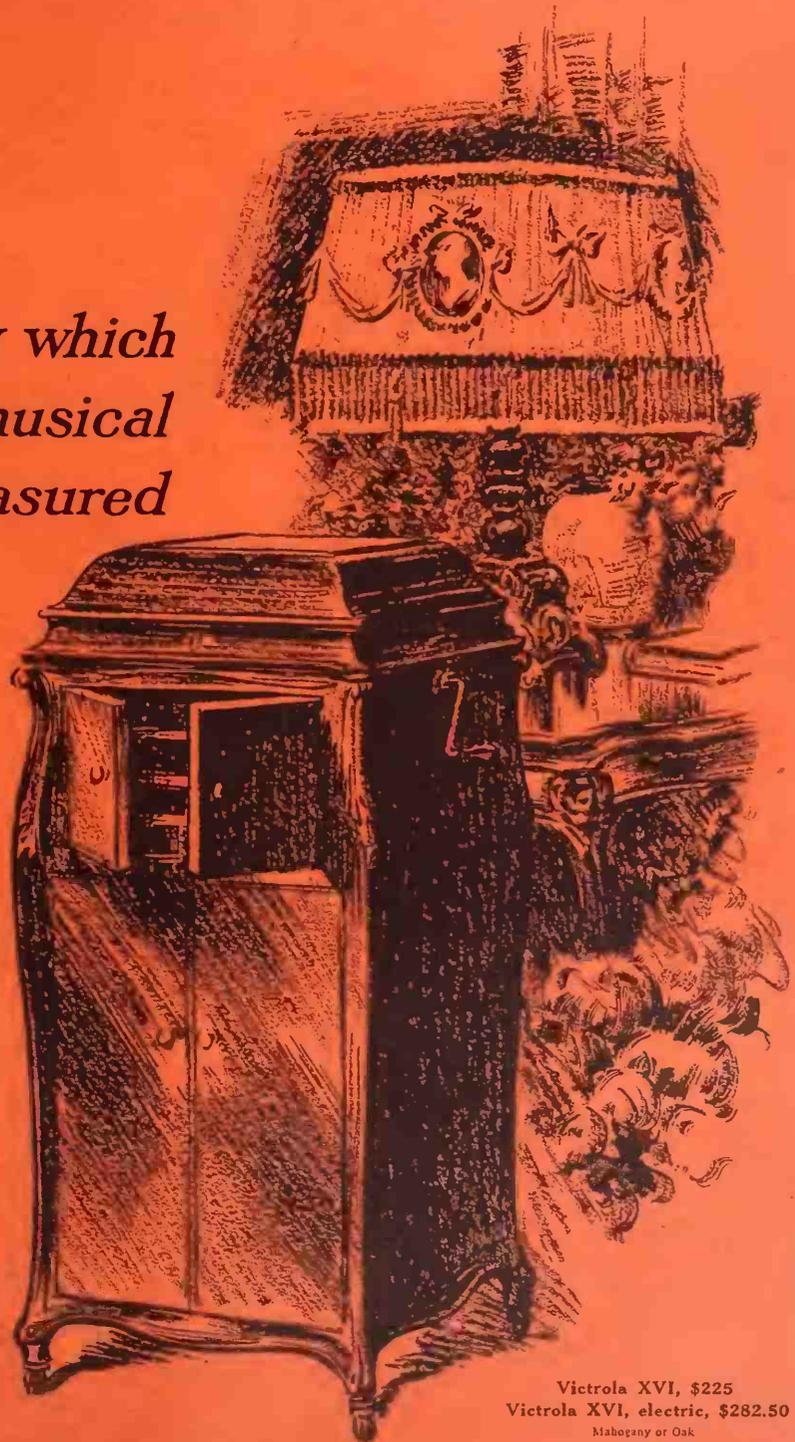


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

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

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



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

Of Interest to the Entire Phonograph Trade

Sonora

Semi-Permanent, Silvered

Needles

IN line with the well known policy of Sonora to endorse and market only that which represents the highest standard of quality and efficiency, we are pleased to announce the perfection of a Semi-Permanent, Silvered Needle that possesses all the advantages possible with such a needle without carrying with it any disadvantages.

The points of superiority of these needles are sufficient to make their use permanent with every phonograph owner, and that of the Steel Needle, or other substitutes, forever undesirable.

The three strong outstanding advantages of this needle are:

Saves constant changing.

Plays from 50 to 100 times before wearing out.

Adds to the life of the records, because the record engaging point does not enlarge as it wears, retaining the same diameter throughout.

DEALERS:

Make your Needle Sales count by selling the Sonora Semi-Permanent Silvered Needle. It runs into volume quickly. These needles are put up in packages of five, and are sold for 30c retail. Attractive advertising material will be sent with each initial shipment of needles.

Suitable matter descriptive of this needle has been prepared and will be sent on request.

Send in your order for a sample shipment.

Sonora Semi-Permanent Silvered Needle After Being Used Fifty Times

Sonora Phonograph Sales Company

Incorporated

George E. Brightson, President
279 Broadway, New York

Canadian Office: Ryrie Building, Toronto



Package of five—30c

New Sonora Semi-Permanent Silvered Needle



Ordinary Steel Needle After Being Used Once NOTE THE BLUNT POINT

New Steel Needle

Three Grades—Loud, Medium, Soft

The Talking Machine World

Vol. 14. No. 11

New York, November 15, 1918

Price Twenty-five Cents

AN INSPIRATION TO THE ARTISTS

Victor Trade-Mark Forms Basis for Two Clever and Pertinent Cartoons Which Are Founded on the Request of Germany for an Armistice

The famous Victor trade-mark rarely ever escapes the cartoonist when he wants ideas to suit great national occasions. "His Master's Voice" has been an inspiration to artists not only in this country, but throughout the world. It is so uniquely effective that it adapts itself most happily in expressing much in the hands

HE HEARS THE WILSON REPLY RECORD



A Timely Cartoon From the Montreal Star of those gifted men who discuss in a pictorial way the great questions of the day.

