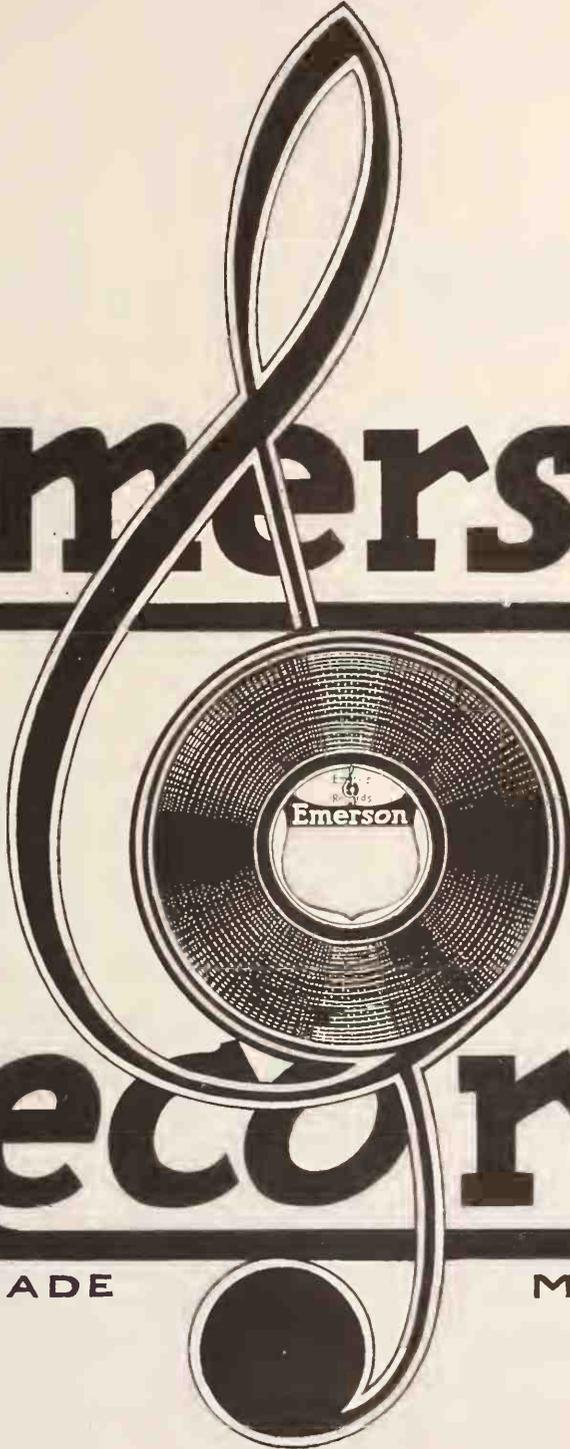
**The BEST TALKING MACHINE NEEDLE**  
On the Market—Packed in Counter Salesman

50 Needles to a box and they retail at 10c. per Box.  
60 Boxes to a package \$6.00.  
This package costs you \$3.90 net.  
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

**The Fred. Gretsch Mfg. Co.** 60 Broadway  
Brooklyn, N.Y.  
Manufacturers of Musical Instruments  
Canadian Wholesale Agent, H. A. BEMISTER  
10 Victoria St., Montreal, Can.

▪ The new large size ▪

# Emerson



# Records

TRADE

MARK

*Retail at 75 cents*

**Emerson Phonograph Company** INC.

3 West 35th Street

New York

Boston, 80 Boylston St.

Chicago, 7 E. Jackson Boulevard

Emerson  
Phonograph  
Company, Inc.  
3 W. 35th St., N. Y.

Please send me  
information about the new  
large size Emerson Records.

Name .....

City .....

State .....

**DEALERS IN BALTIMORE TAKING ON VARIOUS NEW LINES**

**Endeavor by That Means to Overcome Increasing Stock Shortage—Epidemic Serves to Postpone Meeting of State Dealers—Columbia Line for The Hub—Other News**

BALTIMORE, Md., October 4.—August proved a good month for the retail dealers in the Baltimore district in talking machines, but not quite so good with the jobbers. This was due to but one cause, and that the lack of goods to take care of the ever-increasing demands. Dealers who have been handling certain exclusive lines for years sought other markets to obtain new lines during the past month, but did not meet with very much success. Those jobbers who had a fairly good supply of goods declined to take on any new lines unless the demand came from real high-class dealers with strong financial backing. Even then many of the jobbers insisted on first taking care of their old-established trade before looking after any new customers.

Phenomenal record business was reported in all quarters. But many sales were lost because many dealers failed to interest their callers in what they had in stock. Those dealers who sought to have their sales folks entertain and be courteous to callers when out of goods will surely benefit by this policy. Your correspondent witnessed several sales people merely reply "no" to a demand for certain records, but later saw a live and wideawake salesman entertain a customer with another record when he went to look for the record asked for, knowing at the same time that he did not have what was wanted. In this manner a number of records were sold and customers no doubt made for a firm that were lost by the other people.

The meeting of the Music Dealers' Association of Baltimore, which was scheduled for tonight, was called off because of the rapid inroads made by the Spanish influenza, which seriously crippled many of the firms during the past ten days. This meeting, which was planned to bring together all branches of the music trade, will be held at some future date. Joseph M. Mann, president of the association, was ill in bed during the entire week, and because of that fact and that other members were ill, the meeting was postponed.

Plans are already under way in Baltimore by some of the dealers to take an active part in the "Slacker Record Week," which is planned for October 26. These idle records will be gathered together and shipped to the various cantonments

in the vicinity of the city, there being close to 75,000 troops quartered within a short distance of this city at the various cantonments. Manager A. B. Feder, of the music department of Hecht Bros. Co., West Baltimore store, has already started to work on this plan. Others are expected to drop into line rapidly.

Those firms having machines are getting extraordinarily good terms and many cash sales are reported continually. The scarcity of goods has made the dealers realize that it is useless to sell anyone that desires a machine, unless they happen to be able to either pay cash, or make good payment and are of good financial standing.

An interesting announcement is that of the taking on of the Columbia line by the music department of The Hub, of which M. J. Rogers is manager. Manager Parks, of the local Columbia Co., put over a good deal in bringing this firm back in line, for this department at one time carried Columbia. Then it became an exclusive Victor dealer and now sells both the Victor and Columbia machines and records. This department has just been moved to a new section of the building, and it has plenty of booths for displaying.

Business with the Columbia Co. here during the month was phenomenal, according to William S. Parks, the local manager. When August closed there was not a single machine of any design left in the Baltimore headquarters except an old period model in the manager's office. The firm also made a large shipment of records and closed the largest month's September in the history of the branch. During the month Mr. Parks made a trip to Charlotte, Raleigh, Richmond and Washington. He also visited New York and managed to get some goods started to his branch. George W. Hopkins, general sales manager of the Columbia, was in Baltimore during the month and attended a sales meeting of the branch. He said he was well pleased with the way things were going here. W. C. Kobin, who is in charge of the Dictaphone department for Columbia, came to Baltimore, talked Dictaphones to that branch here, and September proved to be the best sales month the Baltimore office has had to date. J. C. Nace has been placed in charge of the rec-

ord department of the company and succeeds H. Z. Bangs, who resigned to enter other business.

Homer L. Kitt, of the Arthur Jordan Piano Co., Columbia and Victor dealers, was a visitor to Columbia headquarters during the month. Mr. Tesh, of Rominger Furniture Co., Winston Salem, N. C.; Henry Resch, of the M. M. Crockin Co., Inc., Portsmouth, Va.; and I. K. Hunter, Washington, were also visitors.

J. B. Ivy, of J. B. Ivy & Co., Charlotte, N. C., was in Baltimore during the month and has just signed a Columbia contract.

W. C. Roberts, of E. F. Droop & Son's Co., Victor distributors, reports a fine retail business at the Baltimore headquarters, but a falling off of the wholesale business because of lack of goods to handle the demand. Mr. Roberts made several trips to New York, Camden, N. J., and Philadelphia during the month in quest of goods, but without much success. Mr. Roberts managed to get in a good shipment of "Smiles" and "Baby's Prayer at Twilight," both of which are big sellers, and these shipments managed to keep the right side of the ledger in good shape. Visitors to the Droop salesrooms from out-of-town included D. W. Branch, Petersburg, Va.; W. Newman, Chestertown, Md.; Max Levy, Norfolk; Mr. Gewehr, of the Gewehr Piano Co., Wilmington, Del.

Cohen & Hughes, Victor distributors, report business only fair with the loss of many sales because of lack of goods to fill orders. During the month I. Son Cohen, of the firm, spent most of his time visiting Camden and other points in an effort to get goods, but without much success. Visitors to the firm included Mrs. Walrath, manager of the music department of the Kaufman stores; Mr. Caulfield, of Burk, Helm Co., Norfolk; Max Levy, Norfolk, Va.

Jesse Rosenstein, for the National Piano Co., returned this week from a visit to the Pathé headquarters and hopes to be able to get a big shipment of instruments shortly. Miss Hartung, head bookkeeper of the firm, is seriously ill with the grip. Business with the firm is good.

W. L. Loomis, manager of the Victrola department of Hochschild, Kohn & Co., has just returned to his office after a serious spell of illness.

Many members of the talking machine trade, both employers and employes, are suffering from some form of influenza these days.

For Gen. Foch and Freedom—buy Bonds.

**Lyon & Healy Piano Polish and Machine Oil Have No Equal**

Is especially adapted for restoring and preserving original lustre on Pianos Talking Machines Fine Furniture Automobiles and all Finished Surfaces



When Properly Applied Perfect Results Guaranteed

Safe for the Finest Finishes

Requires no Shaking of Bottle

Write for special prices in Gross and Gallon lots.

Prevents Rust Will not gum Contains no acids

Spring Bottom Spout Can



No. 76

Indispensable for Lubricating Friction Parts on Pianos Talking Machines

Useful for many purposes, one dozen in a package, \$1.20 per dozen. Retail price, 20c. per can.

Everything known in Music



CHICAGO

Neatly packed in attractive display case containing 12 bottles, \$2.65 per dozen. Retail price, 50c. per bottle.

**REST ROOM FOR MEN IN SERVICE**

**Edison Shop Arranges Second Floor of Edison Building for This Purpose**

A rest room for soldiers, sailors and marines, under the direction of the Mayor's Committee of Women on National Defense, has been opened on the second floor of the Edison Building at 473 Fifth avenue. It is directly opposite the Public Library and is known as the "Edison Shop." Edward C. Boykin, general manager of the Edison Shop, gave the room to the Mayor's committee and has installed two Army and Navy phonographs. The latest magazines are on file. Lounges at either end of the room are equipped with reading lights. There are three writing tables.

"Observing the thousands of sailors and soldiers who visit the canteen across the way and then stroll aimlessly up and down Fifth avenue," said Mr. Boykin, "I thought they might like this room to read and write in. It will be cold soon and the men can well use a warm place of this sort."

**REMOVE TO NEW QUARTERS**

**The Sona-Tone Phonograph, Inc., Now Located at 322 Livingston Street, Brooklyn**

The Sona-Tone Phonograph, Inc., manufacturer of the Sona-Tone phonograph, has moved its executive and sales offices from 3429 Broadway, New York, to 322 Livingston street, Brooklyn, N. Y. At the latter address the company has adequate space for the presentation of its line and the salesrooms are being arranged to afford visiting dealers an opportunity to thoroughly test the constructional qualities of the Sona-Tone phonograph at their convenience. The location of the new salesrooms is very desirable, as they are located near the Nevins street subway station and can be reached from Wall street in about five minutes.

The company's factory is now located at 691 Bergen street, Brooklyn, N. Y., where the plant is working to its limit to keep pace with the demands of the dealers. Automobile delivery truck facilities have been arranged to give the New York City district quick and efficient service as well as to provide for speedy deliveries to the express offices for out-of-town shipments. Sona-Tone dealers report an active demand for this phonograph, which, judging from the letters received at the executive offices, is giving excellent service.

**SOME RECENT COLUMBIA VISITORS**

Among the visitors this week at the executive offices of the Columbia Co. were R. R. Sparrow, assistant manager of the Columbia Co.'s Atlanta branch, and M. C. Perkins, assistant manager of the Boston branch. Both of these visitors spoke optimistically of the business situation in their respective cities and made a unanimous plea for the shipment of merchandise.

George W. Hopkins, general sales manager of the Columbia Co., returned this week from a visit to the company's Buffalo and Toronto headquarters. The business situation in Canada is splendid and James P. Bradt, who is in charge of the Columbia Canadian business, is achieving remarkable success in putting Columbia product "over the top."

J. D. Elliot, manager of the talking machine department in the Shepard Co.'s store, Providence, R. I., was another caller at the Columbia offices this week, bringing with him pleasing reports of the business being closed by this well-known house.

George W. Hopkins, general sales manager of the Columbia Co., made a flying visit the end of last month to the Philadelphia and Baltimore branches of the company, where he attended and addressed informal meetings of the sales organizations of these two branches in his usual inspiring manner.

**With Cabinet Machines Scarce—**

and small "Victrolas" being strongly advertised, you have a most unusual opportunity for selling "Converto" Cabinets. It is better business for you to sell a small "Victrola" and Converto Cabinet than to try to substitute some other cabinet machine—because you know a genuine Victrola will satisfy and has the public confidence.



Patented December 11, 1917

**TALKING MACHINE CABINET**

This Patented cabinet is *your opportunity*. It fits present-day needs of customer and dealer as nothing else does! Write or wire your wholesaler for prices and particulars.

**The C. J. Lundstrom Mfg. Co., Little Falls, N. Y.**

**NOTICE: Lundstrom Converto Cabinets are broadly covered by patents. Infringement will be promptly prosecuted.**



Setting Victrola into Cabinet

Sound Doors Open for Playing

**Converto Wholesalers**

- |                      |                                  |                       |                              |
|----------------------|----------------------------------|-----------------------|------------------------------|
| Austin, Tex.....     | The Talking Machine Co. of Texas | Newark, N. J.....     | Price Talking Machine Co.    |
| Baltimore, Md.....   | Cohen & Hughes                   | New York, N. Y.....   | Emanuel Blout                |
| Birmingham, Ala..... | E. F. Droop & Sons Co.           | Omaha, Neb.....       | S. B. Davega Co.             |
| Boston, Mass.....    | Talking Machine Co.              | Peoria, Ill.....      | Mickel Bros. Co.             |
| Burlington, Vt.....  | Oliver Ditson Co.                | Philadelphia, Pa..... | Putnam-Page Co., Inc.        |
| Butte, Mont.....     | American Phonograph Co.          |                       | The George D. Ornstein Co.   |
| Chicago, Ill.....    | Orton Bros.                      |                       | Penn Phonograph Co., Inc.    |
| Cincinnati, O.....   | Lyon & Healy                     | Pittsburgh, Pa.....   | H. A. Weymann & Son, Inc.    |
| Cleveland, O.....    | The Rudolph Wurlitzer Co.        |                       | W. F. Frederick Piano Co.    |
| Columbus, O.....     | The Collister & Sayle Co.        |                       | C. C. Mellor Co., Ltd.       |
| Dallas, Tex.....     | The Perry B. Whitist Co.         |                       | Standard Talking Machine Co. |
| Denver, Colo.....    | Sanger Bros.                     | Richmond, Va.....     | The Corley Co., Inc.         |
| Elmira, N. Y.....    | The Knight-Campbell Music Co.    | St. Paul, Minn.....   | W. D. Moses & Co.            |
| El Paso, Tex.....    | Elmira Arms Co.                  | Syracuse, N. Y.....   | W. J. Dyer & Bro.            |
| Kansas City, Mo..... | W. G. Walz Co.                   | Washington, D. C..... | W. D. Andrews Co.            |
| Milwaukee, Wis.....  | I. W. Jenkins' Sons Music Co.    |                       | The Whitney & Currier Co.    |
|                      | Schmelzer Arms Co.               |                       | Cohen & Hughes               |
|                      | Badger Talking Machine Co.       |                       | E. F. Droop & Sons Co.       |



CHICAGO

## Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

ATLANTA

SEATTLE



TORONTO

# OKEH RECORDS

### NOW READY FOR IMMEDIATE DELIVERY

A straw shows the way the wind blows

The special release of the four biggest sellers on the market, and the extra big runs to supply the great public demand, show the kind of service you get on

## OKEH RECORDS

These four and many other numbers ready!

- 1074 { **Oh! How I Hate To Get Up in the Morning!**  
*(Irving Berlin) Irving Kaufman*  
 The big hit of Yip, Yip, Yaphank. One of the best war comics with a swinging marching tune.
- 1074 { **Good Morning, Mr. Zip, Zip, Zip**  
*(Lloyd) Arthur Fields*  
 A rollicking, catching, nonsensical, enjoyable comic. You can't get it out of your head and yet it gets in your feet.

- 1072 { **I'm Sorry I Made You Cry** *(Clesi) Irving Kaufman*  
 Probably the best seller of the kind on the market.
- 1072 { **I Hate To Lose You**  
*(Clarke-Gottler) Elaine Gordon*  
 If getting used to a person is love, then this is a love song.

- 1086 { **Smiles** *(Callahan-Roberts) Ruth Lenox and Franklin Kent*  
 "There are smiles that make you happy."—This great contralto and baritone duet is one of them. A great popular favorite and a big seller.
- 1086 { **Since I Met Wonderful You**  
*(McDonough-Hubbell) Sam Ash*  
 Mr. Ash has one of the best recording voices and he certainly puts it over in the big hit of the "Kiss Burglar."

- 1073 { **When You Come Back**  
*(George M. Cohan) Sterling Trio*  
 Mr. Cohan sends a great message to the boys over there—a message backed by America, One Hundred Million strong.
- 1073 { **Hearts of the World** *(Costello-Casey) Charles Hart*  
 A tender war ballad that introduced every performance of Griffith's great picture, "Hearts of the World."

LOOK at the list of late records shown in the back of this copy of the Talking Machine World

WRITE for complete catalog

## OKEH RECORDS

### NOW READY FOR IMMEDIATE DELIVERY



CHICAGO

## Otto Heineman Phonograph Supply Co.

INCORPORATED

25 WEST 45th STREET, NEW YORK

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

ATLANTA

SEATTLE



TORONTO

Longer evenings now — cooler weather.  
Folks are staying indoors after supper.  
That spells B-U-S-I-N-E-S-S to live dealers.

Columbia Graphophone Co.  
NEW YORK



## TALKING MACHINE MEN FORM A LIBERTY LOAN LEGION

At Enthusiastic Meeting on October 7 Under the Auspices of the Allied Music Division Members of the Trade Pledge Themselves to Work for a New High Record in Bond Selling

More than seventy-five members of the talking machine industry assembled in the meeting rooms of the Merchants' Association on Monday afternoon, October 7, to attend a meeting which was called by the Allied Music Committee to form a volunteer army to work in behalf of the talking machine interests in the Fourth Liberty Loan. Roy J. Keith, chairman of the wholesalers' division of the Talking Machine Committee, arranged the details for the meeting, which was successful beyond expectations and which indicated that every member of the talking machine industry will work indefatigably to bring the total for the Talking Machine Committee far over the prescribed quota.