The recent correspondence between President Wilson and the German Government in regard to an armistice inspired the Montreal Daily Star of October 15 to put out the cartoon pictured herewith, unquestionably the very best of its kind that we have seen. Westerman, in the Ohio State Journal, also had a cartoon in that

HIS MASTER'S VOICE



Another Treatment in Ohio State Journal publication of October 21, which, while not so effective as that of his Canadian confrere, is also very pertinent.

Really, it is difficult to know what our cartoonists could do with the Victor trade-mark on great occasions.

WATCHING DEPRECIATION

Depreciation is an inevitable cost of doing business. It is felt that not until within the past decade have the grantors and receivers of credit appreciated the character and extent of this depreciation cost, but the careful student is beginning to realize that it is something which ought to be taken account of in all its angles by merchants.

INSTALL EDISON PHONOGRAPHS

G. L. Bell, manager of the phonograph department of the Kent Piano Co., Ltd., of Vancouver, B. C., advises The World that they have recently placed three new Edison phonographs on three of the steamships operated by the Canadian Pacific Railroad.

COLUMBIA SERVICE FLAG

Banner Displayed in Executive Office Has 534 Stars, With One Gold Star in Border

The Columbia Graphophone Co. are now displaying a service flag in their executive office in the Woolworth Building, New York, which tells the story that 534 of the great Columbia family have gone into the war and have been and are doing their mightiest to help Uncle Sam bring democracy and a "square deal" to those nations that have been transcending the rights of humanity and justice. In this service flag there is one gold star in the border, which signifies that one Columbia man has made the "supreme effort" and honored himself in so doing.

It may be interesting to remark that one of the stars of the 534 stands for President Francis H. Whitten, who is now in the U. S. Navy. The Columbia men represented in this service flag are serving in practically every line of activity on land and sea.

TAKES CHARGE IN BAYONNE

Samuel J. Smith, formerly connected with New York establishments, has been selected as the new manager of the Bayonne Talking Machine Co., Bayonne, N. J., succeeding the late Lewis Gurans, whose death caused such keen regret among a large army of friends and business associates. Mr. Smith intends to develop business for this house along progressive and efficient lines.

MAUD POWELL TELLS HOW THE FIGHTING MEN LOVE MUSIC

Recently Returned From Tour of Camps and Tells How the Soldiers Like the Best in Music—Sends Autographed Records to Boys at Front—Encourages This Move

Miss Maud Powell, the eminent American violinist, whose Victor records have won such wide acclaim, has been visiting the military camps of the country and is very enthusiastic over her reception, and the appreciation displayed by the soldiers for good music.

"We have been underestimating the taste, the enthusiasm, the spirit of our fighting men," declared Miss Powell as she turned from her desk to plunge wholeheartedly into a discussion of one of her favorite topics—the boys in the service. She was busy autographing talking machine records, adding to each carefully inscribed signature a little individual message, and on the last disc was written "Our hearts are with you." She might have said without egotism "my heart," for the major part of her time and practically her entire thought are given nowadays to the service of the American army.

"I wish you could see them as I have seen them," she went on, "crowding into Liberty theatres, sitting wedged together on hard benches, the men on the very ends sitting back to their neighbors to hold themselves on the narrow edge, some on the floor, others on the steps of the stage, sometimes squatting right at my feet as I play, and all of them intent to the last note: Forty minutes is what I usually plan for a program. But I rarely play less than an hour, and often it runs into an hour and forty minutes or even two hours. When men will listen that long to music which the managers scornfully call 'high brow,' under the most uncomfortable physical conditions, and beg for more and more and more when you try to stop, you may know they want more. They like the best. I play the same things I give at concerts—not long, too abstruse selections, but Bach, Beethoven, the classics of the violin. And the response! No audience is so rapt, none so completely mine. They know my repertoire and call for their favorites. I wish some of the men who have politely suggested that in my program we might insert 'something lively—a little vaude-

DISCONTINUE APPROVAL SYSTEM

Talking Machine Dealers in Louisville Place the Ban on the Sending Out of Machines and Records on Trial—Also Limit Deliveries

LOUISVILLE, KY., November 1.—The talking machine shops in Louisville at a conference held in the Hotel Henry Watterson last week contributed their mite to America's might in the nationwide movement to win the war. Leading dealers in phonographs and phonograph records attended the meeting and decided that, as an effort-saving measure, they would adhere strictly hereafter to the policy of not sending out talking machines and records on approval.

Only new machines and new records will figure in the business from now on. Further the dealers decided that beginning at once they will abide by the one-delivery-a-day plan that is being urged on merchants by the Government. These reforms in the business were made at the request of Eugene Straus, chairman of the Commercial Economy Division, Kentucky Council of National Defense. A dinner preceded the meeting at which the action was taken.

This policy of discontinuing the sending of records on approval is one that is being generally adopted throughout the country.

The concerns present that voted for the policies outlined were Herman Straus & Sons, Stewart Dry Goods Co., J. Bacon & Sons, Kaufman-Straus, Central Furniture Co., Adler Manufacturing Co., Schupp & Schmitt, Grafonola Co., and Trumbo Furniture Co.

ville act, for instance,' could see the boys' faces and hear their applause. It would convince them, as it has me, that the men in service have as keen an appreciation of the best in music as any audience in the country."

Miss Powell pointed to the records before her in witness of her claim. Ever since America entered the war she has been donating talking machine records for which the boys have asked.

"By the way they ask for records, I know that their enthusiasm for good music is not feigned," Miss Powell went on. "It is one thing to applaud politely some one whom you know to have come miles over bad roads and on uncertain train schedules to play for you. It is quite another thing to request, as the talking machine record you want most to have, a violin solo of the 'high brow' type. That is why I say we have underestimated the taste of American soldiers by giving them low grade music, cheap popular stuff. For the appeal of a selection must be universal if it is to be played again and again to hundreds of men drawn from all walks of life, without growing stale or boresome. Yet you can see what they want: they have asked for these"—and she indicated the pile she had autographed, with their varying subjects of Sarasate, Beethoven and her own harmonizing of American negro melodies.

"I have stripped my own cabinet bare," went on Miss Powell, "not of 'slacker records,' as the Phonograph Record Recruiting Corps calls the idle ones most people have, but of the records I actually play and love myself. My favorites are all gone, and I can't deny there was a wrench in parting with them. Yet I believe that is the very contribution we each of us should make—the thing that we love so much ourselves that it hurts to part with it. In some way the sacrifice itself will make the contribution mean more to the boys—though they may not know the actual pull of the separation; somehow the gift that is given from the heart reaches best."

Increasing the Efficiency of Sales Force as a Means of Augmenting Sales

By W. E. Dewell

W. E. Dewell, manager of the Edison phonograph department of the Killian Co. Cedar Rapids, Ia., who handle the Edison exclusively, is a firm believer in the fact that salesmanship is the most important item in business, and holds that the successful salesman is one who makes a systematic study of his selling problems and seeks constantly to improve his methods and increase his efficiency.

"I have always maintained that the increase in sales comes from the increased efficiency of your sales people," says Mr. Dewell. "In other words the increase comes from within your store rather than from without. You can increase your volume of business very materially without an additional looker or prospect if your sales people are in the proper state of mind.

"The method used to accomplish this is shown herewith. Once every month I prepare such a bulletin, a copy to each sales person, and every morning one of the sales people calls our attention to the qualities listed so that every day in the year we are confronted with success qualities rather than thoughts that hamper our business and under this training some of my sales people have increased their sales from 60 to 80 per cent. Two of my young men in less than two years time have secured positions as department managers and are still using the success thoughts.

"Most sales people know the things that are listed on attached papers, but forget to use them, so that our monthly bulletins, with daily reference to them, keep those thoughts foremost in their minds."

A sample of Mr. Dewell's monthly bulletin reads as follows:

ANALYSIS OF PHONOGRAPH TO BE STUDIED AND USED

—QUESTIONS TO ASK OURSELVES AND BE ANSWERED

- (a) Who produced or manufactured it?
 (b) What is the method of production?
 (c) Where was it produced?
 (d) Of what is it composed?

"How does it compare as to finish, material, workmanship and price with competitive articles put out for the same purpose?

"Can it be shown that its value to the purchaser compares favorably with its cost?

"What is its purpose—in other words, what is it good for?

"How can it be analyzed in such a way as to appeal by a logical process of argument to the

reason and best judgment of the customer?
 "What portions of it can be used to appeal to the emotional or spiritual nature of the customer?"

"To what class of people can it be sold? If it can be sold to several classes of people, is there a distinctive line of argument for each class?"

"We must study and apply analysis in order that we may be able to analyze all kinds of instruments, our competitors' as well as our own.

Eleven Positive Qualities to Practice for a Month

READ THEM EVERY DAY

- | | |
|-----------------|------------------|
| 1—Analysis | 6—Initiative |
| 2—Judgment | 7—Ambition |
| 3—System | 8—Enthusiasm |
| 4—Work | 9—Courtesy |
| 5—Concentration | 10—Agreeableness |
| | 11—Optimism |

What appears to be a small point of difference will often close the sale if the point is shown to be superior. Our ability then, to so analyze the instruments of all makes that our point of superiority, although it may be small, is clearly brought out, very often closes the sale.

"Everything else being equal, a customer prefers to buy from the Killian Company. Therefore, we must watch that everything is equal.

"People will not buy in a department that is dirty, or service poor, or sales people incompetent. They will not buy from a salesman who is poorly dressed, or discourteous, or a poor salesman, especially if he has a good competitor.

"We must thoroughly understand the construction of our instrument. We must learn to think the same thoughts which the man had who made it. If we can do that, if we can find out the reason for taking every step, we are getting a basic knowledge, which, after we have learned how to talk it, will fill our hearts with courage and confidence, and our mouth with words, which are not only the result of skill, but will

be skilfully put. It is a great thing to thoroughly understand every point in the talk or argument you are going to make, but it is a much greater art to be able to talk the ideas effectively.

"The salesman whose arguments are not strong, forceful, energetic, and backed up by a magnetic, healthful body, filled with pure red blood, and whose functions are not performed normally, is greatly handicapped.

"The greatest salesman is the one who is learning all the time, and thinking all the time, continually digging deeper into his subject for better ideas and better arguments.

"The cry of the hour is for a broader knowledge and more thoroughness.

"A man's personality does not come by accident. It is a natural gift, just as his mind and muscle are natural gifts, and like them it must be cultivated. Develop it by eliminating everything that is bad, and cultivating everything that is good.

"Cut out the blues as well as worry and jealousy and envy, and all their relatives. They are man's worst enemies. Fill your whole mind and lips with energy, hope, sunshine and an invincible determination to do things. Feel every minute of the day that it is the best day you ever had. Like thoughts are always attracted to each other. To think and feel enthusiasm, confidence and success, will develop in you a splendid personality, and set in motion the forces that will bring prosperity and power.

"Be in dead earnest, and your prize can be the world."

VICTOR DEALERS PLEDGE LOYALTY

The recent statement issued by the Victor Talking Machine Co., setting forth the present problems of the company in the matter of production, as well as giving an idea of the manner in which the Victor factory is being devoted in part to work for the Government, has brought pleasing response from dealers throughout the country. Hundreds of letters have been received at the Victor factory from dealers praising the company for putting its patriotism first, and expressing the intention of carrying on in the face of all difficulties until such time as the company can again meet in full the demands for its products.

LEGERDEMAIN and VICTOR SERVICE

D
ITSON

WE have no Magician's Bag of Tricks—
 We Cannot Pull Machines and Records
 Out of Empty Hats—But We Are Here to
 Give the Victor Dealer the Best Service Possible
 and With the Spirit of Sincerity Always
 Evident.

S
ERVICE

DITSON'S

The Wartime Service

BOSTON

VICTOR EXCLUSIVELY

NEW YORK

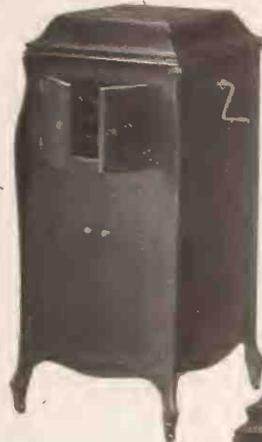
Victrola VI, \$32.50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola XI, \$115
Mahogany or oak



**“Will there be a
Victrola in your home
this Christmas?”**

There's a lot in the power of suggestion, and we're again using this phrase in our advertising to suggest the Victrola for Christmas.