Mr. Keith presided as chairman at the meeting on Monday, and as the first speaker introduced Morris K. Parker, a member of the Central Liberty Loan Committee, who is directly responsible for the success achieved by the members of the Rainbow Division. Mr. Parker gave an interesting talk regarding the different features of the loan and emphasized the fact that the members of the industry in securing subscriptions for the Fourth Liberty Loan should "do it and do it now" and "keep the bonds sold," and that every volunteer should impress upon the purchaser of bonds in this loan the importance of keeping the bonds and not disposing of them unless absolutely necessary.

Lieutenant Gitz-Rice, of the Canadian Army, who spent three years in the trenches "over there" as a member of the First Canadian Contingent, gave an interesting talk regarding the work of the boys in the trenches. Lieutenant Gitz-Rice, who is also well known in musical and theatrical circles, made a stirring appeal in behalf of the loan and favored the audience with the rendition of his famous popular song "Keep-Your Head Down, Fritzie Boy."

Mark P. Campbell, chairman of the Allied Music Committee for the Fourth Liberty Loan, was the next talker and gave a straight-from-the-shoulder address, telling the members of the talking machine industry that the Liberty Loan Committee had adopted as a slogan "Music Maintains Morale" and suggesting that this slogan be used wherever possible. Mr. Campbell, during the course of his address, pointed out that Great Britain had listed the four essentials of life in the following order: food, shelter, clothing and music, and that this recognition by England of the importance of music is reflected in the entertainment afforded the English Tommies in camp by every form of music that is possible.

The surprise of the afternoon was the introduction of Private Shay, of the Fifty-ninth Regiment, Brooklyn, N. Y., who returned from abroad a few weeks ago in order to help the Liberty Loan Committee put this loan "over the top." Private Shay, who is one of General Pershing's veterans, participated in the fighting

at Chateau-Thierry and Soissons, and, although wounded several times, persisted in returning to the front until he was finally ordered to a base hospital, from which he left for New York to help the Liberty Loan officials. Private Shay spoke at length upon the tremendous value of music to the boys at the front, giving numerous instances which indicated that music certainly maintains morale among the fighting men and keeps the boys in good spirit. His address was enthusiastically received by the members of the industry, who, after listening to some of the atrocities committed by the Huns, were in a mood to go out and solicit subscriptions for the Fourth Liberty Loan that would complete the industry's quota within twenty-four hours.

J. Newcomb Blackman, vice-chairman of the Allied Music Committee and directly in charge of the talking machine division, gave a splendid talk on the details of the Liberty Loan work being done by the talking machine division, and asked the members of the trade to get together and co-operate efficiently in order that the industry may go on record in Washington as 100 per cent. plus in the Fourth Loan. Mr. Blackman gave full details regarding the work cut out for the volunteers and his interesting and

inspiring talk was most heartily applauded.

Harry McClaskey, well-known tenor, who records for many of the leading companies, was a guest at this meeting and favored the audience with several selections; the meeting coming to a close with the singing of the "Star Spangled Banner."

### PHONOGRAPH INSPIRED HIM

MILWAUKEE, Wis., October 5.—The phonograph can inspire patriotism, it seems, for according to First Sergeant Henry W. Schwab, son of G. F. Schwab, 2229 Center street, his war enthusiasm dated back to 1904, when a phonograph first entered his home.

"I used to listen to the patriotic records and it just made me want to be a soldier," said Sergeant Schwab, who is visiting in Milwaukee. He is in charge of the marine recruiting office at Cleveland and has been in service since December, 1904, seeing action in Cuba and Porto Rico. For seven years he was in the Quartermaster's Department.

### TALKING MACHINE MEN TO MEET

The regular monthly meeting of the Talking Machine Men, Inc., will be held in the assembly rooms of the Bush Terminal Building, 130 West Forty-second street, at 2 p. m. on Wednesday, October 16.

## Prepare for Easy Handling

### Insure Perfect 'Delivery

"Khaki" Moving  
Cover, Felt-padded,  
Fleece-lined, Quilted,  
Strongly Sewed.

No. 804

Price \$7.00

Mention style of Machine when ordering.

**JOBBERs:** Write for special offer.

**LYON & HEALY**

::

::

**CHICAGO**



Heavily  
Padded  
with  
Substantial  
Felt

## Days of Certainty and Uncertainty



THESE are days of certainty and, too, days of uncertainty. Certainty that we are going to win this war, cost what sacrifice it may. We are going to win it, because we have set that task for ourselves and it is not the spirit of America to leave such a job unfinished.

Uncertainty, that we do not know from day to day just how the tide of events is going to affect this, our business.

Uncertainty, because we cannot follow certain business policies, which during times of peace would be a simple course. We cannot, because of the bigger business.

But certainty, that we are going to do our best to keep our "home wheels" turning, for we believe that to be a big part of the day's programme.

And certainty again, that we feel deeply our responsibility, our part, of the bigger business and are backing it and stand ready to back it to the very limit of our strength, our ability and our resources.

Cordially yours,

Vice-President

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

*Manufacturers of the Stephenson Precision-Made Motor*

TREMENDOUS DRIVE FOR "SLACKER" RECORDS COMING

Members of National Phonograph Record Recruiting Corps Hope to Gather at Least 1,000,000 Records From Public for Distribution Among Soldiers and Sailors

The week of October 26 to November 2, designated as "Slacker Record Week," will mark seven red-letter days in the social and musical life of the several million soldiers and sailors who go toward making up Uncle Sam's quota of fighting strength in the great world war.

During these seven days the National Phonograph-Records Recruiting Corps will comb the country from end to end in search of slacker

ica respond with a never-ending stream of records, needles and instruments.

Indeed, the military authorities attach so much importance to the matter of music in the building up of the soldier's morale that Major-General Franklin J. Bell has accepted the honorary chairmanship of the movement to mobilize all the available phonographic music power of the country, while the Advisory Board is made up



Enjoying Talking Machine Music in Camp Community House

records, idle needles, phonograph instruments that aren't working, and every one of such that is located will be promptly reported to the organization's headquarters at 21 East Fortieth street, New York, which will in turn see that it is sent into the much-needed service of its country.

For that, briefly, is the mission of the movement supported by a number of prominent people—to get every idle phonograph, disc and needle out of the homes of the country and into the camps and training stations at home and abroad; into the hospitals and battleships; into the dugouts and, yes, even into the trenches, right under the noses of the big guns themselves.

For in all these places, say the greatest military authorities, there is a crying need for canned music. And in the vast majority of these places, declare the same authorities, the dearth of the canned music commodity threatens to increase out of all proportion to the supply unless the patriotic phonograph "fans" of Amer-

D. Baker, Mrs. Franklin K. Lane, Major-General Thomas H. Barry, Enrico Caruso, Madame Galli-Curci, John McCormack, Madame Schumann-Heink, Major-General Hugh L. Scott, Lieutenant John Philip Sousa, Miss Ida M. Tarbell, and a hundred and fifty other men and women of equal prominence in the social, military, musical and public life of the nation.

In five hundred cities and towns throughout the country local committees are already at work to make "Slacker Week" a memorable occasion, not only for its resultant effects upon the morale of camp life whether at home or overseas, but as an earnest of the desire of the American public to "do its bit" if necessary ten times over.

Dealers desiring to co-operate will be heartily welcomed to the fold. Get in touch with headquarters in New York. The movement merits the support not only of the public but of the retailers who can thus find an avenue for real service.

LIBERTY LOAN ISSUE OF "NEWT'S"

Frank T. Nutze, of Stephenson, Inc., Writes Touching Story to Show Why Every Man Should Do His Utmost in Subscribing for Bonds—What a Spartan Mother Is Doing

Frank T. Nutze, secretary of Stephenson, Inc., well-known motor manufacturers, who contributes much of interest to the columns of the company's house organ, "Newts," has given over the September issue to the following touching and characteristic Liberty Loan story from his own pen. It is a story that should result in substantial additions to the Liberty Loan subscription list from all those who are privileged to read it. Under the title "The Gold Over the Blue," Mr. Nutze writes:

"Frequently on my trips between the Big City and Washington—Washington, N. J.—I pass a little white house alongside a certain part of the way. It lies at the foot of a hill, and in front of it there is a brick wall and a green, velvety lawn slopes down to this wall. And always, as I pass, in the sitting room window I see a dear little gray-haired woman, and always she sits there, rocking and knitting, rocking and knitting. And in this window there hangs a service flag, with just one star in the center . . . and I know that she knits for her boy, her boy 'over there.'

"And two weeks ago I again passed along this way and passed the little white house at the foot of the hill. And I saw her there in the sitting room window, rocking and knitting, rocking and knitting. And the service flag was in the window, too, but there was a gold star over the blue and only the edges of the blue did show . . . and she sat there rocking and knitting, now for some other boy 'over there,' for hers, her boy, had made the supreme sacrifice. And I knew that her sorrow was sweetened by the thought that she had been able to make the greatest contribution of all—her boy.

"Brother, we can't all make that contribution—the greatest contribution of all. That honor is only for the comparative few. But we can help. And to-day, right now, our country calls upon us for that help. It calls upon us to lend our dollars. It called upon that little gray-haired woman to make the greatest contribution of all, her son, and she answered, faithfully and nobly. It called upon her boy to give his all, his life, and he answered bravely and fearlessly. And now it calls upon us. Answer it quickly, brother, quickly and generously. Answer it to-day with a full heart, that the curse may be driven from the land and this hell's work done for evermore."

The VIVITONE

Sample free

to any dealer. Hundreds of dealers who seek to sell goods that surely create Good Will have taken advantage of this offer. You, too, will find an eager response from the buying public. Write on your letterhead for Dealers' Proposition and we will send free sample at once. It is a staple and an easy seller.

VIVITONE

The Vivitone Controller produces a vivid, pure and vibrant tone. It is a tube inserted into the needle post of the sound box. Then the steel needles are inserted and may be withdrawn in the usual manner.

The Controller eliminates all blasting, harsh and strident effects of the steel needles. A heavy or loud needle is preferably used, as this reproduces the true color and value of the tone of instrument or voice.

Favorite records take on new Richness of tone with the use of the Vivitone. It can be used with all phonographs that use either ordinary steel or Tungsten needles.

To demonstrate it is to change a prospect into a buyer. Remember there are ten million phonograph owners who are prospective buyers.

Each package contains four tubes which will play thousands of records and retails for 50c. Very liberal discount to dealers.

Vivitone means live tone and is rightly named. It does NOT deaden the sound if rightly used. Victrolas, Columbias and Vocalions sound better. Instrumental and vocal selections are improved. The mechanical sounds disappear. The controller plays several thousand records. No argument is needed—just a demonstration. Every record buyer is your prospect.

VIVITONE CONTROLLER COMPANY

400, 401, 402 BELL BLOCK

CINCINNATI, OHIO

**URGES PEACE PREPARATION**

Senator Weeks Proposes a Congressional Reconstruction Committee

WASHINGTON, D. C., October 8.—Creation of a special Congressional committee on after-the-war reconstruction is proposed in a resolution introduced to-day by Senator Weeks of Massachusetts. He said the end of the war might come sooner than many expected, and that the country should be prepared with a program to meet the situation.

"At the end of the war," said Senator Weeks, "we are likely to have a merchant fleet larger than that of any country in the world. We have constructed some of the greatest shipbuilding plants in the world, and it is probably safe to say that those will have a capacity under after-war conditions sufficient to build and repair the merchant fleets of the civilized world. What are we going to do with these shipyards?

"What are we going to do with all the manufacturing plants and other establishments created for war purposes, the machinery for which

may or may not be available for after-war production? What are we going to do with the millions of war workers now employed and who will find themselves out of employment at once when peace has been declared? The Government must take some action to protect these war workers."

**UNUSUAL TEST FOR THE NEW EDISON**

That the new Edison is capable of standing up under extraordinary strain is evidenced by the performance of an instrument at McDaniel's Restaurant, Newark, O. This instrument was installed some twenty-one months ago and has been continually used, night and day, ever since. Figuring conservatively, at one hundred Reproductions played each and every day for the full period of twenty-one months, it will be seen that over sixty-three thousand pieces have been played by this instrument. A performance like this is worthy of commendation. The instrument to-day is in perfect condition, flawless in every particular, and during the entire period it has not needed nor had repairs of any kind.

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

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

**SOME QUERIES AND ANSWERS**

September 25, 1918.  
Talking Machine World Repair Column:

I have had trouble with Victrola 6 winding shafts breaking off in the winding key—is this caused by defective parts or lack of oil? Have sent motors to our distributors and had new winding shafts put in and they break off in the same way. Can you tell us anything we can do to prevent this?

M. S. G. Co., New York.  
ANSWER—If you replace motor in cabinet without putting the rubber or felt washers on the motor board screws, between the cabinet lid and motor casting, the result will always be broken winding shafts. These little spacing washers bring the winding shaft and hole in winding key escutcheon into correct alignment and should never be left out in replacing a motor.—A. H. Dodin.

September 10, 1918.  
Talking Machine World:

Can you tell me where to obtain a list of the sizes and lengths of main springs used in different talking machine motors?

N. Steel Co.  
ANSWER—Do not know of any list other than one published by the "Voice of the Victor"—the trade paper of the Victor Talking Machine Co.—giving the lengths and widths of all Victor main springs.

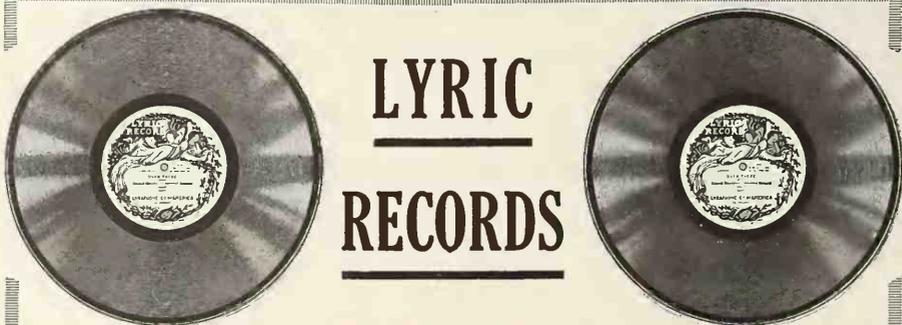
September 20, 1918.  
Editor Talking Machine World:

Dear Sir—Can you tell us where to get the wax preparation used on sound boxes where the needle arm touches the mica? We have tried beeswax, but it seems to be too soft. Also would like to know if it is necessary to put this wax on both sides of the mica.

L. Kremer.  
ANSWER—Mix two parts of beeswax and one part rosin—heat this mixture until it will run and stir together thoroughly and the result should be a good mixture which will not be hard enough to crack or soft enough to spread when touched. It is not absolutely necessary to place wax on both sides of the mica. The wax is placed at this point to make a positive airtight connection.

**ATTRACTIVE ANNA CASE WINDOW**

An Anna Case window display at the Edison Shop, New York, recently, despite its simplicity, attracted an unusual amount of attention. The display consisted of one large photograph and twelve small photographs of Miss Case, set off by pieces of plush, with appropriate signs asking the public to step in and hear the Reproductions of her voice on the New Edison.



*An immediate opportunity for the progressive dealer*

**LAY IN A STOCK OF LYRIC RECORDS**

**They sell themselves  
and sell your machines**

**LYRIC RECORDS** appeal because of their wonderful natural tone and musical quality—and because there is no surface scratch.

**LYRIC RECORDS** can be played without an attachment on all machines equipped with the universal tone arm; and on old-style machines, by using a standard attachment.

**THE LYRIC CATALOGUE** includes all that is best in the world's literature of standard songs, operatic arias, instrumental solos, band and orchestra records, etc.

**NEW BULLETINS** issued monthly, giving the best of the new song hits and dances.

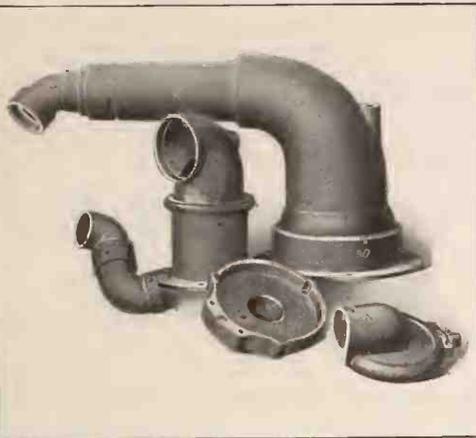
*Inquire of Your Jobber*

OR WRITE TO

**Lyrhone Company of America**  
*Manufacturers*

12-14 WEST 37th STREET NEW YORK, N. Y.

**SCHUBERT**  
**Double Disc RECORDS**  
A \$30 Record Investment Starts YOU with complete, up-to-date list of Popular Vocal and Instrumental Selections  
**10-INCH DOUBLE DISC**  
20 to 30 New Selections Monthly  
We guarantee you against loss of Record Investment.  
*Liberal Discounts Send for Details*  
**BELL TALKING MACHINE CORPORATION**  
(Record Department)  
44 WEST 37th STREET, NEW YORK, N. Y.



# DOEHLER DIE-CASTINGS

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

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

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

## DOEHLER DIE-CASTING CO.

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

### RAISE OVER FOUR MILLIONS AT LIBERTY LOAN RALLY

Talking Machine Men Play Prominent Part in Success of Demonstration of Allied Music Trades at Carnegie Hall, New York—Caruso, Galli-Curci, McCormack and Heifetz Appear

It took active work on an adding machine to keep track of the Liberty Loan subscriptions that poured in at the great rally and concert of the Allied Music Division, Fourth Liberty Loan, at Carnegie Hall, New York, on Monday night, September 30, and when, after an hour of excitement, the officials called a halt, a total of over \$4,000,000 in subscriptions was announced. It topped the rally last spring by over \$1,500,000, and the amount subscribed is held to be the largest ever realized at any single gathering in this country since the beginning of the war.

Individual subscriptions came so fast that it

The sum total of the concert is that the Allied Music Division succeeded in passing its quota mark of \$4,000,000 within three days after the official opening of the drive, and with nearly

sion, who arranged the details of this event.

Arthur Pryor's American Band opened the program with the playing of a number of popular selections, and then as the spotlight fell upon a detail of marines and bluejackets with bayonets fixed crouched about the flag in its defense, John McCormack sang "The Star Spangled Banner," as few of the audience ever heard it sung before. It was a thrilling moment. Mr. McCormack then held the stage with his singing of "Dear Old Pal of Mine," by Lieut. Gitz-Rice, "Keep the Homes Fires Burning," and as an encore, his famous prayer song, "God Be With Our Boys 'To-night."

Jascha Heifetz played Chopin's "Nocturne in E Flat Major," and the Introduction and Tarentelle by Sarasate, and then responded to several encores. He was in splendid form.