We get the people thinking “Victrola” and every Victor retailer benefits by it.

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

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

“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 Collier & Sayle Co.
The Eclipse Musical Co.
- Columbus, O.....The Perry B. Whitsett 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.
- Millwaukee, 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.
Landy 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 Ruehn Co., Inc.
C. J. Heppie.
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, Ores...Sherman, Clay & Co.
- Providence, R. I...J. Samuels & Bro., Inc.
- Richmond, Va.....The Corley Co., Inc.
W. D. Moses & Co.
- Rochester, N. Y...E. J. Chapman.
The Talking Machine Co.
- Salt Lake City, U. Consolidated Music Co.
The John Elliott Clark Co.
- San Antonio, Tex.Thos. Goggan & Bros.
- San Francisco, Cal.Sherman, Clay & Co.
- Seattle, Wash.....Sherman, Clay & Co.
- Sioux Falls, S. D..Talking Machine Exchange.
- Spokane, Wash...Sherman, Clay & Co.
- St. Louis, Mo.....Koerber-Brenner Music Co.
- St. Paul, Minn....W. J. Dyer & Bro.
- Syracuse, N. Y....W. D. Andrews Co.
- Toledo, O.....The Whitney & Currier Co.
- Washington, D. C.Cohen & Hughes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

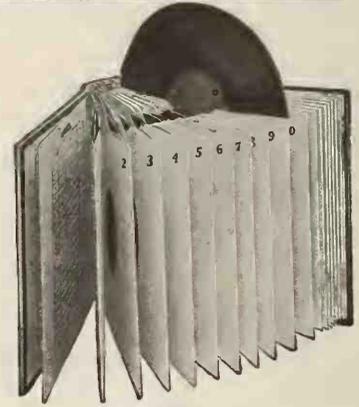
A Place for Every Record and Every Record in its Place

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

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

We have unexcelled manufacturing facilities, and 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, PATHE AND ALL OTHER DISC RECORDS



THE PERFECT PLAN

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

HOW TO CAPITALIZE THE CAPABILITIES OF THE SALESMAN

The Best Way to Attain This Result Is Not to Interfere with the Salesman's Policy of Handling Customers—Manager or Credit Man Should Not "Butt" In

We have all had the experience of seeing the manager of a store hover in the office as a salesman was handling a customer, and indicate by every action that he, the manager, was in a nervous sweat for fear that the salesman might not be able to handle the deal even though it consisted merely of taking a couple of clean collars out of a box and getting the thirty or forty cents therefor. We have also seen the manager deliberately butt into the transaction and simply kill the pleasing impression that was being made by the salesman. Under both situations it is not hard to imagine just what the salesman is thinking and how he feels. If his feelings and his thoughts were put into execution, the manager would probably be a pretty sick man.

For the manager to butt in and assist the salesman gives the impression to even the most casual customer that the salesman is not competent and cannot be depended upon, probably an impression just opposite to that which the manager seeks to create. The time to train and coach salesmen is during the off-hours and not in the presence of customers. On this important subject "The Voice of the Victor" for October had the following comments to make:

"When a salesman is really successful in his work he is so by virtue of his own personality and his own methods. Why then take the chance of spoiling sales by having a third party butt into the game?"

"Music has been called the language of the emotions, and while it has been called a variety of other things that definition will suffice for the present. In any case, we all know that the music-loving public is made up quite largely of people who are essentially sensitive—and therefore easily offended.

"It stands to reason that if the salesman has been able to bring the customer up to the closing point he must have been able to establish some sort of sympathetic understanding and consequently it would seem that to introduce the credit man or the manager at this point would be more likely to result in a discord rather than in added harmony.

"We humans are not built according to the same specifications by a long shot. A credit man by the very nature of his business has to be of the cold type and there's something of the hard-shell crab about managers—otherwise instead of managing their business their business would soon be managing them. Neither of them will usually possess the infectious enthusiasm that is so necessary to the salesman. Circumstances compel them to be judicial rather than ardent—and there you are!

"It would seem then that the way to capitalize the capabilities of the salesman for all they are worth would be to keep the credit man in the office—with the door shut.

"The salesman is already on friendly terms

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Seven Months Ending July 31, Totalled \$2,693,868

WASHINGTON, D. C., October 31.—In the summary of exports and imports of the commerce of the United States for the month of July, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records appear:

The dutiable imports of talking machines and parts during July, 1918, amounted in value to \$20,209, as compared with \$45,827 worth, which were imported during the same month of 1917. The seven months' total ending July, 1918, showed importations valued at \$216,162, as compared with \$318,071 worth of talking machines and parts imported during the same period of 1917.

Talking machines to the number of 3,257, valued at \$119,021, were exported in July, 1918, as compared with 7,247 talking machines, valued at \$170,751, sent abroad in the same period of 1917. The seven months' total showed that we exported 45,229 talking machines, valued at \$1,359,798, as against 47,163 talking machines, valued at \$1,196,637, in 1917, and 31,177 talking machines, valued at \$791,093, in 1916. The total

with the customer and when it comes to the question of terms, references and so on there is a reserve fund of friendliness on both sides of the fence sufficient to withstand many jolts.

"Having progressed that far we may be pretty sure that the salesman is much less likely to put questions the wrong way, and when it comes to the real facts concerning credit—well—people don't pick up a Victrola and walk off with it, and the salesman will have ample opportunity to talk things over himself with the credit man long before the instrument in question is actually delivered to the customer.

"Selling musical instruments to music-loving people is not at all the same thing as establishing credit at a bank. Do you suppose it would add anything to the audience's enjoyment of an opera if the management put the box office on the stage?"

"Personally, we think it would result in a considerable loss of appetite."

exports of records and supplies for July, 1918, were valued at \$267,671, as compared with \$127,580, in July, 1917. For the seven months ending July, 1918, records and accessories were exported, valued at \$1,334,070, as compared with \$1,074,368, in 1917, and \$604,948, in 1916.