Galli-Curci, the latest sensation in opera, sang "Caro Mio Ben," by Giordani; "The Lass With



John McCormack

was impossible for J. Newcomb Blackman and his valued assistants to tabulate and credit them accurately, but they ranged in amounts from \$50 up to hundreds of thousands each, subscriptions from \$25,000 to \$100,000 being so frequent they were common; the largest single subscription was that of the Victor Talking Machine Co. for \$500,000.

The announcement that four of the most prominent artists in the world—Galli-Curci, Heifetz, Caruso and McCormack—would appear on one program at the rally served naturally to fill Carnegie Hall to the limit, and everyone who was fortunate enough to receive a ticket had first to sign a Liberty Loan subscription blank for a substantial amount at the headquarters of the Allied Music Division. The larger the subscription the better the seats, and the best boxes brought \$100,000 each. This forehanded method of disposing of the seats resulted in subscriptions of something over \$2,000,000 before the doors opened.



Enrico Caruso

three weeks in which to work along ordinary lines toward the announced goal of \$6,000,000 for the music industry and profession. From an artistic standpoint the concert was a huge success, due largely to the efforts of C. G. Child, head of the recording department of the Vic-



Mme. Galli-Curci

the Delicate Air," by Dr. Arne, and the mad scene from "Lucia." The soprano aroused the greatest enthusiasm. As encores she sang "Drink to Me Only With Thine Eyes," and then "Annie Laurie," in English.

Caruso sang several light selections in his inimitable style, and then the stirring number "Victory, Victory," accompanied by Pryor's Band, the English words of which were written by his wife. It was when Caruso sang "Over There," first in English and then in French, however, that the audience jumped to its feet and gave the tenor the reception of the evening. He closed with a thrilling rendition of the "La Marseillaise" in French.

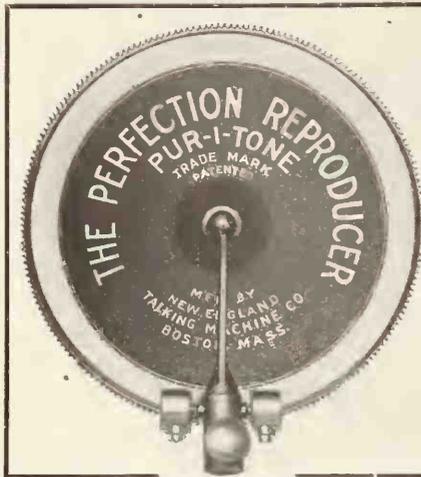
The speaker of the evening was Job E. Hedges, who was introduced by Benjamin Strong, chairman of the Liberty Loan Committee, and who made one of the best addresses of his career. Mr. Hedges led up briefly to the cause of the war, and why America was in

(Continued on page 94)



Jascha Heifetz

tor Talking Machine Co., and chairman of the concert committee of the Allied Music Divi-



## PHONOGRAPH DEALERS

Our new PUR-I-TONE reproducer No. 11 fitted to all types of Victor machines, for playing Edison disc, Pathé and all other makes of hill and dale records, is now ready for shipment. This new reproducer is easily the finest reproducer of its kind manufactured, as it reproduces ALL hill and dale records with wonderful clarity of sound, with great volume. The reproduction of Edison disc records is especially fine, and is sure to satisfy the most exacting critics. Reproducer **MUST** be heard to be appreciated. Gold sample sent on receipt of \$4.00; nickel, \$3.75; quantity prices on application. Money refunded if not thoroughly satisfactory.

Manufactured by  
**NEW ENGLAND TALKING MACHINE CO.**  
 Largest Manufacturers of Phonograph  
 Accessories in the World  
 16-18 Beach St. Boston, Mass.

## LIBERTY LOAN RALLY A SUCCESS

(Continued from page 93)

it, and aroused great enthusiasm on several occasions. His condemnation of German kultur and German practices were of the strongest.

In urging support of the loan Mr. Hedges said: "The test of patriotic generosity is not what we give but what we have left. May we say we gave our all. The question to be answered is, whether we are to live by the grace of God, or by the favor of man."

A distinctive patriotic touch was given to the meeting by the presence on the stage of details of American soldiers, bluejackets and marines, together with eight members of the French Foreign Legion, two of whom, Capt. Druland and Lieut. Ramelet, are wearers of that coveted decoration, the Legion of Honor. A detail of Brazilian marines also appeared.

Just before Caruso sang J. Newcomb Blackman, vice-chairman of the concert committee, took the stage and in a live address told of the object of the rally, how the distribution of

tickets had been made the means of getting new subscriptions, and how it was hoped that those present would not go out without signing more subscription blanks. Mr. Blackman then took up the work of announcing subscriptions as received. The girls of the Motor Corps, and of the National League for Women's Service, then went through the audience making collections, and the announcements of the amounts came thick and fast. Over \$3,000,000 had been totaled when Caruso took the stage, and after his singing about \$1,000,000 more were turned in. There were prospects of some hundreds of thousands of dollars more to be garnered when Mr. Blackman called a halt close to midnight and asked that further subscriptions be sent to the headquarters of the committee.

From the viewpoint of patriotic fervor, for practical results, and for the caliber of the musical program, the rally proved most satisfactory and much credit is due the members of the Allied Music Division, and particularly the representatives of the talking machine industry connected therewith for their work in connec-

tion with the concert. The committee is as follows: Mark P. Campbell, chairman; J. Newcomb Blackman, vice-chairman; Charles Jacob, treasurer, and Albert Behning, secretary. The concert was under the direct supervision of C. G. Child, and a representative of the music and trade committee. Henry C. Brown directed the publicity, and Sherwood M. Hard staged the concert. Here it might be said that seldom have the stage and auditorium of Carnegie Hall been more elaborately decorated than on the night of the rally; when the national colors in stands and draperies were used in profusion.

## AN INTERESTING ISSUE

October Number of the "Columbia Record" Has Many Selling Helps for Dealers

The October issue of the "Columbia Record," the house organ published monthly by the Columbia Graphophone Co., reached Columbia dealers this week, and this issue contains a number of selling helps that the dealers are utilizing to excellent advantage.

On the front page there are reproduced three photographs showing how moving picture theatres, rotary clubs and display windows are being used to feature the remarkable record made by General Pershing, which was recently announced by the Columbia Graphophone Co. On this page there are also several photographs of "Mickey," otherwise known as Mabel Normand, who will be featured in the photo play "Mickey," to be released shortly. Two special Columbia records will be introduced during the next few weeks featuring the music that has been specially written for this photo play.

On another page of this "Columbia Record" there is a list of some of the famous Columbia artists whose concert tours for the coming season will be inaugurated in the near future. The dealers are given the itineraries of these artists, in order that they may tie up their publicity effectively and efficiently with the concerts and recitals. There are also the usual number of advertising suggestions.

# The BUSH & LANE Phonograph

We are making it a criterion of quality in Talking Machines

It's a remarkable *musical instrument*, that's what it is, of rich, sonorous, natural tone, *beautifully cased*.

You may well be proud to *show* the BUSH & LANE to your customers and prouder still to have them *hear* it.



Style 4  
Mahogany

It's not only a good all round, *absolutely high-grade machine*, but it has some *notable* and exclusive features—such as our *specially designed* and *rightly constructed* tone chamber, our own *graduating* modifier and other talking and result-producing points.

The BUSH & LANE is a *fully* satisfying machine for *everybody*, including the most severe and best posted critics.

WRITE FOR PICTORIAL AND TEXTUAL  
 INFORMATION OF THE COMPLETE LINE

## BUSH & LANE PIANO CO.

HOLLAND, MICHIGAN

**Lazaro—Barrientos—Stracciari—Baklanoff  
—you'll be reading of their operatic  
triumphs soon. So will your customers.**

**Columbia Graphophone Co.  
NEW YORK**



**SEIDEL IS A COLUMBIA ARTIST**

**Celebrated Violinist to Make Records For Columbia Library Exclusively**

G. C. Jell, general manager of the Columbia Graphophone Co.'s recording laboratories, announced this week that Toscha Seidel, the young violinist who is expected to be one of the foremost violinists of the present day, had been en-



**Toscha Seidel**

gaged to make records for the Columbia library exclusively. Mr. Seidel's first records will be announced in the very near future, and musical critics who have visited the Columbia laboratories during the past week are enthusiastic regarding their musical and sales possibilities.

Toscha Seidel, although only eighteen years of age, has been a student of the violin for many years. Since childhood he has been studying under Professor Leopold Auer, who has won international renown as the mentor of some of the world's most famous violinists. As a boy Toscha Seidel played in some of the leading cities in Continental Europe, where he was acclaimed as a prodigy.

Mr. Seidel appeared several times on the local concert stage last season, giving concerts at Carnegie Hall, which were attended by capacity audiences. His playing won the commendation of well-known critics, who were particularly impressed with his remarkable technique and the warmth of expression evidenced in his playing. A concert tour that will call for his appearance in the leading cities of this country will be inaugurated very shortly, and there is no doubt but that Mr. Seidel will be one of the most successful violinists on the concert stage this year.

His four Columbia records include selections

that thoroughly reflect Mr. Seidel's masterly art; among these numbers being Dvorak's "Humoresque" and Schumann's "Traumerei." An intensive campaign featuring Mr. Seidel's records will be introduced by the Columbia Co., which will co-operate with the dealers in announcing Mr. Seidel's records in their respective localities.

**MICKEL BROS. CO. RED CROSS UNIT**

**Eighteen Feminine Members of Organization Engaged in Very Useful War Work**

OMAHA, NEB., October 7.—Unique among the Red Cross Auxiliaries here is the unit made up of employes of Mickel Bros. Co., the Victor wholesalers, every member of which has a relative in the service. There are eighteen members in the Auxiliary, and they meet one evening each week. In addition to doing usual Red Cross work they are this year supporting four French orphans, and at the same time arranging to send Christmas boxes to the men of the Mickel Bros. organization in service.

Mrs. George E. Mickel and Mrs. T. L. Yard assist the girls in their work. Miss Mayme A. Jardine is chairman and the unit includes Mrs. John Gunn, Mrs. E. A. Miller, Mrs. Pauline Lynch, Mrs. O. M. Brauson and Misses Esther Jacobsen, Eva Jacobsen, Honore Yard, Bess Greenberg, Sarah Givens, Eva Heffelfinger, Gwynthe Trothe, Josephine Cleaver, Effie Egbert, Adalyn Solliday, Lucile Ellis, Alma Darling and Agnes Slaven.

**ROBERT E. CLARK WITH Y. M. C. A.**

Robert E. Clark, well-known Edison artist, is at present doing valuable work with the Y. M. C. A., as a musical director in the army camp in the Southeastern Military Department, and according to Y. M. C. A. officials is accomplishing wonderful results.

**JAPANESE HAVE OWN TRADE PAPER**

**The Phonograph World Published in Tokyo Displays Some Excellent Yankee Ideas—The World Also Popular in Far East**

The talking machine industry in Japan has a most substantial trade paper all its own, under the title of "The Phonograph World," copies of which have reached New York. Judging from the appearance of the columns, even though we do not read Japanese fluently, it would appear as though the talking machine men of the Flowery Kingdom are firm believers in advertising. There are also a plentiful number of illustrations, and a liberal supply of trade text in the fifty or more pages of the average number. Not the least interesting feature of a recent issue is the manner in which advertising illustrations from The Talking Machine World were used again by the Japanese after a native touch had been given to the costumes.

Incidentally it may be mentioned that The Talking Machine World has for many years enjoyed a wide circulation in Japan and other countries in the Far East, a fact that will be attested to by numerous advertisers who have received answers to their ads in The World from those countries.

**DEMAND FOR RECORD RACKS**

I. Davega, Jr., Inc., Victor wholesalers, 125 West 125th street, New York, have had remarkable success in the selling of their record racks. As a companion sales help for the demonstration booth they are now offering a record box divided in three parts, the first for records to be played, the second for those sold and the third for those rejected. The box has a capacity of twenty-four records and is already proving its value.



TEN INCH

**Operaphone**

PLAY WITH STEEL NEEDLE  
ON ALL UNIVERSAL TONE ARM MACHINES

**Records**

COMPLETE CATALOGUE SENT ON REQUEST

OPERAPHONE CO., INC., LONG ISLAND CITY, N. Y.



# IMPORTANT NOTICE

## TO THE AMERICAN TRADE

**The Sterno Manufacturing Company**  
19 CITY ROAD . . . . . LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

**High Grade Motors** Manufactured By **Mermod Freres** St. Croix Switzerland

### WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

### DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

### CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

### SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish  
**A CENTRAL DISTRIBUTING DEPOT IN NEW YORK**  
Meanwhile trade enquiries should be directed to

**THE STERNO MANUFACTURING CO.**  
19 CITY ROAD . . . . . LONDON, E. C. ENGLAND



No. 103

SOSS

INVISIBLE HINGES

Preserve Beauty

In many beautifully designed, finely finished Talking Machines, Pianos, Music Cabinets, Piano Players and Benches, the elimination of the unsightly protruding Hinge is essential to preserve the beauty of the design.

Design and Construction

The fine cabinet work which is required in many instances to preserve the disguise of the instrument requires that the hinges be as inconspicuous as possible. SOSS Hinges are invisible.

WRITE FOR CATALOGUE "T"

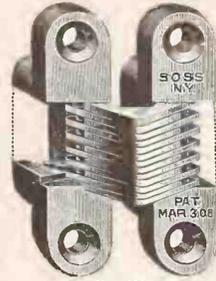
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

DETROIT—922 David Whitney Bldg. SAN FRANCISCO—164 Hansford Bldg.

LOS ANGELES—600 Metropolitan Bldg. CHICAGO—John C. Bold & Co., Clark and Washington Sts., Conway Bldg.



No. 100



No. 101

SOME LIVE RECORD PUBLICITY

How the Local Dealers Are Featuring the New "OkeH" Records in Their Stores

The accompanying photographs will give some idea of the publicity being given the "OkeH" record by dealers handling this line. During the past few weeks the Otto Heineman



Display of Ridgely's Music House

Phonograph Supply Co., manufacturer of the "OkeH" record, has been advised by the dealers that this record is achieving signal success, and these window displays bear eloquent testimony to this fact.

C. E. Ridgely, who conducts a very successful musical instrument store at 1503 Third avenue, never handled any line of records prior to be-



Kraft's OkeH Window Display

coming interested in the "OkeH" record line. After listening to several of the new piano records included in the "OkeH" library, he gave the Otto Heineman Co. a substantial order, stating that he intended to exploit the line energetically this fall. This window display produced many sales of "OkeH" records, and Mr. Ridgely is enthusiastic regarding future possibilities for "OkeH" business.

Fred Kraft, who conducts establishments in the Hudson Terminal and in the Grand Central Terminal Concourse, is handling the "OkeH" record line in both of his stores. Mr. Kraft is well known in the retail talking machine field, and the fact that he has chosen the "OkeH" record for exploitation is a significant tribute to its selling powers.

SOME EDISON TONE TEST NEWS

Nearly 600 Recitals Already Booked by Edison Dealers for This Fall—A List of the Prominent Artists Who Are Giving Tone Tests

The unique series of recitals known as Edison tone tests are making a bigger hit this season than ever before. A total of 583 recitals have been booked for this fall. These, with the 1,742 previously given, make a total of 2,325 recitals which will have been given by this Christmas. This means that over two million people will have heard this convincing demonstration of the New Edison.

At present Miss Alcock is touring in Nebraska for Schultz Bros. Dalhart is favoring the St. Louis, New Orleans and Atlanta zones. The Ellerman-Seydel tour has finished four weeks near Pittsburgh and will be heard in Iowa and Minnesota until the holidays. Ellison has had to split up his time between five different zones. Madame Ferrell is on the Coast, after filling engagements in Iowa, Colorado and Utah. The charming Fleming Trio are spending twelve happy weeks with Harger & Blish, Edison jobbers at Des Moines and Sioux City.

Miss Gardner has been in Canada and Iowa and will finish her season in the Middle West shortly before Christmas.

Madame Le Fontenay opened in eastern Pennsylvania, after which she visits the Indianapolis and Omaha zones each for four weeks. Marie Morrisey covers New Brunswick, Canada, New England and central New York during a ten-week tour. Madame Rappold will give some big recitals in the South. Betsy Lane Shepherd is squeezing in eight weeks in the Middle West before going on a twenty-week concert tour of her own.

Marie Tiffany also gives eight weeks in the Richmond, Atlanta and Cincinnati zones before the opera season opens in November.

Alice Verlet started out in Idaho and works East via Des Moines, Chicago and Albany. Hardy Williamson favors New England.

A gratifying feature of the Edison tone test campaign is that the majority of dealers who once give recitals repeat. There are dealers who have booked as many as ten recitals since

the campaign opened three years ago. These dealers are located in various parts and in towns of varying size, and no one locality seems any more suited to the tone test than another.

RETURNS FROM EXTENDED TRIP

R. F. Bolton, Sales Manager of Columbia Co., Tells of Visit—Rosenblatt Records Popular

R. F. Bolton, sales manager of the Columbia Co.'s international record department, returned Monday from an extended trip which included a visit to the company's branches in Pittsburgh, Cleveland, Indianapolis, Chicago, Minneapolis, Omaha, Kansas City, Dallas, St. Louis and Cincinnati. At all of these branches Mr. Bolton conferred with the branch managers regarding international record business, and was gratified to learn that the sales totals for September showed a very substantial increase over last year.

The new Columbia records recently made by the Serbian Tambouritza Orchestra are meeting with an active sale everywhere, and Columbia dealers appreciate the fact that these records can be merchandised to splendid advantage through the use of effective sales arguments. Musically, the records made by the Serbian Tambouritza Orchestra have won considerable praise, and a new record by this organization will be released this month.

Columbia dealers handling the company's foreign-language records are taking a keen interest in the campaign that is being prepared in behalf of the records made by Cantor Joseph Rosenblatt. An artistic hanger featuring the records of this well-known cantor is now ready for distribution to the trade, and as Cantor Rosenblatt is starting an extended concert tour this month this hanger can be tied up very effectively with his tour. On November 20 a new Columbia record entitled "The Soldiers of Zion," sung by Cantor Rosenblatt, will be in the hands of Columbia representatives. The timely and patriotic character of this selection insures its hearty reception among lovers of this class of music.

For Foch and freedom, buy Liberty Bonds—then buy more of them.

"MAGNET" DECALCOMANIE NAMEPLATES FOR TALKING MACHINE CABINETS ETC. FROM THE PHONOGRAPH CO. 1240 HURON ROAD (at the corner of 14th) CLEVELAND. SOLD BY WALTER D. MOSES & CO. 101 WEST MUSIC HOUSE BLDG. BROADWAY AND N. C. ST. RICHMOND, VA. SOLD BY J. E. STRATFORD AUGUSTA, GA. SMITH-SCHIFFLIN CO. 126 Liberty Street New York City

## TALKING MACHINE MEN, INC., AFTER JOBBER-RETAILERS

Following Suggestions Made at Regular Meeting Last Month, Resolutions Are Presented and Adopted at Special Session Asking That Retailing by Jobbers Be Stopped

September was a lively month for the Talking Machine Men, Inc., inasmuch as they not only held their regular meeting in the Assembly Rooms of the Merchants' Association in the Woolworth Building on September 18, but also held a special meeting and luncheon at the Cafe Boulevard on September 27, the latter for the purpose of introducing a resolution asking that steps be taken to persuade the jobbers to refrain from selling at retail during the period of the present shortage at least. At the regular meeting much attention was given to the letter sent out by one of the large talking machine manufacturers advising the trade that the output of machines would be cut down 50 per cent. or more below normal, and that there would also be a drop in record output. The dealers gave considerable thought to ways and means for overcoming this shortage in some manner.

Irwin Kurtz, M. Max and E. Leins were appointed a special committee to find ways and means of curbing price cutters, especially of the type who erase the numbers on talking machines, a particularly flagrant case of that sort being brought to the attention of the association in a recent police court trial. Some effort will again be made to have a law passed by the legislature applying to talking machines as it now applies to automobiles, in which it is a felony to mar, destroy or erase the distinguishing marks.

The committee is also authorized to publicly commend the work of a city detective who took a prominent part in bringing the above case to trial. M. Max was appointed a member of the executive committee of the association to succeed Max Landay, who recently resigned.

President Coughlin was authorized to represent the body on the Allied Music Committee for the Fourth Liberty Loan. A notification

has been forwarded to that organization informing them of Mr. Coughlin's appointment.

A letter was read from the secretary of the Tri-State Victor Dealers' Association in reply to a letter from the local body looking forward to forming a national association.

During the last year several efforts have been made to arrange some plan whereby dealers might readily exchange merchandise in which they were overstocked for other goods with which competitors might be burdened and in this way giving each other service to mutual advantage. Messrs. Kurtz, Max, Mielke and Lazarus were appointed to further plans to that effect.

### Resolution Adopted at Special Meeting

At the special meeting and luncheon at the Cafe Boulevard on September 27 the local jobbers and dealers, together with representatives of the Philadelphia and Pittsburgh Dealers' Associations, and E. J. Dingley, manager of the order department of the Victor Co., were the guests of the Talking Machine Men, Inc. M. Max, manager of the talking machine department of Gimbel Bros., New York, was introduced by President Coughlin and presented the following resolution, after explaining the ideas of the retailers in presenting it.

Mr. Max explained that the shortage of stock has become so serious that the dealers viewed with alarm the fact that the jobbers could sidetrack part of the supply to their own retail departments and be frequently able thereby to offer machines and records that the dealer could not obtain. The resolution as introduced read:

"Resolved, That the Victor Talking Machine Co. of Camden, N. J., has at all times dealt fairly and justly with the jobbers and the dealers in its product and has at all times shown its equitable spirit of dealing.

"And, whereas, By the written statement of

the 13th inst. issued by its officers in which it approved the action of our Government in curtailing all industries except those deemed to be essential in the winning of the war in which it is engaged, the company has thus evidenced its spirit of patriotism which is unanimously approved by members of the Talking Machine Men, Inc., and as we believe by all patriots of this nation.

"Whereas, Though such action curtails its output, we believe it sends forth its best efforts to produce the greatest quantity of machines and records and is using its best methods to equitably distribute its product to all the jobbers in the product, who should deliver it equitably to retail dealers therein.

"Whereas, It is alleged that some of the jobbers without the sanction of the Victor Talking Machine Co. have taken the product thus delivered and instead of distributing it to the retail dealers in equitable shares, use the same by retailing it, unwarrantedly, to their own advantage, thus because of the difference in discounts taking an unfair advantage of the "regular" dealer, to whom the jobber should deliver the required merchandise when equitably required to do so; if that were done it would thus give the splendid Victor product a better opportunity to become still more popular, by its broader distribution; thus resulting in an advantage to the Victor Company, to the jobbers and the dealers therein.

"Resolved, That the Talking Machine Men, Inc., desire it to be distinctly understood that the strength of its recommendation lies in its fairness, in disapproving of the retailing of the Victor product by the jobbers therein and recommend to the Victor Talking Machine Co. that such measures as are equitable and necessary to protect the rights of the retail dealers in the Victor product be made effective as soon as may be consistent with fairness to all persons interested therein.

"Resolved, That a copy of this resolution be forwarded to the Victor Talking Machine Co. of Camden, N. J., for its consideration and action thereon."

During the course of the discussion there was a lively tilt between a well-known jobber and dealer over the charge of the latter that one of his customers had asked for a certain popular record, and that upon being told that the dealer was unable to obtain it, made a bet with him that the record could be obtained in some other store. He stated that the customer went to the jobber's retail department and secured six records of the desired title. The jobber appeared at luncheon in his own defense, and held that inasmuch as the dealer was not on his list there was no discrimination shown in the fact that he was unable to get those particular records from that particular jobber.

A member of the executive committee hastened to explain that the resolution was not based upon any specific charge made against the jobber by any dealer, but had been thought out long before such cases came up before the association.

Several jobbers and dealers discussed briefly the question of the jobber acting also as retailer, after which Edward J. Dingley, manager of the order department of the Victor Talking Machine Co., was introduced and discussed the situation simply as it referred to the Victor output of machines and records. Mr. Dingley declared that the resolution had to go to the directors of the Victor Co. for final action, and pointed out that much of the early development of the Victor business was due to the support of such jobbing organizations as Sherman, Clay & Co., the J. W. Jenkins' Sons Co., Lyon & Healy, and other concerns of like caliber, who also acted as dealers.

The adoption of the resolution as originally drafted ended the discussion, and the final results will be awaited with interest.

The Cromwell Music Co., Siloam, Ark., has taken over the Edison phonograph agency from the Benton County Hardware Co., which plans to feature that line in a big way.

## THE PARR CENTRAL UNIVERSAL TONE-ARM



(Patent Applied for)  
**This is the position for playing Lateral Cut Records**  
*In changing the position to play the hill and dale type, the weight of tone-arm is automatically increased*

The Parr Tone Arm is adjustable to any length required. The needle always rests at the same point, setting in the direct center in playing either position. This has been the objective of all past tone arm productions. Means are incorporated for taking up the wear, thereby overcoming any

tendency for loose joints, which is the chief cause of "chattering."

The design of the tone arm permits perfect playing of either type of record without additional attachments. The sound box can be turned, allowing the needle to be changed with ease, and by a reverse movement the box returns to its normal playing position.

### Parr Magnetic Reproducer fitted with the Vibratone Patent Diaphragm

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

The indestructible, non-crystallizing, always resilient **Vibratone Patented Diaphragm**

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

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

**PARR MANUFACTURING CORP.**  
 ONE UNION SQUARE . . . . . NEW YORK

**SUBSCRIBE \$406,000 AT LUNCHEON**

Allied Music Committee Fourth Liberty Loan Keeps Up Its Good Work—J. N. Blackman Urges That Everybody Buy to the Limit and Then Borrow to Buy Some More

A meeting and luncheon of the Allied Music Division Fourth Liberty Loan was held at the Hotel McAlpin on Tuesday, October 8, and was attended by practically all chairmen, vice-chairmen and captains making up the general committee. Chairman Mark P. Campbell made a most encouraging report of what had already been accomplished before, at and since the great rally at Carnegie Hall, and those in charge of the various trade and professional divisions also reported what progress had been made to date.

One of the speakers was Morris K. Parker, in charge of the work of the Rainbow Division for the Liberty Loan Committee, who told of the task that faced the division, and for that matter the country at large in going over the top with the loan.

J. Newcomb Blackman, vice-chairman, gave an inspiring talk, during the course of which he urged that everyone in the trade plunge to the limit in buying the bonds, and advised that those who had reached the limit of their cash resources should apply to their bank, and learn of the plans made by the bankers for loaning money with which to make Liberty Bond investments.

In order to keep the spirits from flagging it was suggested that the members of the committee at the luncheon should subscribe again on their own account, the result being that \$406,000 was subscribed by those around the table in a comparatively short space of time. It was also announced at the meeting that Gall-curci, in addition to donating her services at the rally, thereby contributing in no small part to its success, had also subscribed through the Allied Music Committee for \$20,000 in bonds, and that other artists had also made generous subscriptions.

**DAILY RECITALS AT EDISON SHOP**

Winter Schedule Now Resumed—Helping Loan Drive on Fifth Avenue

Edward C. Boykin, manager of the Edison Fifth avenue retail showrooms, New York, reports exceptional sales during the past month. The daily recitals which have been resumed are being well attended.

During the Fourth Liberty Loan drive a figure of a traffic officer was placed on the sidewalk in front of the building. The figure was life-sized and operated one of the familiar traffic-regulating devices which read "Stop, Buy Liberty Bonds."

**"CHARMAPHONE" MAKES ITS DEBUT**

The R. L. Kenyon Mfg. Co., Mexico, N. Y., has just placed on the market a complete line of machines which will be merchandised as the "Charmaphone" talking machine. At the present time the line consists of five models, including two table and three floor cabinets.

The "Charmaphone" is equipped with a Universal tone arm, playing all makes of records, and the R. L. Kenyon Co. has paid particular attention to the cabinet work on these instruments. The company has delayed announcing this new machine in order to be in a position to supply its dealers with prompt deliveries, and at the present time is able to take care of the demands of its clientele for fall and holiday business.

**H. J. SMITH—Jewel Manufacturer**

MANUFACTURER OF—Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Jewel Bearings for Electrical Instruments—Rough Diamond—Diamond Powder—Experimental Work.

Telephone 2896 Market  
833 BROAD STREET NEWARK, N. J.

**OFFER NEW MACHINE-CABINET UNITS**

Geo. A. Long Cabinet Co. Introduces Interesting Innovation to the Trade

The George A. Long Cabinet Co., Hanover, Pa., has just issued to the trade a new and interesting combination of machine and cabinet in two styles, both so designed that the machine and cabinet fit together perfectly and have the appearance of a single unit, thus carrying out the primary purpose intended. This is the first venture of the George A. Long Co. in the machine field, and has been made according to officers of the company with a view to meeting the demand of those people who desire a small machine and also a cabinet that would match it perfectly.

The specifications of the new instrument, together with wholesale prices, are to be found in the Long Co.'s ad on another page of The Talking Machine World this month.

The company has also announced a new style record cabinet made in mahogany, golden oak and other finishes, and which has been designed to fit a new type of machine shortly to be

marketed by one of the prominent companies. In this connection they have issued a very interesting folder which dealers should write for.

**G. W. LYLE OFF TO PACIFIC COAST**

George W. Lyle, assistant to the president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., left Monday for a month's trip to the Pacific Coast. Mr. Lyle will visit the Pathé jobbers en route, and judging from the splendid business being closed by the Pathé dealers he will receive excellent reports of the business situation in the different cities he visits.

**SECURE AEOLIAN-VOCALION AGENCY**

PHILADELPHIA, Pa., October 7.—Gimbel Bros., who have secured the representation here of the Aeolian-Vocalion, and are advertising it extensively, are doing a very good business. They are the first of the firms here to handle this fine instrument. They are demonstrating it on the first floor of their store, as well as in the talking machine department, which is located on the seventh floor.

# STICK TO YOUR TRENCH

LIKE THE BOYS AT THE FRONT

**STICK TO YOUR TRENCH**

Remember, you've got to stick to your trench—  
Yes, stick like glue to your trench.  
You dig while it's dark, and you work while it's light,  
And then there's the "listening post" at night.  
Though you're soaked to the skin and chilled to the bone;  
Though your hands are like ice, and your feet like stone;  
Though your watch is long, and your rest is brief,  
And you pray like hell for the next relief;  
Though the wind may howl, and the rain may drench,  
Remember, you've got to stick to your trench—  
Yes, stick like mud to your trench.

There's a rush and a dash, and they're at your wire,  
And you open the hell of a rapid fire;  
The Maxims rattle, the rifles flash;  
And the bombs explode with a sickening crash.  
You give them lead, and you give them steel,  
Till at last they waver, and turn, and reel.  
You've done your job—there was never a blench  
You've given them Hell, and you've saved your trench;  
BY GOD, YOU'VE STUCK TO YOUR TRENCH!  
CAPT. C. W. BLACKALL,  
(Fighting in France).

## FIGHT TO A FINISH

SELFISHNESS — INDIFFERENCE — OVER CONFIDENCE

We CAN and MUST "Stick to our trenches," at home, by buying LIBERTY BONDS until the last drop of our financial blood is given. Then when our fighting heroes return they can say: "By God, you've stuck to your trench."

**BUY LIBERTY BONDS**  
and HOLD THEM



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



*The Windsor*  
Phonograph

Is the Personification of

# Phonograph Distinction



MUSIC  
IN  
ART

ART  
IN  
MUSIC

## DON'T BUY INFRINGEMENTS THIS TYPE OF PHONOGRAPH CABINET IS PATENTED

*The Windsor Phonograph Cabinet is now Protected by U. S. Patent  
Issued September 24th, 1918*

*A complete line of Period Styles and Upright Models playing all disc records*

WRITE FOR A CATALOG

### The Windsor Furniture Co.

1420 CARROLL AVE.

CHICAGO, ILL.

**EXPRESS RATE INCREASE PLANNED**

McAdoo Approves Increase to Produce Nearly \$24,000,000 Per Year—Hearing on October 8

Director General McAdoo has approved the application of the American Railway Express Co. for a rate increase sufficient to yield \$23,670,000 a year, and sent the application to the Interstate Commerce Commission for final action. Public hearings on the matter began on Tuesday, October 8.

A recent advance in the rates realized \$10,000,000 a year which, it was announced, had been absorbed in increasing wages. Mr. McAdoo was sure that \$12,000,000 additional revenue would be necessary. He said the express business was being conducted at a loss, which has been borne by the Railroad Administration. He has asked the Interstate Commission to take speedy action on the matter.

Public Service Commissioner Travis H. Whitney, as a member of the Special War Committee of the State Utilities Commissioners, said the committee had made a strong protest against the increase in rates, but that it was clear before he left Washington the increase would be made.

**FORMAL "OPENING" A SUCCESS**

The recent formal "opening" of the new talking machine department in the Meiklejohn store in Providence, R. I., was a tremendous success. This establishment, which was described in a previous issue of *The World*, is one of the most complete in Rhode Island, and under the management of Mr. Longfellow promises to be one of the successful establishments in that section.

The Victor department of the Dunlap store in Belvidere, Ill., has been bought out by the Talking Machine Co., of Rockford.

The Michigan Furniture Co., Youngstown, O., has taken the agency for the Pathé line.

**FOUR RULES FOR GREATER PERSONAL EFFECTIVENESS**

I

If you would increase your service-rendering power, you must know yourself, through self-analysis, and having become acquainted with the service-rendering qualities possessed by you, you must so nourish them and use them that they will unfold or develop.

II

If you would increase your service-rendering power, you must become a good judge of human nature.

III

If you would increase your service-rendering power, you must know your business, and come to know it through and through.

IV

If you would increase your service-rendering power, you must so apply your developed service-rendering qualities, your knowledge of human nature and your knowledge of your business, that you will create in the minds of those with whom you deal or come in contact the effects of favorable attention, interest, desire, action, confidence and satisfaction.

HOWARD ELLIOTT.

**HOW TO HELP DISABLED SOLDIERS**

The Red Cross Institute for Crippled and Disabled Men, 11 Fourth avenue, New York, would be glad to hear from manufacturers who desire to co-operate in placing war veterans who have been wounded in some form and who cannot fight, in useful manufacturing fields. The talking machine industry can help by using these men in its factories, and it would be well to get in touch with this organization as soon as possible.

**WAR EXCISE TAXES ARE CUT IN HALF**

Senate Finance Committee Reduces Taxes on Talking Machines and Records to 5 Per Cent.—Exemption of Pianos Causes Feeling

WASHINGTON, D. C., October 10.—The Senate Finance Committee in its consideration of the various sections of the proposed new War Revenue bill as presented by the House took up yesterday Section 900, placing taxes upon musical instruments of various sorts. Heeding the various arguments put before it the committee reduced the proposed excise tax on graphophones, phonographs, talking machines and records to 5 per cent. in place of the 10 per cent. proposed by the House, and at the same time made tax free pianos and pipe organs on the plea that they were used by churches, missions and Sunday schools.

It appears that, although the talking machine interests are somewhat pleased over the fact that the proposed tax on machines and records has been cut in half, they are still disappointed over the fact that the tax has been placed only on piano players and that pianos would then get off scot free of tax, as was the case in the first bill. It is the claim of the talking machine men that by taxing all musical instruments no discrimination will be shown and the burden would be lightened on each section of the industry.

At the present time no details are available regarding the action taken on Section 909, providing for a floor tax of 10 per cent. on the musical instruments covered by war excise taxes, although it is the understanding that the floor taxes have also been cut in half, or down to 5 per cent.

E. P. Northbutt has sold his talking machine business in Walton, Ky., and opened a new store in the suburb of Cincinnati, O., which will be completely equipped.

**A TIMELY OFFERING**

HERETOFORE it has been a very serious problem for the Dealer to secure the smaller types of machines with the proper sort of disc record cabinet to make the outfit look like a complete floor type machine.

We have solved the problem, and offer the two types shown. Each outfit is offered complete as shown—Machine and Cabinet.

**Specifications of Mechanical Equipment:**

Powerful Double Spring Motor (Markels M-2). Plays three 10-inch records without rewinding. Worm Drive, Gray Fibre Gear. 10-inch Felt Covered Turntable, with Stop and Speed Regulator. Universal Tonearm.

*Orders will not be accepted for less than ten complete outfits in proportions of 3 Mahogany finish and 7 Golden Oak.*

Shipments will be made according to date of receipt of order.

*Place your orders NOW.*

**The Geo. A. Long Cabinet Company**  
Hanover, Pa.



**Model 1750-A**

Golden Oak and Mahogany Finish only.

Dimensions 15½ x 17½  
42 inches High

Price \$17.50 Net Cash  
FOB Factory, plus War Tax.



**Model 1500-A**

Golden Oak and Mahogany Finish only.

Dimensions 15½ x 17½  
39 inches High

Price \$15.00 Net Cash  
FOB Factory, plus War Tax

HOLD THEIR ANNUAL MEETINGS

Sonora Phonograph Corp. and Sonora Phonograph Sales Co. Elect Officers for Year

The Sonora Phonograph Corp. recently held its annual meeting of directors at which the following officers were re-elected for the ensuing year: George E. Brightson, president and treasurer; J. N. Beach, vice-president; Joseph Wolff, secretary; W. J. Farquhar, assistant treasurer; W. Varrin, comptroller. The directors for the coming year are the same as during the past fiscal year, being J. N. Beach, George E. Brightson, H. P. Chilton, Waldo G. Morse and Joseph Wolff.