BOOSTING THE EDISON IN OKLAHOMA

A recent "Booster Trip" was made by the Enid Commercial Club through neighboring towns of Oklahoma. The accompanying photo-



Delivery Autos of H. W. Lee Music Co. graph was taken at Marshall, Okla., and shows the four salesmen's cars of the H. W. Lee Music Co., exclusive Edison dealers of Enid, that accompanied the members of the Enid Commercial Club and assisted them in their propaganda work.

WHERE MUSIC IS BADLY NEEDED

The medical supply base at Port Newark Terminal, N. J., is a comparatively new army post and suffers from the deficiencies of newness. There is no Y. M. C. A., no community theatre—no nothing, not even a phonograph.

If you have a talking machine and records, "low or high brow," that you feel would be doing their bit better serving in the army, send them along to Private George Liesner, Medical Corps, Port Newark Terminal, N. J.



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



Victrola IV, \$22.50
Oak



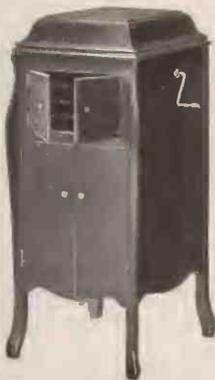
Victrola VI, \$32.50
Oak



Victrola VIII, \$50
Oak



Victrola IX, \$60
Mahogany or oak



Victrola X, \$90
Mahogany or oak



Victrola XI, \$115
Mahogany or oak

“Will there be a Victrola in your home this Christmas?”

This important question will again confront the people of the whole country right on until Christmas.

It is the key-note of our nation-wide holiday advertising campaign, and its force will send thousands of customers into the stores of Victor retailers everywhere.



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

Victor Talking Machine Co.

Camden, N. J., U. S. A.

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

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, NOVEMBER 15, 1918

EVEN in the midst of war and pestilence the talking machine trade refuses to be throttled. Proof of this statement is found in the fact that although during the past month the Spanish influenza epidemic has swept the country, practically paralyzing the industry in certain cities, to say nothing of crippling the sales staffs of the various stores, while the Liberty Loan took the patriotic away from their businesses and put them at the service of Uncle Sam, talking machine sales kept right on increasing. From every section of the country comes the same report, the volume of business being limited only by available stock. Some houses actually showed a percentage of increase during October, as compared with the same month of the previous year—this could hardly be believed were the figures not offered in support of the claims.

Each year the wisecracks declare, and have declared, that the peak of the talking machine business has been reached; that the trade will get into the normal rut just as other industries. Even though we have a first-class war on our hands business totals keep growing, and the end is not yet.

THE report of the action taken by the War Industries Board in the matter of supplies of various sorts for the talking machine manufacturing trade, as presented by the War Service Committee of the talking machine industry, should serve to set at rest the fears of many of those in the trade that their business will be irreparably crippled by the Federal orders.

There has, of course, been a curtailment ordered—curtailment that on the face of it seems rather heavy, but which under actual conditions should not prove a burden too heavy for the trade to bear. And it must be remembered that the announced regulations are effective only until January 1, after which time a readjustment will take place, based upon the progress of the war, and other matters of national and economic importance.

The trouble has been that there have been too many rumors, too much careless handling of facts, or alleged facts. Daily newspapers have seized upon any item from Washington referring to the regulation of talking machine output, and given it unwelcome prominence. These rumors and newspaper reports have naturally had their effect in disturbing men in the industry who did not know which way to turn. With the facts before them, however, they know just where they stand and can govern themselves accordingly.

With war turning so strongly in favor of the Allies, it is to be hoped that the expected victory and the peace that will come with it may be realized shortly. It may be some months in the future, but the crisis is passed. That much we know. Members of the talking machine trade must take courage and make every endeavor to "carry on" as strongly as possible during the emergency in order to be able to take advantage of the return to normal conditions.

Members of the trade must realize that as they are feeling the effects of the war and the demands it makes upon the country's resources, so is every other non-war industry. In fact, in many particulars the talking machine trade, due in no small measure to the efforts of those representing it at Washington, is in better shape than many other industries, so far as percentage of curtailment and percentage of supplies available go.

MUCH has been said and written of the necessity of shortening retail credits on talking machines by insisting upon larger down payments, as well as larger monthly instalments, in order to enable the dealer to keep a proper cash balance, to keep his books clean, and thereby be better able to meet the financial requirements of his business.

Quite as important as securing proper terms, however, is the question of collections. Every payment that is skipped means a fair percentage of loss to the dealer, and he should, therefore, see to it that no payments are skipped, that the money comes when it is due, or if not, that suitable action is taken.

This collection question applies particularly to accounts that have been running for a considerable time, and for one reason or another have become rather dormant. There are thousands of machines out on instalments at terms that, if made now, would spell ruin for the dealer. Each day such machines are out their value increases, and yet the old terms remain the same. It is only by wiping out such accounts, either by going strong on the collection end or by repossessing in cases where collections are impossible, that the dealer can expect to break even on the deal.

Cash is the biggest asset any merchant can have these days. The ability to discount his bills means that if there is any preference to be shown in the matter of stock allotment he is going to get it. It means that he will be able to meet without delay the tax bills from the Government, and the dozen and one other expenses that have cropped up during the war. It means that he has money upon which he can draw interest instead of having that money tied up in slow-paying accounts, where the interest is of a negligible quantity.

Keep the accounts paid up, or take the instrument back. This is not the time for hesitating or for tolerating the practices that in ordinary times might be winked at because competition was strong. Every machine out on instalments means one less on the floor to sell, and if it is not being paid for promptly, it is eating into the profits of the business.

Talking machine dealers—many of them—have solved the collection problem by selling machines only for cash. They find that they can get rid of all available stock on this basis, and at the same time leave the worries of the instalment accounts to the other fellow.

THE recent drive of the organization known as the Phonograph Records Recruiting Corps to gather all unused, or what are termed "slacker" records, for distribution among soldiers and sailors in camps, hospitals and ships, brought forth excellent results despite the fact that for months past various organizations in the different sections of the country, including the Red Cross and Y. M. C. A., have been soliciting records along similar lines.