The Sonora Phonograph Sales Co., Inc., also held its annual meeting recently and the following officers were elected: George E. Brightson, president; Lewis Cruger Hasell, vice-president; Joseph Wolff, treasurer; E. H. Jennings, secretary and assistant treasurer; J. T. Pringle, comptroller, and Frank J. Coupe, manager sales and advertising. The only change in this list of officers is the election of Mr. Jennings as secretary, succeeding J. Schechter, who resigned. Mr. Jennings was formerly assistant treasurer of the company and occupies the position of secretary in addition to his other duties.

The following directors were elected for the ensuing year: George E. Brightson, John A. Eckert, L. C. Hasell, Waldo G. Morse, Joseph W. Stinson, Joseph Wolff and Frank J. Coupe. The only change in the board of directors is the election of Mr. Coupe, who succeeds J. Schechter. Mr. Coupe is one of the most popular members of the talking machine industry, and the remarkable success he has achieved as manager of sales and advertising for the Sonora Phonograph Sales Co. has been recognized by the company in his election as a director.

A LOSS TO THE INDUSTRY

In a recent chat with a representative of The World regarding general conditions in the talking machine industry George E. Brightson, president of the Sonora Phonograph Corp., commented upon the great loss to the industry that was occasioned by the recent resignation of Louis F. Geissler as general manager of the Victor Co. Mr. Brightson stated that he firmly believed that the industry as a whole will suffer a severe loss as a result of Mr. Geissler's decision to take a less active interest in business affairs in the future.

CAPT. HASTINGS SENDS MESSAGE

Capt. Thomas W. Hastings, of New York, formerly connected with the Pease Piano Co., and likewise member of the Talking Machine Men, Inc., was one of the American officers on the firing lines in France who sent back through Lincoln Eyre, the New York World war correspondent, messages urging the liberal buying of Fourth Liberty Bonds in this country.

**BEE CROFT**

Record Cabinets  
Made by  
Nanes Art Furniture Co.  
New York City

**Record Envelopes**

**PIANO CREAM**  
is wonderful for restoring the lustre  
to Talking Machines

"READY FILES" FOR RECORDS

**CLEMENT BEECROFT** 309 W. Susquehanna Ave.  
PHILADELPHIA

EDISON FORCES HELPING LOAN

Taking Active Part in Making the Fourth Liberty Loan a Success

Thomas A. Edison, Inc., have been taking an active part in the Fourth Liberty Loan campaign. The three previous loans have been enthusiastically supported by every member of the Edison organization, and now that the Fourth Loan is being subscribed the Edison forces are doing their utmost to put it over the top. At the Edison factories in Orange, N. J., the campaign has been carried on by means of special meetings, public speeches, musical events, and various other publicity mediums. Thomas A. Edison himself has been busy for many months doing invaluable work for the Government, and those associated with him in his commercial enterprises are also doing their bit in their own way, as the rapidly mounting subscription list to the Fourth Loan demonstrates.

The charter of the Quincy Phonograph & Art Co., 411 Hampshire street, Quincy, Ill., has been surrendered and the corporation dissolved. Following the retirement of L. E. & J. E. Caldwell from the business, which was purchased by A. F. Odell last spring.

The Kehrberg-Schneider Co., LeMars, Ia., have purchased the talking machine business of Louis Bellaire in that city.

DEATH OF HAL DORIAN

Hal Dorian, a son of Marion Dorian, chief auditor of the Columbia Graphophone Co., New York, died last week at the home of his father in New York City, after a brief illness. Mr. Dorian, who was about thirty-three years of age at the time of his death, was formerly associated with the Columbia Co. and, until he entered the automobile business a few months ago, had been actively connected with the talking machine industry for a number of years. He was popular among his associates and co-workers, who are deeply grieved to learn of his sudden death. A widow survives Mr. Dorian.

LANGUAGE RECORDS IN SCHOOLS

Dealers are reporting good sales of Language Phone Method language records to educational institutions, especially to the schools and colleges that are preparing students for war service. The War Department's recent order, making the study of languages compulsory in the Students' Army Training Corps camps and schools, has given great stimulus to the sales of language records. The F. M. C. French Military Course is especially popular with these schools, for it covers all departments of the service.

Freemen buy bonds, slaves wear them.

HAVE YOU SEEN OUR SET OF OCTOBER VICTOR DISPLAY CARDS?

Your Wholesaler has a complete Set.—Ask to See it! and compare with other Victor Service for Originality, Quality and Price.

IMPORTANT NOTICE!

Owing to enormous increase in cost of labor, material and stock and added detail required by the post office in arranging parcels for shipment, we are obliged to increase the price of ALL new subscriptions on and after November 1st, to \$3.00 per month, plus postage.

GET YOUR ORDER IN BEFORE THE NEW PRICE GOES INTO EFFECT.

Sold exclusively through Victor Wholesalers

ED. USOSKIN, Inc., 230 W. 17th St., NEW YORK CITY

YOUR GUESTS WILL BE DELIGHTED WITH THESE

**NEW**

**Victor Dance Records**

When April Breaks the Lighter Hours  
Sings on the Paper Cup  
Chorus the Chickens' Fun too!

85  
RECORDS

Original for Ten  
Durable 1602

1918

**Good things come in threes. There are three great operatic arias in the October Mid-Month. Sung by three world-famous artists for Columbia.**

**Columbia Graphophone Co.  
NEW YORK**



**TRADE ACTIVE IN ATLANTA AND THROUGHOUT THE SOUTH**

Dealers Look for Very Active Business Based Upon Their Ability to Get Goods—Leading Jobbers Are All Oversold Both in Machines and Records—News of Month

ATLANTA, GA., October 7.—The volume of business in talking machines in this city was somewhat less in September than in several months previous to that time, and this is not to be wondered at, when we take into consideration the fact that the draft set in good and strong about the middle of the month, and that every man practically, from eighteen to forty-six inclusive, was affected as a possible phonograph purchaser. However, toward the end of the month there was quite a quickening in the tone of business, and dealers are now enjoying a considerable revival over what was moving during the first three weeks of the month of September.

The Haverty Furniture Co., the largest retailers of the Columbia line in the Southern States, also Pathé dealers, say that, while their sales were not quite equal to the very large sales of August and July, they have no reason for complaint, this year's total sales to date being so far in excess of 1917 that the monthly average is very gratifying. They report an active sale of the better type Grafonolas, retailing at \$100 up, and, in fact, there are very few of the medium and low-priced instruments obtainable.

Manager Thornton, of this concern, states that

he is looking for a very satisfactory autumn and holiday business, and is making preparations to take care of it to the best of his ability. Buel Crawley, some time back connected with the Columbia line in another store in this city, has been engaged as assistant at Haverty's, and is well pleased with his new connection, and is making some fine sales.

The talking machine departments of the Haverty Co. in Savannah, Ga., Charleston and Columbia, S. C., Birmingham, Ala., Memphis, Tenn., and Dallas and Houston, Tex., all report fine business.

The Atlanta Talking Machine Co., dealers in the Columbia and Vocalion lines, are fortunate in having obtained the services of Miss Hood, formerly of the Phillips & Crew Piano Co., in their sales department. This young lady has already made a reputation for herself in the talking machine world, and her many customers and friends wish her the best success possible in her new connection.

This store report a very lively business in September. They were in an excellent strategic position, having a complete and trained sales force at a time when it is almost impossible to get and keep experienced employees.

I. M. & R. D. Bame, Victor and Sonora dealers, say that they are having a nice business on the better grade machines, retailing at \$100 up. They expect a continued activity indefinitely.

A report from eight dealers on popular records is that the six best sellers are "Just a Baby's Prayer at Twilight" in any form, "If He Could Fight Like He Can Love, Then It's Good Night Germany," "I'm Sorry I Made You Cry," "Oh, Frenchy," "K-K-K-Katy," "Belgian Rose." However, all records are in great demand with stocks considerably broken, and salable numbers short.

The demand for records is best illustrated by one Columbia dealer in Georgia who wired, "If you can't ship this year's records, ship last year's," thus indicating that anything in the nature of music is wanted.

The Cable Piano Co. are continuing an active business, with all Victrolas being sold as fast as they come in, and short stock with not much relief in sight. Their record sales are exceedingly large.

Phillips & Crew Piano Co., the oldest Victor dealers in Georgia, are in the fortunate position of having a fair stock in their wholesale Victrola department with which to "feed" their

retail store, although with their most efficient organization they would get their share of any business moving under any conditions.

Reports from the State at large and from the Southeastern territory are to the effect that all phonograph dealers are enjoying a satisfactory volume of business.

The Columbia, Victor and Edison jobbers or distributors report that they are oversold for weeks ahead and the demand for phonographs is far in excess of the supply.

The feature of the month was the advance in the price of the New Edison and the opening of the first exclusive Aeolian-Vocalion store in this territory. The Victory Phonograph Co. recently opened with the full Vocalion line and at once began booking a substantial business.

The Aeolian-Vocalion phonographs and records are now being handled in Washington, D. C., by Lamsburg & Bro., the big department store. G. C. Maust is in charge of the department.

**Genuine Period Styles**

Authentic adaptations of Adam, Louis XVI, Sheraton and Queen Anne periods, harmonizing perfectly with the styles whose names they bear, are a feature of the case work on the Marvelous

**MAGNOLA "Built by Tone Specialists"**



Watching the Music Come Out

Give us the Opportunity to tell you more about this and other sales-making features of MAGNOLA construction, by sending us your name and address.

We have a handsome catalog, illustrated in colors, that tells Magnola's story—and is yours for the asking.

**MAGNOLA TALKING MACHINE COMPANY**

OTTO SCHULZ, President

General Offices Southern Wholesale Branch  
711 MILWAUKEE AVENUE 1530 CANDLER BLDG.  
CHICAGO ATLANTA, GA.

**MAKE YOUR SHOW WINDOWS PAY YOUR RENT**

Record Display Stands, Hold any Size Record

Golden Oak or Mahogany Finish—5 Sizes

No. 341. 1 Record \$1.00 ea.

No. 342. 2 Records \$1.25 ea.

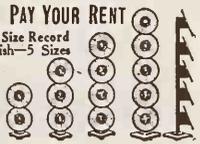
No. 343. 3 Records \$1.50 ea.

No. 344. 4 Records \$1.75 ea.

No. 345. 5 Records \$2.00 ea.

THE OSCAR ONKEN CO.

No. 6551 4th St., Cincinnati, O.



**BROOKS AUTOMATIC REPEATING PHONOGRAPH**



**THE WONDER INSTRUMENT**

Plays and repeats any kind or size record—any desired number of times—then stops automatically with the tone arm suspended off to the right in the air. Any child can operate it.

WONDERFUL TONE WONDERFUL FINISH  
WONDERFUL IN ITS SIMPLICITY  
The Machine Creates Interest and Discussion.  
It is Self-Advertising  
WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.  
**BROOKS MFG. CO., Saginaw, Mich.**

# Interesting Review of the Financing of Dealers' Deferred Payment Sales :: :: :: :: By Harrison Durant

In a recent interview with Harrison Durant, financial supervisor of Thomas A. Edison, Inc., a representative of The Talking Machine World received many interesting statements that should prove of value to the trade.

"It has been six months since we inaugurated the arrangement with the Commercial Investment Trust for the financing of Edison dealers' deferred payment sales—better known as the C. I. T. Plan," said Mr. Durant. "The complete success of the plan deserves some comment. Probably every Edison dealer is more or less familiar with its history. How we spent a considerable sum to collect data which would throw light on the 'instalment problem,' and how we endeavored to make it possible for the Edison dealer to do an unlimited amount of instalment business. Our efforts were in the face of discouraging conditions, conditions which, as the war continued, certainly did not improve.

"Our initial efforts were directed along the line of trying to better the relations between individual dealers and their individual bankers: We made considerable progress and there are many dealers to-day and many banks which are enjoying more profitable relations as a result of those efforts. Certainly the proper place for the dealer to finance his business is with his local bank.

"However, it is not always possible to obtain adequate local accommodation. Comparatively few dealers are in the phonograph business exclusively. Their banks may readily enough take care of their ordinary business requirements, but when it comes to phonograph paper, well, they simply were not educated up to it. Although, as stated, we benefited many dealers and many banks by the results of our initial work, it was a slow process.

"Then came the thought that it would be best to prove our theories before placing them in practice; that is, literally, practice what we preached. The great benefit we, and indirectly our dealers, had received through our East Orange Experimental Store was sufficient excuse for this new experiment. We said: 'Let us arrange for an institution to accept Edison paper from any section of the country, including Canada, and to accept it in just the form presented—not on a specially prepared fool-proof contract. If our theory as to the manner in which phonograph instalment paper should be handled works out satisfactorily under those conditions then little argument is required to show the local banker just what Edison paper really is.'

#### The Experiment

"We had no way of knowing how much paper we would receive. We did not want to offer any plan which could not absorb any amount offered

The Commercial Investment Trust was the only concern which would meet our terms. By that we mean that the present charges for the C. I. T. Plan are those fixed by us, and accepted by the Commercial Investment Trust. They were terms we figured as being the highest a dealer could afford to pay—and we figured that the dealer could well afford to pay them if he was unable to obtain sufficient local accommodation. We repeat today what we stated six months ago—the C. I. T. Plan is the cheapest discounting proposition offered any phonograph dealer with which we are familiar.

"Not only that but its flexibility is an added attraction. We have approved accommodation to individual dealers from amounts ranging as low as \$75 to as high as \$25,000. We have successfully proved the safety of fixing the limit of accommodation on the value of the paper rather than on the financial worth of the dealer. The plan provides for a very simple means of keeping a check on a dealer's instalment collections—a check which enables us to recognize good paper from poor paper. There is no limit to the dealer who always meets his obligations and who always submits collateral which is up to our standard.

#### Making a Record

"Many thousand dollars' worth of Edison instalment paper has passed through our hands during the past few months. We are building up a record for the economical and safe handling of this class of collateral, which, when we are ready to disclose it, will open the eyes of the most conservative banks. Think of it, any kind of paper drawn on all manner of forms from all sections of the country, all being absorbed by one institution! If it is good collateral in New York City, it is 100 per cent. better in the dealer's own locality.

"So, we feel our experiment has been most successful. Our dealers can truthfully say, 'Why, Mr. Banker, surely if my paper is acceptable in New York, it should be acceptable with you.' We are grateful to the Commercial Investment Trust for the very efficient manner in which they are developing the plan, and, on our dealers' account, we are glad such a plan is possible at a time when financial accommodation is a most uncertain commodity.

"Any Edison dealer of good standing can utilize this plan with his jobber's assistance. Whether the dealer is an old friend or a new one, whether he is a big dealer or a little dealer, or whether he does business on the Pacific Coast or the Atlantic—it is all one and the same to the C. I. T. For the dealer who cannot obtain sufficient local accommodation we commend the plan. If, on the other hand, we can be of assistance in establishing better relations between a

dealer and his banker in connection with Edison instalment paper, we are only too glad to give the banker the benefit of our experience. Whether it is the C. I. T. Plan or any other plan, or whether it is a question of assisting the dealer in making similar arrangements with his own bank, our financial supervisor is here at the factory and ready at all times to assist in every way possible."

## SOME SEASONABLE NOVELTIES

National Toy Co. Introducing Several Which Should Appeal to Dealers During Holidays

The National Toy Co., 273 Congress street, Boston, Mass., are receiving large demands for their various talking machine specialties. The Boxers, Ragtime Rastus and Uncle Sam and Kaiser Bill have become popular throughout the



#### Ragtime Rastus Window Display

country. The approaching Christmas season has given renewed interest to this line, as many dealers feature this toy in their windows upon the revolving turn table of a machine. Its attraction value is strong, and has been the subject of comment at various times in the daily press.

Although the window shown herewith appeared in Boston, this has been duplicated on Fifth avenue, New York, and in practically every town and city in the country. In view of current happenings, it is expected that the toy in which Uncle Sam administers punishment to Kaiser Bill will prove very popular.



## Immediate Deliveries of the STERLING

"The Phonograph of Sterling Tone and Quality"

THE Sterling phonograph is no experiment, but an established line, having been on the market since 1914. Handle a line that is known—a product of experienced phonograph manufacturers.

Every model is equipped with a universal tone-arm playing all records. The motor is the best that can be secured and the cabinet work is exceptionally fine.

*Liberal trade discounts.*

**Compacto Phonograph Co., 31 East 12th Street, New York City**

Eight Models

Guaranteed in Every Detail

Immediate Deliveries of Any Quantity

**IMPORTANT PATENT GRANTED**

The Windsor Furniture Co. Secure Protection on a Most Ingenious Method of Disposing of the Records in Their Artistic Cabinets

CHICAGO, ILL., October 10.—The Windsor Furniture Co. announce that on September 24, 1918, they were granted U. S. patent protection for a new and valuable extension of the characteristic Windsor console cabinet, which they have developed so successfully. As is well known, the Windsor phonograph cabinets are of the console type and the new patent is granted on a most ingenious method for disposing of the records in vertical filing order in a special space adjoining and on a level with the part of the console which contains the machine itself. In this manner the console dimensions are faithfully preserved, as well as the characteristic lines of the design. The patent is granted on the mechanical claims involved, not merely on the design, and is the first mechanical patent, the company believes, yet granted on phonograph cabinets. Windsor machines are brought out in a variety of beautiful period styles, and their new catalog shows that they are also bringing out several upright cabinet styles. The Windsor is highly superior in all respects of design and workmanship and has already developed a large circle of enthusiastic patronage.

Hinners Organ Co. are the owners of the Pekin Music House opened recently in Pekin, Ill.



Prices Range from **\$80** to **\$165**  
Four Styles

Ready for Immediate Delivery

Territory open for Agents.

Send for details and dealers' discounts. Helpful booklets furnished to Culplone dealers free.

**Culp Phonograph Co.**

240 Broadway

New York

**Record Delivery Envelopes**

Safe - Swift - Secure



The heavy paper means protection; the button and cord mean speed—you can wait on more customers.

Bring out YOUR OWN NAME. Every time an envelope leaves your store, let the advertisement on it take your name to the homes and bring new trade. The advertising more than pays for the envelope. Write for samples and prices.

Lewis C. Frank, 694 Book Bldg., Detroit

**HAS BUSH & LANE AGENCY**

Fred K. Kurtz to Represent This Well-Known Phonograph Line in Chicago

Fred K. Kurtz, who has spent a lifetime in the manufacturing and selling ends of the music industries, has been made Chicago representative for the Bush & Lane phonograph, made by the Bush & Lane Piano Co., Holland, Mich. He has secured downtown warerooms and occupies office space with Wyman & Babb on the sixth floor of the Republic Building for the present.

**VICTOR CO. REPLIES TO RESOLUTION**

The Talking Machine Men, Inc., have received from the Victor Talking Machine Co. a formal reply to the resolution adopted at the recent special meeting of that organization asking the Victor Co. to take action to have jobbers discontinue the retailing of Victor goods. The reply will be made public at the regular meeting of the Talking Machine Men, Inc., to be held on Wednesday of this week.