The interesting fact is that the drive for "slacker" records has led to a realization that there is a genuine opportunity for providing new records for the fighting men, for it has been found that many people were inclined to turn over only records for which they had absolutely no use—records of popular songs of months or years ago, or records of songs of '61 or thereabouts, that have absolutely little appeal to the average soldier who, but a few months ago, was in civil life and in close touch with music of the day.

Even in the army these soldiers, through the medium of entertainments and through the playing of their bands, have

kept in touch with the new things in popular music, and naturally do not feel kindly toward records that are passé. As was stated in *The World* recently, the Government does not give the fighting men second-hand food or clothing, so why should they be expected to be satisfied with second-hand music?

We are glad to learn that the Phonograph Records Recruiting Corps have a campaign now on foot, in which prominent members of the trade have interested themselves, that has for its object the supplying of new records to the soldiers and sailors. The plan is to be worked through the dealers in every section of the country, who, while engaged in the patriotic work of supplying new records to men in the service, likewise find themselves in the way of making some legitimate profit in the transaction.

Many relatives and friends of soldiers, whether or not they, themselves, own machines, would be only too glad to purchase the latest records to be sent to their friends in the service, if the matter was brought to their attention in the proper manner. The new campaign has for its object the focusing of public attention on this question of supplying up-to-date music to our fighting men, and it should, without question, meet with the success it deserves.

AS *The World* goes to press, the new War Revenue bill is still in process of discussion, but not far enough advanced to permit of any satisfactory guess as to when it will be finally moulded into acceptable shape, passed and signed.

The Senate Finance Committee some time ago reached Section 900 of the bill, covering excise taxes on musical instruments, and decided to retain the 10 per cent. tax on talking machines, music boxes, hand organs and piano player mechanisms, reducing the tax from 10 per cent. to 5 per cent. on pianos and organs, other than pipe or hand organs, and entirely freeing church organs. Even after passing from the hands of the Senate Finance Committee this section of the bill, as well as the other sections, may be considered as being only in tentative form, and some sections may be entirely rewritten before the bill actually becomes a law.

The fight now being waged is directed against the floor tax provision of the law, which in the case of talking machines would mean that the dealer will be called upon to bear a tax of 10 per cent. on every instrument on record in his store at the time the law went into effect. The floor tax clause has been denounced as a most iniquitous piece of legislation, and if passed very likely will prove a burden to many dealers who, while holding sizable stocks, cannot realize the cash necessary to pay the floor tax demanded.

Meanwhile, the War Revenue bill will still bear close watching, for the trade can only be certain of its provisions when it finally leaves the President's hands. Up to that time there may

be changes that will add still further to the burdens of the industry. It is only by keeping in close touch with the situation in Washington that contemplated changes can be protested against and perhaps forestalled. Dealers everywhere should not fail to write their Senators and allow them to know how they feel on this important question.

CERTAINLY the music interests of the country, with which the talking machine trade was prominently identified, made a record that will stand out prominently in trade history in connection with the securing of subscriptions for the Fourth Liberty Loan. In the New York district alone Allied Music rounded up a total of over six and a half million dollars for the Loan, to say nothing of more than one million dollars raised in the Chicago trade, and substantial sums in every city of importance throughout the country.

Were the subscriptions to the Loan made by the music interests or made through their direct efforts brought together in one total, there is no question but that the figure would prove astounding not only to those who have been engaged in the work, but to the laymen who unfortunately frequently underrate the importance of music. It has happened, however, that only in a few districts were the music interests directly organized in support of the Loan, and in other sections of the country it is impossible to separate the subscriptions by and through musical circles from the general total. However, music both in the trade and profession has more than done its share. It has again proven conclusively its importance and its essentiality not alone in preserving the morale of the nation, but in tendering material financial support to the Government in its war program.

Although suffering severe financial loss through necessary curtailment of output, for instance, the members of the talking machine trade dug deep and often into their financial resources for the purchase of Liberty Bonds, and in a great many instances taxed their financial credit in support of the Loan. Surely the patriotism of the trade and profession has never been more clearly demonstrated.

Not only did the talking machine trade, every division of it, buy bonds till it hurt, but it was due largely to the generosity of the recording artists that the great rally at Carnegie Hall on September 30, which opened the drive, proved such an unqualified success and brought in almost enough subscriptions to cover the allied music quota in the New York district, set at \$4,350,000. At the final luncheon of the committee at the Hotel McAlpin, where nearly one and three-quarter million dollars was subscribed by those at the tables, the talking machine artists furnished the entertainment.

There is no question but that this trade did its full duty and a little bit more in making the greatest Loan in the history of nations a success.



Beans !!

Right now we're all in the trenches!

We want more goods and plenty of turkey. Necessity compels us to sell what we can get—and eat beans. But beans are rich in protein and life-sustaining.

Thanksgiving finds us all better off than last year and in 1919 we hope you and the Pearsall Kid will get the wish—plenty of turkey.

In the meantime, Pearsall Service is on a war-time schedule and doing everything in its power to serve you.

Silas E. Pearsall Co.

Wholesale Distributors of Victrolas and Records

10 East 39th Street

NEW YORK

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U. S. A.

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AMERICANS

YOU CAN

*get a sufficient quantity of Brilliantone Steel Needles
to take care of your increased holiday requirements*

IF YOU WILL ANTICIPATE

We are prepared to fill a reasonable number of orders promptly. We don't know how long our supply will last, or how soon we will have to call a halt on additional business.