**SWINDLERS ARE SENTENCED**

Reference was made in The World for August to the arrest of a man named John W. Rogers and an accomplice named Silvia, who were charged with swindling numerous talking machine dealers in this city, the arrest being brought about through the united efforts of C. H. Ditson & Co., John Wanamaker and Bloomingdale Bros., who succeeded in developing a plan that enabled them to secure the arrest of the swindlers. This week these two parties were found guilty. Rogers was sentenced to serve thirteen months in Elmira Reformatory, and Silvia to serve not less than a year and four months, and not more than two years and eight months in jail.

**INTRODUCE CULPTONE PHONOGRAPH**

The Culp Phonograph Co., 240 Broadway, New York City, through their president, A. Culp, made the initial announcement of their new line of talking machines this month, known as the "Culplone." The four models comprising the line have cabinet design of exceptional merit, and are equipped with up-to-the-minute accessories and have a price range of wide latitude. An ingenious slogan has been adopted by the company. "Made UP to standard and not DOWN to price."

**SECURE PURITAN AGENCY**

The Kranich & Bach store in Chicago has taken on the entire line of Puritan phonographs manufactured by the United Phonographs Corp., of Sheboygan, Wis.

**RECORDS FOR THE SOLDIERS**

The Sharp Music Co., Denver, Colo., have been collecting records and talking machines for the soldiers and recently made a large shipment to the boys "over there." The campaign was a most successful one in every respect and won the approval of the public.

A new talking machine department has been opened on the main floor of "The Fair," the well-known department store on State street, Chicago. The Victor and Columbia lines are handled.

**"NICHOLSON"**  
New Catalog Showing New Styles  
**RECORD CABINETS**  
strictly high-grade construction at prices  
**BELOW COMPETITION**

Write for a copy of the catalog and our special free advertising help for dealers.

**K. NICHOLSON FURNITURE CO.** Chase City, Virginia  
Sectional Bookcases and Record Cabinets

*The Most Wonderful Talking Machine at the Price*

**The Charmaphone**

*An Instrument of Supreme Value, Tone and Quality*



No. 100

Wholesale Price \$42.50 and War Tax  
Terms 5%—10 days, Net 60 days.

A high class Mahogany finished Cabinet 44" high and 18" wide and 21" deep.

It is equipped with a Heineman No. 3 Motor which will play five records without rewinding and is guaranteed by the manufacturer.

The large Tone Arm and Sound Box used is the same as used by other manufacturers of machines selling as high as \$200.00.

The record cabinet has three shelves as illustrated. It is equipped with a modifier and ballbearing casters.

All parts heavily nickel plated. This machine must be seen to be appreciated.

Let us send you a Sample Machine.

We carry a line of Phonographs from \$9.50 up.

Write for Catalogue and Price List.

**R. L. Kenyon Mfg. Co.**  
Mexico, N. Y.

## WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line.

**SALES EXECUTIVE** of high caliber with a past record of things accomplished and an intimate knowledge of manufacturing and who has recently placed on the market with signal success one of the representative talking machine lines in the trade will consider new connection. My highly specialized services will be of particular value to some big live concern ambitious to become or continue real factors in the talking machine field. Address "Box 554," care The Talking Machine World, 373 Fourth Ave., New York.

**RELIABLE** phonograph factory executive, experienced in motors and cabinets, and thoroughly familiar with all repair work wishes to better his position. Excellent references. Address "Box 555," care The Talking Machine World, 373 Fourth Ave., New York.

**WANTED**—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

**WANTED**—An experienced man to assemble and pack phonographs. Address "Box 556," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—Assistant manager of branch of America's largest phonograph supply factory, is open for executive position. Address "Box 548," care The Talking Machine World, 373 Fourth Ave., New York.

**PHONOGRAPH** recorder required, thoroughly experienced and able to install and operate. Replies confidential. Address "Box 538," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—City salesman or department manager—by man of twelve years' experience. Best references. State particulars. Address "Box 549," care The Talking Machine World, 373 Fourth Ave., New York.

We have an opening for one or two good salesmen. Salesmen that are willing to work, hustle and bring results. Prefer man who will work on commission. Must come well recommended, send information and references in first letter. Address "Box 550," care The Talking Machine World, 373 Fourth Ave., New York.

**FOR SALE**—Thriving business, Columbia Agency, with full line of records, also a few pianos. Store is equipped with demonstration booths. Ideal location. Will sell to purchaser at inventory. Address "Box 551," care The Talking Machine World, 373 Fourth Ave., New York.

**REPRESENTATIVE** exceptionally well known on Pacific Coast, already carrying several representative lines, offers representation to one or two more non-conflicting lines in that territory. Will be glad to consider your proposition. Address "Box 553," care The Talking Machine World, 373 Fourth Ave., New York.

### MANY SONORA VISITORS

The executive offices of the Sonora Phonograph Sales Co., Inc., were visited this week by quite a number of the company's jobbers who are attending the annual convention of the National Wholesale Druggists' Association, and who took advantage of this opportunity to visit Sonora headquarters and make a unanimous plea for immediate carload shipments of Sonora phonographs.

Among these callers were H. E. Hillman, of Wheeling, W. Va.; Fred E. Yahr, treasurer of the Yahr & Lange Drug Co., Milwaukee, Wis.;

**POSITION WANTED**—Young lady with several years' experience in managing Victor and Columbia phonograph and record departments, also music roll departments, and handling large sales force, is desirous of securing permanent position with large music house. Can furnish references. Address "Box 557," care The Talking Machine World, 373 Fourth Ave., New York City.

**SITUATION DESIRED**—Production manager and superintendent seeks position. Seventeen years' experience. Can reduce costs and increase production. Highest references. Address "S. P. 25," care The Talking Machine World, 209 South State St., Chicago, Ill.

**PRODUCTION MANAGER—FACTORY SUPERINTENDENT**—Expert production man seeks position. Location no special object. First-rate handler of men. Seventeen years' practical experience in talking machine manufacture. Is competent to plan, and reduce costs and increase production in all branches. Has special skill in the matters pertaining to the woodwork and cabinet-making and assembling and finishing. Can give the highest of references and demonstrate his ability. Will work for \$200 per month, and is worth it. Address "S. P. 26," Talking Machine World, 209 South State St., Chicago, Ill.

**RETAIL MANAGER OPEN**—Young man, married, long experience as retail manager, open for exclusive store or department executive, talking machines or pianos or both. Middle West preferred. Address "08," Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—By expert with eleven years' experience in all branches phonograph line, making, assembling and repairing. Can take complete charge of mechanical end. Had charge of some of large concerns in the manufacturing and assembling from motor to complete machine. Am a good systematizer and organizer. Address "A. U. 1," care The Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—Who can use a high-class manager, either wholesale or retail, capable of taking exclusive charge and producing results? Have had over ten years' experience, willing to locate anywhere. Address "Box 540," care The Talking Machine World, 373 Fourth Ave., New York.

**SITUATION WANTED**—Salesman (35) acquainted with every angle of the business. Phonographs, records and sundries. Vigorous result getter on road. Drawing account against commission. Address "Phonographs," 22 East 125th St., New York.

**POSITION WANTED**—Talking machine salesman, five years' experience. Inside position large city preferred. Familiar with all well known machines. References. Address "A. P. 2," Talking Machine World, 209 So. State St., Chicago, Ill.

**WANTED**—Thoroughly experienced, aggressive Edison, Victor and Columbia manager is open to manage department. Any location. Success guaranteed. Address "J. L. 8," care The Talking Machine World, 209 South State St., Chicago, Ill.

**SITUATION WANTED**—Trade builder open for position November 1. My record of sales will be of interest to manufacturers who wish to further their output. Address "Box 560," care The Talking Machine World, 373 Fourth Ave., New York.

**POSITION WANTED**—By wholesale phonograph and piano salesman. Open for position to travel east of Chicago. Held last position 2½ years. Phonograph position preferred. Best of references. Address "Box 536," care The Talking Machine World, 373 Fourth Ave., New York.

Sewall D. Andrews, of the Minneapolis Drug Co., Minneapolis, Minn.; G. B. Moxley, of the Kiefer-Stewart Co., Indianapolis, Ind., and Chas. Gibson and Nelson P. Snow, of the Gibson-Snow Co., at Syracuse, N. Y. All of these callers spoke most encouragingly of the business situation in their respective territories, stating that their sales of Sonora machines were limited only by the available supply of merchandise. They are all looking forward to a banner fall and holiday business, and, in a conference with the Sonora executives, emphasized the fact that they needed large shipments of instruments in order to cope with this demand.

## STEEL NEEDLES

### AND PHONOGRAPH PARTS

Steel needles, full tone, in envelopes, per 1,000 needles	0.75
Sapphire needles for Edison disc, each	0.30
Sapphire needles for Pathé disc, each	0.30
Genuine Edison diamond for disc, each	2.25
Main springs for Edison disc, 1 1/2", each	1.75
Main springs for Columbia disc, 1", each	0.65
Main springs, 7/8" oblong hole, each	0.35
Main springs for Columbia disc, 3/4" round hole, each	0.30
Governor springs for Columbia motor, each 2c.; per 100	1.50
Governor springs for Victor motor, each 2c.; per 100	1.50
Governor screws for Columbia motor, each 1c.; per 100	0.75
Governor shafts for Bliok or Wonder motor, each	0.15
Governor shafts for Heineman No. 0 or 11, each	0.20
Governor gear wheels, for Triton motor, each	0.10
Mica diaphragms, 1st for Victor soundbox, each	0.15
Mica diaphragms, 1st for Columbia soundbox, each	0.25
Turn-table, felt green, 10", each	0.20
Turn-table, felt green, 12", each	0.25
Motors, double springs cpt. with 12" T. T., each	5.25
Motors, single spring cpt. with 10" T. T., each	2.00
Tonearms, universal, with mica soundbox No. K-1, each	2.25
Tonearms, universal, No. H2, Sonora style, each	3.00
Soundbox, fit Victor tonearm, No. H-1, each	1.75
Soundbox, fit Standard tonearm, No. K-5, each	0.75
Barrels, assembled, for Bliok or Triton motors, each	0.60
Barrel, bottom gears, Bliok or Triton, each	0.25
Key's Slatted, Bliok or Triton, each	0.25
Key's Thread, for Flemish, each	0.25
Needle cups, fit on Columbia, per 100	2.50
Needle cups, with covers, for used needles, per 100	3.75

All orders must be accompanied with remittance. Prices subject to change without further notice.

### FAVORITE PHONOGRAPH ACCESSORY CO.

1491 DeKalb Avenue

Brooklyn, N. Y.

### FOR SALE

Phonograph records, lateral cut, 10 and 12 inch standard make, a fine assortment of vocal and instrumental selections. Also steel needles, finest quality, in bulk and packages.

I. DECKINGER

3064 Albany-Crescent Ave.

New York

A REAL SALESMANAGER wanted, experienced in the phonograph business. Must be a live wire and able to handle a staff of salesmen successfully. Apply to the Chopin Phonograph, Ltd., Keewadyn Building, Winnipeg, Canada.

### FOR SALE

A balance of a large stock: 5,000 Victor, Columbia and Emerson records; 500 1-inch main springs at 28c.; 500 micas for Columbia sound boxes at 20c.; 10 and 12 inch turn tables, 10c. and 20c. Complete large covered machines 18x20 at \$6.50, 14 inches high.

144 Ludlow St.

N. WALCER

New York

WE are in the market to buy a laboratory plating and pressing outfit. Who has one? What is your price?

We also wish to make arrangements for commercial pressing of records. Give us deliveries, price, capacity. 10-inch, single and double face. "Box 559," care The Talking Machine World, 373 Fourth Ave., New York.

### MUSIC HELPS SPEED UP WORKERS

Phonographs Installed in Cincinnati Establishment as Aid to Production

CINCINNATI, O., October 7.—The music-with-meals idea is now being supplanted by the music-with-work theory, which a local dry cleaning establishment is putting into practical effect. This enterprising firm has installed throughout its factory enough phonographs to provide lively entertainment the whole day long. It is a pleasant way of saying "speed up" and has the desired effect on the workers who have taken to the new idea with great zest. The idea has been tried out with success elsewhere.



## The Most Wonderful Talking Machine

of the present age at the price, considering cabinet, tone and quality.

The name "Wegman" has been before the music-loving public since 1882.

Solid mahogany, 5 record motor, 12" turntable, tone modifier, graduated regulator, plays all records. All parts heavily nickel plated.

Write for dealers' proposition.

We are also in a position to furnish cabinets only.

**Wegman Talking Machine Co.**  
Office, 47 Clinton Ave., So. Rochester, N. Y.

47" high  
22 1/2" deep  
21" wide \$90

## NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 505 5th Ave., N. Y.

**THE ORIGIN AND USE OF GRAPHITE**

Some Facts Concerning This Important Mineral of Which Little Is Generally Known

Although graphite is deemed practically essential in the lubrication of every talking machine motor, particularly in the lubrication of the springs thereof, there is little generally known in the trade, however, of the origin of that mineral, where it is found and the manner in which it is prepared for the mines. The following information regarding graphite, published by the U. S. Graphite Co., should therefore prove of interest:

Although graphite is used by all of us in one form or another every day of our lives, there is a surprisingly small number of people that have even a passing knowledge of its origin, its characteristics, or in fact the purposes for which it is utilized.

Graphite comes from Ceylon, Korea, Madagascar, Mexico, Europe and also occurs frequently throughout the United States and Canada.

There are two formations of graphite—crystalline or "flake," and non-structural or amorphous.

"Flake" graphite is imported into the United States principally from Ceylon and Madagascar, and this together with the high quality and close grading demanded by the nature of the finished articles into which it is developed give it a high market value. Probably the best known product of flake graphite is the crucible used so extensively by chemists and metallurgists, and in the process of manufacture in brass foundries and steel mills. A crucible must be able to withstand tremendous heat with minimum deterioration either from the heat itself or from the physical strain imposed by handling and by the molten substance being heated in it. In addition it must be capable of conducting heat quickly and efficiently.

Flake graphite is also used extensively in the manufacture of electrodes, electrical contacts, dynamo brushes, etc., and must necessarily possess high and uniform electrical carrying capacity.

The amorphous variety of graphite, which is produced throughout the United States and largely in the State of Colorado, where large deposits have recently been discovered and developed, is also imported from Korea, Canada and Mexico, and presents many physical characteristics very different from the crystalline product. It is marketed in the form of a grayish black powder, and adapts itself to service more utilitarian than scientific, and due to its larger and more general production, its monetary value is greatly below that of the flake variety. Its industrial uses are many, including for instance, foundry facing, that is, a powder applied to the face of sand molds to prevent the taking up of silica by molten metal; axle grease, a cheap but effective commodity used everywhere; paint, to protect metal surfaces from the corrosive action of climate, smoke, steam or chemical fumes; polish for locomotive front ends; greases in many varieties for use on mine cars, machines, cables, gears, chains, etc.

These of course are only a few of the uses to which graphite of both varieties is adapted, but they serve to give an idea of the range of service, the general usefulness, and the comparative values of the two formations.

The Kaiser has not invested in War Savings Stamps. Are you like the Kaiser?

**SHELTON ELECTRIC PHONOGRAPH MOTOR**

We have increased our factory facilities to handle the demand for the Shelton Electric Motor, and are now ready to make prompt deliveries.

Write for our Special Agency Proposition

**SHELTON ELECTRIC CO.**  
30 East 42nd Street, NEW YORK

*The*  
**CHENEY**  
**PHONOGRAPH**

*"Plays all records better"*

Large surplus stock now in New York City for immediate deliveries in New York and Northern New Jersey.

*Write for Catalog and attractive Agency proposition.*

**BURTON COLLVER**

Rep. New York and Northern New Jersey

4 West 40th Street  
NEW YORK CITY

Telephone  
Murray Hill 6576

**STIMULATING THE SALES FORCE**

How It May Be Made to Push Your Product Intelligently—Some Pertinent Remarks That Are of General Interest to Dealers Everywhere

How to induce a sales force to handle your product, to push it intelligently—that is the problem that confronts almost every manufacturer, said the proprietor of a large establishment recently. In this connection we reproduce some quotations from a booklet on the subject which is illuminating because of its general application:

"Selling Is Knowing.—Selling the goods has certain requirements. One man we've known who tried to dodge the duty by daily talking the weather to a frazzle—letting his goods talk themselves. Another man finally decided that salesmanship consisted in a fine lot of phrases like 'It's the best,' and 'There's nothing finer.'

"Yet, as clerks they were then, so clerks they have remained. For one thing they never learned—that for a man to sell goods he must know goods.

"So study the merchandise you handle as you would your friends. KNOW their every quality, characteristic and difference. Be able to say 'This is so, because'—and prove it. For the very alphabet of selling is facts. Get these facts. Make them a part of you.

"The Sales Key to Salaries.—Many things enter into your advancement—and its visible token, the dollars. If you are prompt at work the boss smiles—loyal to the house, he appreciates—and always cheery, he gives you his confidence.

"But when it's raise-time, what does he go on? 'Figures don't lie,' some one has told him. Your sales book is going to be his evidence to convict or promote you. Character, ability and

ambition can all play their part, but it's the sales that are going to make you a higher-paid salesman; sales that are going to let you press onward. Watch your sales. Don't miss a chance to build them. Sales is the watchword of salesmanship.

"This booklet gives the few truths which are essential to every salesman of any product. If you would boost yourself upward, read it. For the dollars that lie within it, make this information yours."

**JOSEPH I. CARROLL'S NEW POST**

Arthur A. Cushman, director of sales, Emerson Phonograph Co., announces the appointment of Jos. I. Carroll as manager of sales for this company.

**IN CHARGE IN NEW ENGLAND**

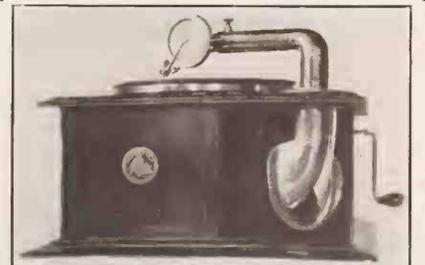
W. H. Shire has been appointed New England manager of the Emerson Co. with headquarters in Boston.

**OPENS NEW YORK OFFICE**

Burton Collver, who now represents the wholesale interests of the Cheney Talking Machine Co., with headquarters in New York, is carrying a large surplus stock of Cheney phonographs for immediate delivery, including the Console models designed and executed by Berkey & Gay, the renowned makers of fine art furniture.

**MAESTROLA MAHOGANY CABINET MACHINES, SIZE 15 x 15 x 7½**

Motor worm gear plays 2½ to 3 ten inch records, one winding. Prices \$4.50 in 100 lots, in dozen lots \$5.00 each, sample machine \$5.50. Cash with order.



Steel needles and phonograph parts selling at the old prices during October regardless of the scarcity of these supplies. Now is the time to place your order. Be wise and save money.

FULTON TALKING MACHINE COMPANY  
640 Broadway New York City, N. Y.

**REPAIRS**

All Makes of Talking Machines  
Repaired Promptly and Efficiently

TALKING MACHINE REPAIR  
AND SALES CORPORATION

**ANDREW H. DODIN, President**  
176 Sixth Avenue New York

TELEPHONE, CHELSEA 8437

# FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

**Growing Feeling of Optimism Prevails Throughout the Gramophone Industry in Great Britain, Due Primarily to the Glorious Successes of the Allies on the European Battle Fields and the Confidence Aroused That Daylight Is Now Ahead and That the End of the War Is at Last in Sight—Increased Demand for Records a Notable Feature of the Month—Larger Machine Output Now Necessary to Meet Increasing Demand—News of Month**

LONDON, E. C., ENGLAND, October 3.—As in the case of most industries, other than those catering to actual every-day necessities, the gramophone trade, indeed, the whole music and allied commercial undertakings, are undoubtedly very sensitive to political and economic influence, the more so these days of strife. It is therefore with no great surprise that one learns of the existence of a strong tendency towards increased sales, partly, it is true, to the bad weather conditions which have prevailed of late, but in the main attributable to the glorious successes of the Allies on the European battlefields. The recent splendid news of the first independent success of the American army has aroused a spirit of high confidence. For the first time in a period of over four years of bloodshed the people are able to see daylight ahead. The measure of our enemies has been taken, and we feel this side, thanks to the mighty assistance of the United States, that while there is yet a stern period to face before the Prussian defense is reduced, the end is at last in sight. Determination to pursue and attain an unqualified successful conclusion of this fight for the maintenance of civilization is stronger than ever. The people are animated by the will to conquer,

and in that are sustained with the significance of the magnificent part now taken by our cousins from across the wide Atlantic.

Can one then wonder that there is a spirit of relief and hope abroad? Even the predisposed pessimists are smiling. There prevails a mood of general cheerfulness. Our reservoir of gladness and hope is again unlocked to some purpose. Money is freer. There is a call for music. The gramophone dealer has "felt" it. He is selling more records, and it will be up to the manufacturers to increase their output considerably. The demand, too, from the front is greater than ever. Our soldiers want music wherever they go. And they shall have it, even though the home trade suffers.

Thus do we find that business conditions are generally excellent. Record sales are great. Efforts must be made by manufacturers to increase output, and night shifts, when labor can be found, will soon be necessary. The class of music provided is mainly of the ephemeral order, but it is, on the average, good. Anyway, it is what is wanted, and the main thing at the moment is certainly to completely satisfy the demand. The experience of dealers is that officers and men on leave prefer music of the lighter variety, and at the front the call is always for selections of the very latest of London's repertoire in presentation at the theatres, music halls, etc. Hence, in the main, record lists are compiled along these lines.

If there were available a larger output of machines, all would be well. The shortage, however, is likely to prevail during the war period, as there seems little or no possibility of any British output of motors in bulk. There is, of course, official restriction on the utilization of

machine tool capacity for this class of work, and inclination is generally averse to the employment of skilled labor thereon. It is true attempts have been made by scratch labor on comparatively worn out tools in the production of gramophone mechanism. One could not expect the result to be other than failure in view of the very great accuracy required for this output. A successful motor can only be produced by highly skilled mechanics on first-class machines. The many operations necessitated call for precision workmanship on precision tools; single-purpose machines in a good many of the operations entailed being absolutely essential. These are not available until the need for war output is canceled by the attainment of peace. Until that glorious event is possible the trade must be content to rely upon Swiss imports of motor mechanism and much other of the metal parts and accessories for talking machines. When "the day" arrives all our energies will be concentrated towards the production of all we need in the way of gramophones so as to exclude, if nothing else can, further reliance upon enemy sources. But it is to be devoutly hoped that our manufacturers will receive official protection in the re-establishment of their pre-war industries by the only certain method of strong legislation designed to prevent the dumping of enemy products on this and our colonial markets. To that end all good citizens will accord, we think, every support to the Government of the day.

**"His Master's Voice" Records' Increased Price**

With an almost certain imposition in view of a luxury tax upon records, there is a strong tendency to anticipate events by the prior introduction of new prices, doubtless, with the



"His Master's Voice"

Copyright

**This intensely human picture stands for all that is best in music**

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

## 'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

### HALL-MARK OF QUALITY

#### Branches

**DENMARK:** Skandinavisk Grammophon-Aktieselskab, Frlhavnen, Copenhagen.

**FRANCE:** Cle. Française du Gramophone, 115 Boulevard Richard Lenolr, Place de la République, Paris.

**SPAIN:** Compañía del Gramófono, 56-58 Balmes, Barcelona.

**SWEDEN:** Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

**RUSSIA:** The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanof Dror, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swlat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

**INDIA:** The Gramophone Co., Ltd., 139, Ballaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

**Great Britain:**

## The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

#### Agencies

**AUSTRALIA:** S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

**NEW ZEALAND:** Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

**SOUTH AFRICA:** Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Buluwayo; The Argus Co., Salsbury.

**EAST AFRICA:** Bayley & Co., Lourenzo Marques.

**HOLLAND:** American Import Co., 22a, Amsterd Veerkade, The Hague.

**ITALY:** A. Bossi & Co., Via Orefici 2, Milan.

**EGYPT (Also for the Soudan, Greece and the Ottoman Empire):** K. Fr. Vogel, Post Box 414, Alexandria.

FROM OUR LONDON HEADQUARTERS—(Continued from page 108)

**J. Stead & Co., Ltd.**  
**Manor Needle Works**  
**SHEFFIELD, ENGLAND**  
 MANUFACTURERS OF  
**Talking Machine**  
**Main Springs**  
**Best Prices—Best Quality**  
**Inquiries Solicited**

object of relieving the public of direct payment and also to avoid, if possible, the expense involved by the suggested adhesive duty stamp as a means of collection. In more ways than one it would obviously be advantageous in elimination of confusion, trouble and expense for the official accountants to check sales at the factory end, allowing rebate for returned records, and collect the duty on the spot, say, every month. Several members of the select committee were in favor of this course. It will certainly receive sympathetic consideration when the official terms of the proposed bill are debated in Parliament.

It is not suggested for one moment that the foregoing is the main guiding principle for the introduction of new record prices at this stage. It is certainly not unassociated with the coming luxury duty on records, but, apart therefrom, there is every justification for raising the retail prices of discs of all denominations. Wherever one looks to-day, production costs and values generally are unfortunately meteoric. Record ingredients, in fact, all materials are more costly each week, prices constantly fluctuate, there is no stability, and each monthly balance sheet shows a proportionate reduction of profits in comparison with its immediately preceding period. The necessary introduction of women labor has proved over-expensive, and encouragement in the shape of increased rates of payment is all too frequently essential in order to retain their services, and thus ensure a sufficient output of satisfactorily finished records.

That, in brief, is the position. It outlines a few only of the many difficulties of manufacturers. But they have all to be faced, and overcome, in which regard the principle of good finance plays the most important role. Without a reasonable margin of profit, these production troubles of war time could not be successfully met. It is a fact that manufacturers' profit has become beautifully less. And to-day there is little or no margin with which to play. It follows, therefore, that the retail price must be increased as an actual necessity in the interests of continued output. Such action was foreshadowed by your correspondent quite some time ago. And it is now *au fait accompli*.

In the march of progressive action, the Gramophone Co., Ltd., stands boldly forth as

the first to move. Announcement has been made to the trade of an all-round increase of 6s each in the price of their single and double plum, black and violet label records. All other of their records (the higher-priced variety above 5/) remain at the old figure. A form is provided for dealers to make a return of their stocks in order that in the event of a return to the old prices when normal conditions once again prevail, the company may be in a position to decide upon any reasonable adjustment in favor of those dealers who now supply the required information, which is a judiciously fair proposition in the interests of "His Master's Voice" dealers. New needle prices have also been announced. This advice to the trade is accompanied by a warning against any infringement of prices, and reads as follows: "Any sale of the above records and needles on or after the 16th of September, 1918, at less than the new retail prices will be construed as a breach of the price maintenance agreement."

As to other makes of records, especially the 2s. standard variety, there is good ground for the belief that revision of prices must be made within the near future. If, in this case, the luxury tax is not anticipated by an early increase, it will be the more difficult for manufacturers to secure their due after this measure becomes law. The time for action is now, and I confidently believe that by the time these lines reach the London reader, a declaration of policy will have been made by all the 2s. record firms. I even go so far as to anticipate the increase, at sixpence per record. It is absolutely necessary for the manufacturer, the factor, and the dealer. Were it otherwise, I should not advocate any such policy in war time; the only justification for this step is the necessity brought about by increased costs of production, and at that I leave it.

#### Meeting of New Association

At a recent committee meeting of the Association of Gramophone & Musical Instrument Manufacturers, those present were: M. E. Ricketts, president, in the chair; Frank Samuel, vice-president; Louis Sterling, D. J. Blaikley, H. Hinks Martin, M. F. Cooksey, A. G. Houghton, Geo. Murdoch, H. J. Cullum, E. C. Paskell, C. E. Timms, secretary.

Applications for membership from the following houses were unanimously approved and accepted: Dalton & Sons, Leicester and Derby; Stockall, Marples & Co., Ltd., Clerkenwell road; H. E. Hornby, Hills place, Oxford street; R. J. Ward & Sons, Liverpool; Wm. Moore Holloway.

The need for this association and its usefulness to members was shown in the extensive correspondence reported by the secretary as received and replied to, dealing with a variety of questions of supplies, import and export formalities, etc., matters of common knowledge to the larger houses, but presenting difficulties to the smaller firms, who are in the majority.

## Soundboxes

IF you are after a genuine offer of soundboxes, you'll do well to communicate with us immediately. We have tens of thousands of perfect soundboxes, fitted with the best quality mica. Confidently recommended for cheaper machines, absolutely reliable and give excellent reproduction. Price to clear \$50 per gross, F. O. B. London.

Orders for less than gross lots not accepted

Wire "Knotaslepe, London".

**W. H. Reynolds (1915) Ltd.**

45, City Road, London, E. C.

Write for new illustrated  
Complete Catalogue

This pooling of information of general and special interest provides some of the best work for such an association and is calculated to help the trade considerably.

Supplies of main springs and needles in the gramophone section, and mouth organs in the musical wholesale section are some of the smaller troubles of the present time which are receiving the attention of the association on behalf of members.

Of the larger and most important issues, the recommendations of the Ministry of Reconstruction are having close consideration with a view to their adaptation to the needs of the industry, and an interview on the subject will shortly take place at the Ministry.

The luxury tax report was also closely criticized and discussed. The absurdity of the schedule as it affects the trades within this association is apparent, the special classification of violins at £7 and the relegation of all other musical instruments of an equally important, artistic and democratic character, such as violoncello, cornet, etc., to the £1 limit, being, to say the least of it, preposterous.

On the motion of Frank Samuel, seconded by Louis Sterling, it was unanimously resolved that the association shall deal with the whole question of the luxury tax as it affects the interests of its members and of the trades represented by the association. A special committee comprising Louis Sterling, D. J. Blaikley, M. F. Cooksey, with officers ex-officio, was appointed to go thoroughly into the matter, and a vigorous campaign will shortly be instituted, in which members will be invited, and will doubtless be only too well pleased to co-operate.

(Continued on page 110)

# GUARDSMAN RECORDS

REGISTERED

10 inch and 12 inch Lateral Cut

We can ship you *immediately*, any quantity of Records:

BANDS                      ORCHESTRAS                      INSTRUMENTAL SOLOS                      VOCAL

WIDE SELECTION OF CLASSICAL AND POPULAR TITLES

The Latest American and British works are promptly recorded by the best artists of the day.

Get a trial lot at once (your regular orders will follow) and secure yourself for the coming season's trade.

Apply for Lists and Prices to INVICTA RECORD COMPANY, Ltd.

Cables: Duarrab, London

1 New Inn Yard, London, E. C., England



TRADE MARK

## FROM OUR LONDON HEADQUARTERS—(Continued from page 109)

**"Winner" Record Sales Forging Ahead**

The line of demarcation between what used to be termed the season as distinct from the slack summer trade has become almost unrecognizable since the need for gramophonic music to entertain the troops stimulated trade to an abnormal extent throughout every month—every week of the year. Military requirements in this regard are continuous, the demand for machines and records being almost as great in the summertime as during winter.

It is not therefore surprising to learn that most record companies have participated to a gratifying degree in this extra trade, and in consequence it is somewhat beside the point to refer to the "coming" season's sales prospects. There is, of course, a difference, as applied to the purely civilian purchases, and in that respect only can one be permitted to express an opinion.

The Winner Record Co. is "all out" this year for a larger trade than ever. Business, I learn, has been exceptionally good throughout the summer months, and some increment thereof was not entirely unexpected at this period. To grapple with the situation output will need to be considerably augmented, if that be possible, and to that end a special effort has been made with, at the time of writing, every probability of success. This is not altogether confined to output. The artistic side has also received attention, the company being ever ready and at all times willing to put into effect any development in the direction of improved production that practical results justify. Thus, in a measure, do we find the secret of "Winner" recording quality and perfective results in productive effort.

**"His Master's Voice" Special Issues**

Special issues are announced by the Gramophone Co., Ltd., of records of London's two latest successes—"Tails Up" and the "Soldier Boy." We have yet to hear these productions, but from all accounts as to the attractiveness of the music are predisposed in their favor. The music is described as bright and of that character which quickly determines the success of a play. These two productions have therefore achieved an almost instantaneous popularity, and its effect is sure to enhance the value from a sales viewpoint of the excellent series of records now before the trade. "Tails Up" is drawing big audiences at the Comedy Theatre, and the "Soldier Boy" is equally busy at the Apollo. In each case there are four double "His Master's Voice" records comprising the choice of the vocal and instrumental items, all recorded by first-class artists.

**Death of Sir Herbert Marshall**

The musical world has heard with keen regret of the death in his sixty-seventh year of Sir Herbert Marshall, head of the great piano and player firm of Sir Herbert Marshall & Sons, Ltd., Leicester and London. The influence of his efforts for the advancement of music was

felt far beyond his native town of Leicester, where he founded the Leicester Philharmonic Society. Sir Herbert was honorary representative of the Royal Academy and Royal College of Music. In 1896 he was Mayor of Leicester, in 1905 he received the honor of Knighthood, and in the parliamentary elections of 1910 Sir Herbert twice unsuccessfully contested the Market Harboro Division. His loss will be widely felt.

**Some New Board of Trade Rulings**

At a recent meeting of the Association of Gramophone & Musical Instrument Manufacturers & Wholesale Manufacturers it was reported that on July 31 the Board of Trade informed the Industry Committee that the recommendation for permits would be necessary with regard to imports from the United States, and that the goods required by the gramophone trade could not be considered important enough to warrant the granting of such permits. The following protest to the Board of Trade on August 15 renewed the concession of five tons per month to cover all imports to those firms entitled to import licenses. It is, however, necessary to first apply to the Licensing Department, 17 Little Titchfield street, London, for a permit to purchase.

The Association Committee was also informed by the Board of Trade that mouth organs could not be imported from Japan and Switzerland except through the Army and Navy Canteen Board.

The ration of steel for the gramophone springs and needles expired on August 21, and a new ration has been applied for, the committee having approached the Board of Trade for permission to import needles from Japan. This matter is now under consideration.

**French Prohibited Exports**

The Board of Trade has recently published a list of goods, the exportation of which from France is prohibited. Among the items on the list we notice discs and rolls for gramophones and phonographs.

**"Aladdin" Needles**

M. Hirst & Co., of Grove road, Willesden, London, announce under the above name the issue of needles that will play for several records. Any sound introduction of this character at this period when needles are somewhat scarce will doubtless be accorded a good welcome by the trade.

**The Opening of the Concert Season**

The opening of the promenade concert season at the Queen's Hall draws attention to the work of the indefatigable Sir Henry J. Wood as the orchestral leader. His fine orchestra is of course the predominant attraction of the "proms," and its conductor is always looked to with unflinching confidence to provide music of a kind that will uphold the reputation of London. It is a high ideal, but Sir Henry Wood has never failed his public yet nor is he likely to do so. He gives his audiences what he knows

**REX GRAMOPHONE CO.**

are making a Specialty of

**EXPORT**

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**Horn, Hornless & Portable Disc Machines****REX GRAMOPHONE CO. 2 Elizabeth Place  
Rivington Street, LONDON, E.C. 2**

Cable Address "Lyrecodic, London"

Enquiries Solicited

they like, with a soupçon of new music. Among the works to be performed during the opening nights is Sir Henry's own impressive arrangement of Rachmaninoff's tragic Prelude in C sharp minor, and it is expected that a little later we shall be given those masterly Granados' Five Spanish Dances. It is the reflection of this same careful study of his public's tastes in the selection of works for performance that has resulted in such a stupendous success for Sir Henry Wood's records on Columbia, for which house he records exclusively.

**Columbia Graphophone on a Theatrical Tour**

We understand that Horace Hunter recommends a lengthy new provincial tour this month with his dramatic sketches "Under Suspicion" and "The Years Between." In the latter, it may be recalled, a tense situation hinges upon a gramophone and a record of "I Hear You Calling Me," probably the only legitimate and plausible situation of the kind ever set on the stage. For this Mr. Hunter uses, as he did before, a Columbia Graphophone, the record being sung by Miss Violet Essex specially for the production.

**The War Adventures of a Decca Dulcephone**

Few machines, I should imagine, have been in such tight corners as the battle-scarred Decca recently returned to the makers, Barnett Samuel & Sons, Ltd., this city, direct from service. For over two years it has been the medium of providing entertainment, an almost human link with home, for many brave fellows, some of whom have since made the great sacrifice. Its record of service is inscribed on the case, such terribly historic names as Laventie, Ypres, Somme, Cambrai, and others, testifying to the many times it has been under enemy fire. And yet, through it all, a not particularly serious bullet wound was the only result, though quite ineffective in putting it out of action. The wear and tear alone is the cause of its homecoming. It is a tribute to all Deccas, and this one in particular, that they are so splendidly constructed as to withstand for so long a period the destructive conditions of war life and usage, as did the warrior under mention, which, by the way, is still capable of an acceptable tune. It now reposes in the great British war museum, where, as the chairman said in his letter of acknowledgment, "it will be carefully preserved for all time as a national relic."

We regret to learn of the death on September 2 of J. Harris, the principal of the well-known factors, R. B. & H. Harris, of 35 South Anne street, Dublin.

**EDISON BELL****WINNER**  
TRADE MARK  
**GRAMOPHONE RECORDS**CABLE  
"PHONOKINO,  
LONDON"**ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN**

TEN INCH

DOUBLE SIDED

NEEDLE CUT

**PLAY ON ALL GRAMOPHONES****Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands  
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

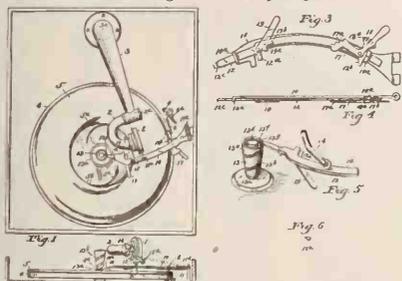
**Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

## LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., October 8.—REPEATING AND STOPPING ATTACHMENT FOR DISC PHONOGRAPHS.—Frank H. Adams, Cleveland, O. Patent No. 1,275,823.