THEREFORE — *If you want to be sure of an adequate supply of Brilliantone ALL-QUALITY Steel Needles, we say, ORDER TO-DAY.*

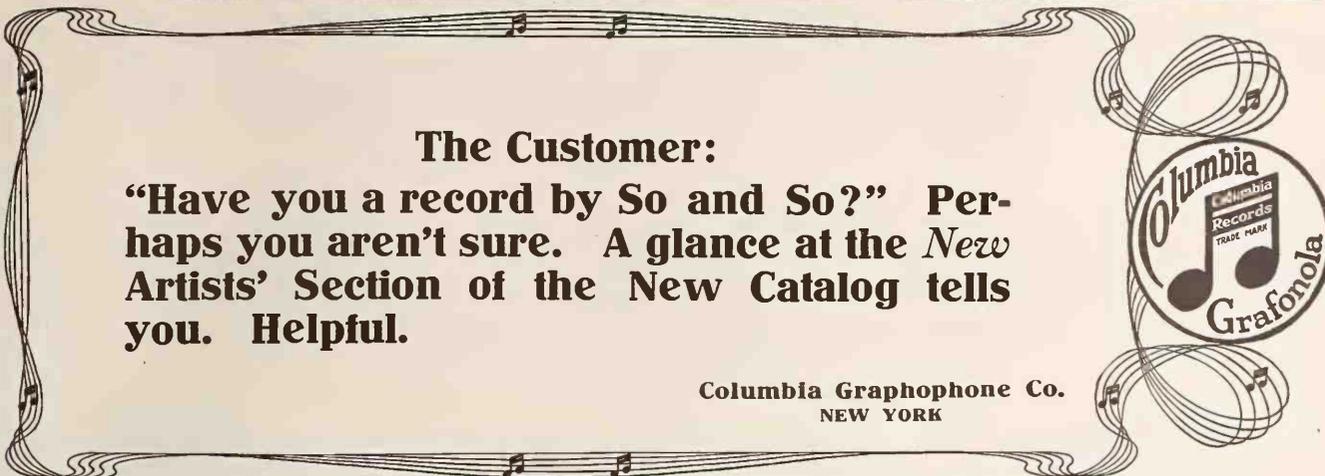
BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

Suite 655-657-659 Marbridge Building, Broadway, at 34th Street

B. R. FORSTER,
President

**NEW YORK
CITY**





The Customer:
"Have you a record by So and So?" Perhaps you aren't sure. A glance at the *New Artists' Section* of the New Catalog tells you. Helpful.

Columbia Graphophone Co.
 NEW YORK

NEW PATHE "ACTUELL" PRESENTS REVOLUTIONARY IDEA

Special Diaphragm, Embodying New Principle, Reproduces the Tones From the Record in Full Volume Without the Aid of Sound Box, Tone Arm or Amplifying Horn

In the Pathé "Actuell," officially announced by the Pathé Frères Phonograph Co. to a dozen or so invited guests at a luncheon at the company's factory in Brooklyn on October 28, there is found a phonograph of a distinctly revolutionary type without sound box or tone arm and entirely devoid of any form of amplifying horn. In other words, it represents a distinct new form of phonograph reproduction, representing years of experimenting and long and careful work of the Pathé experts in its final development to a point of practicability.

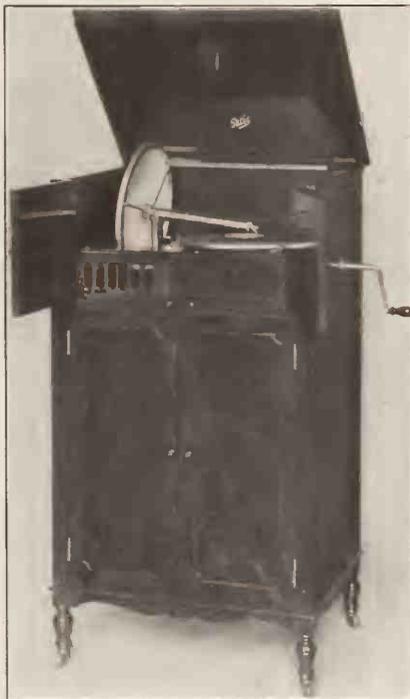
The fact that this new type of phonograph is now ready for presentation to the trade means that not only have the Pathé experts worked out to perfection a new process of reproducing, but they have been compelled to design an entirely new form of cabinet to hold it. The cabinet with the reproducing mechanism shown is illustrated herewith.

The "Actuell" consists principally of a large cone-shaped diaphragm of parchment fitted into a large circular aluminum frame. The center of the diaphragm is connected by a wire, under tension, with the needle holder. The sound as it comes from the record sets up vibrations in the wire, and the vibrations are released in the form of recognizable sound directly from the diaphragm. The volume of sound is controlled by a special attachment on the arm protecting the wire, for those who desire this method, but is more readily controlled by the opening and closing of the doors of the cabinet. There are two doors in front, each of which may be closed separately, and a large door on the side which also gives control to the tonal volume.

The circular frame holding the diaphragm is constructed of aluminum, heavily gold plated, as is the tube through which the wire runs from the needle to the diaphragm, as well as the other metal parts of the attachment. The simple twist of the needle holder permits the playing of either hill and dale or lateral cut records on the same machine, and it therefore makes the new reproducer practically universal in its application. It is claimed for the Pathé "Actuell" that, inasmuch as the sound comes in its full volume direct from the reproducer to the ear, it does not suffer from the overtones or conflicting vibrations that sometimes develop when the sound is carried through an amplifying current and likewise by reducing the number of factors incident to tone reproduction also reduces the chances of unsatisfactory reproduction.

At the official demonstration exhaustive tests were made of the new reproducer diaphragm on Pathé and other standard makes of machines, with a great variety of records, and it did not require an expert to testify as to the tone volume of the new reproducer or to the fact that through its use surface noise, if not entirely eliminated, is reduced to a point where it is not audible.

In introducing the "Actuell" E. A. Widmann, president of the Pathé Frères Phonograph Co., said that for over thirty years the inventive minds in the phonograph line have been experimenting to improve the small diaphragm now in general use and thereby improve tone reproduction. Innumerable experiments have also been



The New Pathé "Actuell"

made with various types of tone arms, horns, sound boxes, etc., and in some instances with apparent success. He stated that experiments had shown that a disc record made a number of years ago was in most respects, and particularly in the matter of tone quality, equal to the records made by the same manufacturers to-day,

indicating that improvements that have been made have been in the line of reproduction.

Through the use of the new device the tone, whether it be of the voice or a musical instrument, is thrown to every part of the room with equal intensity, and not thrown by the means of a horn in one particular direction.