The objects of this invention are, first, to enable a disc phonograph machine to automatically repeat the playing of records indefinitely; and second, when desired, to enable the machine to automatically stop itself when the playing of a record has been completed.

In the drawing Figure 1 is a plan view of a disc phonograph machine equipped with the invention. Fig. 2 is a front elevation of so much of said machine as is necessary to show said invention. Fig. 3 is a bottom view of the track arm and connections. Fig. 4 is a side elevation thereof. Fig. 5 is a perspective view



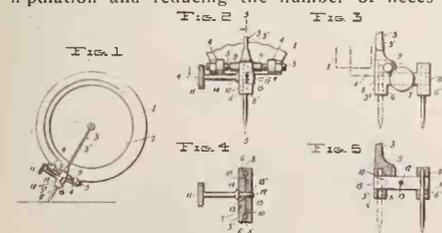
showing the track arm lifter, and a part of the track arm and its adjuncts adjacent to said lifter. Fig. 6 is an end view of the turned down end of slide 12.

SOUND BOX.—Frederick W. Schaefer, Cranford, N. J., assignor to the Aeolian Co., New York. Patent No. 1,275,764.

This invention relates to sound boxes for talking machines, and in particular to those of the so-called convertible or universal type, which may be used to play records of both the vertical and the lateral-cut forms.

Under ordinary conditions it is customary, due to the difference in the way in which the sound waves are recorded in the grooves, either to shift the sound box bodily from one position to another when changing from one type of record to a record of different type, or else to utilize a stylus bar having a shiftable stylus holder which may be moved from one position to another, according to the type of record to be played. In certain other forms of universal sound boxes, two separate stylus holders are provided, one for use in playing each type of record, each holder being furnished with its own screw or other clamp to retain the stylus in place in the socket or bore of the holder. All of these constructions require appreciable manipulation before playing can be commenced, and some of them are comparatively expensive to manufacture.

The present invention has for its primary object to simplify the construction above described, by avoiding all of the preliminary manipulation and reducing the number of neces-



sary parts without, however, in any way impairing the effectiveness of the former constructions. According to the illustrated embodiment of the invention, a substantially right-angled stylus bar is provided, the lower arm of which is made H-shaped and is both widened and thickened to permit the formation in its vertical members of a pair of spaced, parallel sockets, one for use when playing vertical-cut records and the other

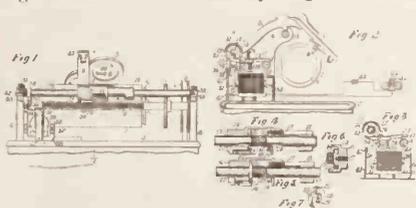
for lateral-cut records. The cross-piece of this arm has its rear face cut away, the cut extending across the rear faces of the vertical members, so as to intersect both sockets, and being designed to receive in it a cross-bar or clamp, the ends of which overlie the sockets. The bar is thereby enabled to retain a stylus in either socket, its movements incidental to the engagement or release of the stylus being effected by means of a screw which is engaged with the central portion thereof.

Figure 1 is a face view of a sound box equipped with the improved stylus bar. Figs. 2 and 3 are enlarged, fragmental detail views of the clamp portion of the bar, Fig. 2 being a face view, and Fig. 3 an edge view. Figs. 4 and 5 are enlarged horizontal and vertical sections of the clamp, taken, respectively, on lines 4-4 and 5-5 of Fig. 2.

PHONOGRAPH.—Newman H. Holland, West Orange, N. J., assignor to New Jersey Patent Co., same place. Patent No. 1,275,257.

This invention relates to phonographs and more particularly to phonographs of the business or commercial type. It has for its primary object to provide improved means whereby the reproducer stylus of the phonograph can be moved or spaced back for the purpose of causing the repetition of any portion of the record whenever the operator who is transcribing the record so desires. This object is attained by means of a construction wherein the reproducing stylus can be shifted back over a part of the record to repeat the same without the necessity of being lifted from the record, this construction greatly facilitating the rapidity and efficiency of operation of the back spacing device.

A further object of the invention is to provide an improved construction wherein the controlling means for the back spacing mechanism



may be positioned at a convenient position for actuation by the transcriber while the latter is operating the typewriting machine, the preferred position for this purpose being adjacent the keyboard of said machine.

Figure 1 is a rear elevation partly in section of said embodiment of the invention; Fig. 2 is a transverse vertical section taken on the line 2-2 of Fig. 1; Fig. 3 is a view partly in vertical section and partly in elevation of a detail of construction; Fig. 4 is a vertical sectional view taken on the line 4-4 of Fig. 2; Fig. 5 is a view similar to Fig. 4 showing the same parts in a slightly different position; Fig. 6 is a view partly in horizontal section and partly in plan of a detail of construction; and Fig. 7 is a perspective view of one of the elements of the back spacing means.

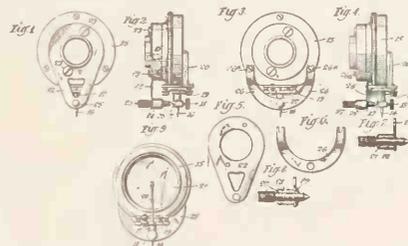
SOUND MODIFYING MEANS.—Alcorn Rector, Cleveland, O. Patent, No. 1,275,089.

This invention relates to sound reproducing devices used with and which form a part of what are commonly known as talking machines; and the object thereof is to provide an auxiliary mechanism or device adapted to co-operate with the vibrating stylus present in sound reproducing devices of the type or kind in common use, and the purpose of which is to eliminate or reduce to a minimum the grating, scratching, and other objectionable noises foreign to the selection recorded upon the record and intended to be reproduced, but which noises are nevertheless emitted in the use of most reproducers; the elimination of the objectionable

noises, however, being accompanied by no material reduction in the volume or change in the quality of the selection reproduced.

In various prior devices designed to improve the quality of the sound reproduced by neutralizing noises foreign to the selection to be rendered, the vibratory movement of the stylus has ordinarily been opposed or dampened by a spring member acting in opposition to the movement of the stylus through a soft, yielding, or resilient member; and in such devices such modification or reduction of the objectionable noises referred to as has been secured has been accompanied by a considerable reduction of the volume of the selection intended to be reproduced, as well as also by a more or less undesirable change in the quality of the tone produced. In the device, however, the movement of the vibrating stylus is communicated to a member adapted to partake of the movement of the stylus or stylus-carrying member through a non-yielding connection, engagement, or contact between the two and, while the objectionable noises hereinbefore referred to are eliminated or reduced to a minimum, particularly those of high pitch which are the more troublesome, there is no concomitant material reduction in the volume of the sound produced, or change in the quality of the tone of the selection recorded and reproduced.

In the drawings Figure 1 is a view showing the device in end elevation and as attached to



the diaphragm casing of a common type of sound reproducing device. Fig. 2 is a view showing a side elevation of the elements shown in Fig. 1; Fig. 3 is a view showing an end elevation of a modified form of the device, as seen from a position to the left of Fig. 4; Fig. 4 is a view showing the elements shown in Fig. 3 in side elevation; Fig. 5 is a view showing the resilient support of the form of the device shown in Figs. 1 and 2, detached; Fig. 6 is a similar view showing the form of resilient support employed in the form of the invention shown in Figs. 3 and 4; Figs. 7 and 8 are fragmentary sectional views showing the threaded sleeve carried by the resilient support of the device, and the adjustable member thereof carried by said sleeve; Fig. 9 is a view showing an end elevation of the form of the device shown in Figs. 3 and 4, as seen from a position to the right of Fig. 4.

TALKING MACHINE RECORD.—Thor Rajc, Los Angeles, Cal. Patent No. 1,275,087.

This invention relates to talking machines and particularly to an improved form of record for use in connection with such machines and the primary object is to provide a record of such form that a greater length of groove may be provided, thus permitting the rendition of compositions of greater length than usual on other types of records.

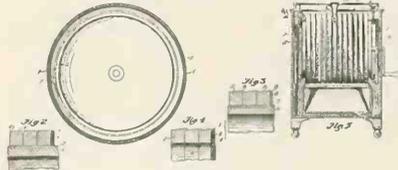
Talking machines of the well-known types are usually adapted for playing records of the disc and cylinder type, the disc machines having grown into more general favor in the recent years. The cylinder records, which are usually employed in the cheaper machines and in offices and places of business, are relatively short and small in diameter, and the length of the compositions which may be reproduced thereon are necessarily limited. The record grooves in the disc type of records decrease in diameter gradually as the reproduction of the composition progresses and thus, the speed of the disc being always the same, it is obvious that the groove speed will be greater near the periphery of the disc than at the inside and will gradually decrease as the needle of the repro-

(Continued on page 112)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 111)

ducing element moves toward the center of the disc. This, of course, causes a corresponding change in the speed of the composition, and in many cases is unsatisfactory.

Referring to the drawings, Figure 1 is an end view of one of the improved records in position on the drum. Fig. 2 is a fragmentary longitudinal section of several records in position on the drum and arranged for continuous or

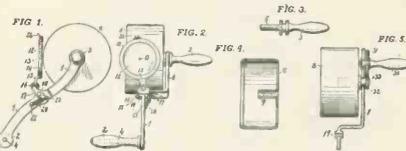


series playing. Figs. 3 and 4 are views similar to Fig. 2 but showing different forms of records and modifications thereof which may be optionally employed in some instances to greater advantage than the form shown in Fig. 2. Fig. 5 is a longitudinal sectional elevation of a talking machine arranged for playing the records set forth in this application.

PHONOGRAPH.—Harry Adams, United States Navy. Patent No. 1,274,361.

This invention relates to a toy phonograph or sound producing device and the object of the invention is to produce a toy phonograph which is novel in construction and operation, simple to operate and portable and also light in weight so that a child can readily handle and operate the device, and a further object of the invention is to produce a toy phonograph which can be manufactured at a very small cost.

Referring to the drawings Figure 1 is a side elevation of the phonograph; Fig. 2 is a front elevation of Fig. 1; Fig. 3 is a detached view

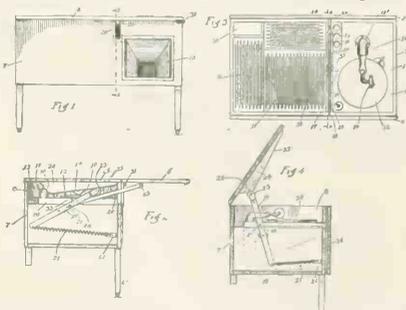


of the spindle upon which the record cylinder is mounted; Fig. 4 is a sectional view of the record cylinder; and Fig. 5 is a sectional view showing mechanism for increasing the speed of the record cylinder.

PHONOGRAPH.—John M. Waddell, Greenfield, O. Patent No. 1,274,640.

An object of this invention is to produce an improved phonograph in which improved instrumentalities are employed for modifying the intensity of the sound waves without producing muffled effects, while simultaneously serving ornamental and useful purposes in an article of furniture other than a phonograph cabinet.

Figure 1 is a front elevation of a phonograph embodying this invention. Fig. 2 is a transverse sectional elevation taken on the line 2-2 of Fig. 1. Fig. 3 is a plan view of the phono-



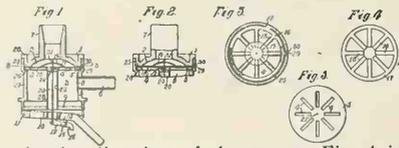
graph embodying this invention, the lid being completely raised. Fig. 4 is a transverse sectional view taken on the line 4-4 of Fig. 3, the lid being shown in normal raised position.

SOUND REPRODUCER.—Alexander N. Pierman, Newark, N. J., assignor to New Jersey Patent Co., West Orange, N. J. Patent No. 1,275,302.

This invention relates to sound reproducers of the pneumatic type, or, generally speaking, of the type in which undulations corresponding

to sound waves are impressed upon a current of any suitable moving fluid by a suitable valve operated in accordance with sound vibrations, as by connection with a reproducing stylus tracking a record groove. The principal object of the invention is to construct a reproducer having a sensitive valve of a novel character, which is operated in such a manner as to give a reproduction of sound of clear and excellent qualities and the desired degree of amplification.

Figure 1 represents a side elevation partly in section of a sound reproducer embodying the preferred form of the invention, the valve being shown in closed position; Fig. 2 is a fragmentary view similar to that of Fig. 1, showing the valve in open position; Fig. 3 is a cross section taken on line 3-3 of Fig. 1 and look-

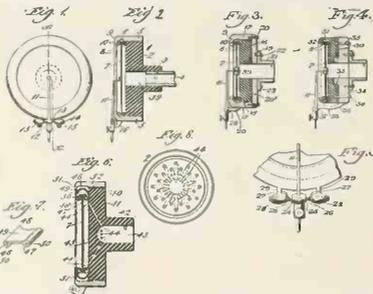


ing in the direction of the arrow; Fig. 4 is a plan view of the preferred form of valve; and Fig. 5 is a plan view of a port plate suitable for use with the valve of Fig. 4.

SOUND BOX FOR TALKING MACHINES.—Alva D. Jones, Philadelphia, Pa. Patent No. 1,275,936.

In sound boxes for talking machines as generally constructed, it is well known that the same in use frequently emit a metallic or scratchy sound accompanying the reproduction of sound from the sound reproducing tablet.

This invention consists of a novel construction of sound box wherein the principal portion thereof which co-operates with the diaphragm is constructed of a hardened and somewhat thickened wall of rubber or the like cured to a degree of hardness simulating the human throat or palate, said wall having secured thereto a metallic ring, plate or casting having thereon arms provided with bearings for the stylus bar, whereby a device is cheaply produced having peculiar recording or reproducing qualities, and wherein any surface sounds or metallic or scratchy noises are eliminated or absorbed in said hardened, thickened wall of the sound box, the resultant device having peculiar reproducing



qualities which closely resemble the action of the human throat or palate in reproducing sounds.

Figure 1 represents a front elevation of a sound box embodying the invention. Fig. 2 represents a section on line x-x Fig. 1. Fig. 3 represents a sectional view of a modified form of construction embodying the principles seen in Fig. 1. Fig. 4 represents a sectional view of another embodiment of the invention. Fig. 5 represents a front elevation of Figs. 3 and 4, showing the preferred manner of mounting the stylus bar in its bearings. Fig. 6 represents a sectional view of another embodiment of the invention. Fig. 7 represents a sectional view of the gasket device seen in Fig. 6, before the same is bent into the position seen therein. Fig. 8 represents a front view of the disc of Fig. 6.

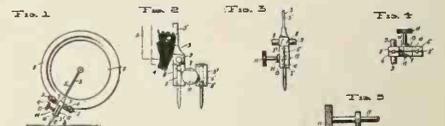
SOUND BOX.—Robert Head, New York, assignor to the Aeolian Co., same place. Patent No. 1,275,914.

This invention relates to sound boxes for talking machines, and in particular to those of the so-called convertible or universal type, which

may be used to play records of both the vertical and the lateral-cut forms.

Under ordinary conditions it is customary, due to the difference in the way in which the sound waves are recorded in the grooves, either to shift the sound box bodily from one position to another when changing from one type of record to a record of different type, or else to utilize a stylus bar having a shiftable stylus holder which may be moved from one position to another, according to the type of record to be played. In certain other forms of universal sound boxes, two separate stylus holders are provided, one for use in playing each type of record, each holder being furnished with its own screw or other clamp to retain the stylus in place in the socket or bore of the holder. All of these constructions require appreciable manipulation before playing can be commenced, and some of them are comparatively expensive to manufacture.

The present invention has for its primary object to simplify the constructions above described, by avoiding all of the preliminary manipulation and reducing the number of necessary parts without, however, in any way impairing the effectiveness of the former constructions. According to the illustrated embodiment of the invention, a substantially L-shaped stylus bar is provided, the lower arm of which



is both widened and thickened to permit the formation of a pair of spaced, parallel, vertical sockets therein, one for use when playing vertical-cut records and the other for lateral-cut records. This arm is then split vertically from end to end, so as to form two counterpart spring jaws, the plane of the split intersecting both sockets; and the arm is then fitted with a single, centrally-located clamping screw which acts to alternatively open or close the jaws, thereby releasing or securing a stylus in either playing position or both styli at the same time.

Figure 1 is a face view of a sound box equipped with the improved stylus bar. Figs. 2 and 3 are enlarged, fragmental detail views of the clamp portion of the bar, Fig. 2 being a face view, and Fig. 3 an edge view. Fig. 4 is a bottom plan view. Fig. 5 is an enlarged view of the clamping screw.

MEANS FOR RECORDING AND REPRODUCING SOUNDS.—Max Shulman, New York. Patent No. 1,278,042.

This invention consists in novel features and the objects are:

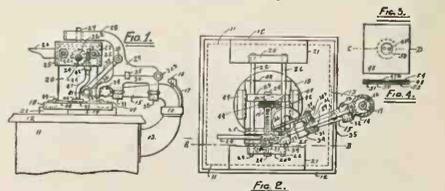
First: To provide a means for recording and reproducing sounds, which may be readily attached to the cabinets of standard sound reproducing machines.

Second: To improve the sundry details of said means for recording and reproducing sounds.

Third: To provide a ready means for producing records of sound, which may be employed for educational and other purposes.

Fourth: To have said means simple, durable and inexpensive.

In the drawings Figure 1 is a sectional elevation on the line A—B of Fig. 2 of the means



for recording and reproducing sounds, shown as connected to the cabinet of a standard machine. Fig. 2 is a plan thereof. Fig. 3 is a plan of the recording card. Fig. 4 is a cross-section of the recording card on the line C—D of Fig. 4.

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A2614 Funiculi Funicula (A Merry Ukulele) (Denza). Hawaiian guitar, banjo and ukulele
A6070 Second Hungarian Rhapsody (Liszt). Philharmonic Orchestra of New York

MUSIC FOR THE CHILDREN'S HOUR

- A1836 Danse Macabre (Saint Saens)...Prince's Orchestra
A1884 Dialogue For Three (J. Val Hamm). Flute, clarinet and oboe...Columbia Instrumental Trio
A7516 Father of Victory...Prince's Band

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- 18497 Everything is Peaches Down in Georgia, American Quartet
18502 Carolina, I'm Coming Back to You...Lesser Quartet
18505 Qui, Qui, Marie...Arthur Fields

EDISON AMBEROL RECORDS

- 29010 Elle ne Crovait Pas (Pure as a Flower), Mignon (Ambrose Thomas). Tenor, in French
29011 Freedom For All Forever (B. C. Hilliam). Baritone and mixed voices, orch. accomp.
29009 Ridonani la calma! (Restore Again My Peace) (F. Paolo Tosti). Baritone, in Italian, orch. accomp.

EDISON RE-CREATIONS

- 80406 Just a Baby's Prayer at Twilight (M. K. Jerome). First soprano, second soprano and alto, Homestead Trio
Lorraine (My Beautiful Alsace-Lorraine) (Fred Fisher). Tenor and Chorus...Vernon Dalhart

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