"The object of this device," said Mr. Widmann, "is particularly directed to the attainment of direct propagation in free air from a record of self-sustaining sound waves, substantially corresponding to the original recorded sounds, in intensity or amplitude, as well as in pitch and timbre. The sound waves are amplified on the body of this device the same as the tone of a string is amplified on the body of a violin and faithfully transmits the vibrations of the record in a manner that the results are actual reproduction of the original voice or instrument, without change of character and without appreciable loss of energy."

For the present the phonographs embodying the new "Actuell" reproducing method will be confined to one style, similar to that illustrated. The elimination of the horn makes it possible to increase the width and decrease the depth of the cabinet, believed to be an attractive feature in the horn, and by increasing the width provides more room for the filing of records.

Those present at the luncheon, in addition to Mr. Widmann, included C. C. Conway, vice-president of the Hallet & Davis Piano Co., Boston; W. J. Craig, general manager and vice-president of the Pathé Frères Phonograph Co., Ltd., Canada; Frank L. Dyer, the well-known patent attorney, formerly actively connected with the phonograph trade; H. B. Ray, advertising manager of the company; Frank D. Lewis, chief engineer of the Pathé Co.; representatives of the trade press and others.

After an extended demonstration of the "Actuell," in which records of all types and a great variety of makes were given exhaustive comparative tests, several of the guests were taken on a tour of inspection through the big Pathé plant, observing with much interest the great activity prevailing therein.

The Coela Phonograph & Cabinet Corp., of New York, was recently incorporated with a capital stock of \$10,000. Those interested are A. Posen, H. Rothstein and J. A. Kohn.

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.

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

If You Do Not **SELL** Why Do You Not?

*There Are Many Reasons
Why You Should*



*If You Knew the Reasons
We Know You Would*



Some of the Reasons Why You Should



*The Reason
Of profit on their sale*

*The Reason
Of economy in their use*

*The Reason
Of their tonal qualities*

*The Reason
Of customers' satisfaction*

*The Reason
Of non-injury to
records*

*The Reason
Of increase in the
sale of records*



There Are Also Good Reasons Why You Should Sell The "B and H" Repointing Device

*The Reason
That there's a profit
in its sale.*

*The Reason
That it restores a
used needle to its
original condition.*

For the above and for
other good and suffi-
cient reasons, you



U. S. PATENT DECEMBER 5, 1916

Retail Price, \$2.00

*The Reason
That each needle may
be repointed eight or
nine times.*

*The Reason
That each repointing
improves the tone.*

should write us at once
for further particulars
and prices.

"B and H" FIBRE MANUFACTURING COMPANY

33-35 WEST KINZIE STREET

CHICAGO, ILL.

Customer Courtesy—Importance of its Meaning to Talking Machine Dealers :: By M. A. Morley

Gaining new and retaining old customers can be made a realization by the talking machine dealer who undertakes to solve this matter that at times becomes a problem by some simple rules. But simple as they are, they must be strictly adhered to in order to attain the ends desired. A disregard for some of the fundamentals often becomes a costly error to the man of business, and while perhaps not aware of the reason for his losses, goes forward in a blind manner that only makes his future success more difficult of attainment.

There are several qualifications that are demanded for success. Primary among these courtesy is to be considered, for the business man who is courteous has many strong arguments that will help him to increase his sales. Many of us go to the store where we know that the reception will be pleasant and the conduct of the proprietor or the salesperson marked by that extra eagerness to please. We like this kind of treatment, and though we might be in the nature of a grouch ourselves, we still look for and admire the contrary in the man who seeks to sell us either machines or records.

Realizing this, how many dealers bring this to bear with all the force and power that is implied therein? What percentage of the dealers cultivate this attribute and put into practice the little helps that will be found so much a force in its greater development? The little things count—the seeming trivial items in the day's labors that do so much to bring the sum total of the efforts that will increase our power in the community in which we live and barter and sell.

Greeting the customer with a smile, a word of cheer and an eagerness to prove yourself of service, at once arouses in the mind of the prospect a feeling of interest. He feels that you have a personal desire to see that his wants are well cared for, and that if it is possible to meet his desires this will be done. You may not be able to supply these requests, but at least your manner will imply that you are willing to do so, and this makes up for something that you may not have in stock. In case you do not have in stock the machine or record requested you can offer him something else. You have a record, for instance, that will please him, and there should be no trouble in making this evident quickly. If your actions are indifferent he will leave your store with a feeling that you are too independent to be courteous.

In addition to being courteous there are also the items of quality in the character of the machines and records offered and the service you render your customers. There is a sign that is in one store in a large city that reads, "Our Motto: Quality, Courtesy, Service." The term courtesy is practised here and its value is noted in a way that is good to see. A polite greeting, attention and a pleasant "thank you" do much to round out a purchase, and you leave a store of this kind with a feeling that the proprietors and salespeople really wish to have you call again.

Strictly speaking, customer courtesy includes quality and service, for you are there to please and how can this be possible if your stock is not the best and the kind of service you render only of the indifferent type? So the three are co-existent, and each has a part to play in the sum total that the dealer has to keep well in mind. If he overlooks any of these he will find that the neglect has been the cause of lost sales that cannot be readily made up. They are vital to his real success, and if he does not believe this is a fact let him give the matter a serious test and watch the results. The indifferent dealer is that man who soon finds out that his neglect has been costly. The public has been educated to-day to look for a great deal of consideration, and the wise dealer is the man who is going to see that this phase of his

business is given a fair and satisfactory trial.

Why not make this matter the leading idea in the conduct of your business? Perhaps you have done so in the past. If this is the case has it not been proven a profitable plan? But even if you have endeavored to do so is there still possible an idea that can be added to the list, an effort made that will prove to be a greater help? What rules have you made for the salespeople that cover this plan, and how well have they been trained in this important part of the business-getting system? If you

first-class stock of instruments and records to offer his trade. He understands, too, the value of making his stock display attractive. He notes the importance of making his store of such appeal by its character that it will naturally draw good customers. He combines these attributes with those of quality, service and courtesy, and then goes forward in a sea that is not beset with reefs and shoals that will wreck his industrial ship.

He is determined to make every man or woman or child (and the latter of to-day is the customer of to-morrow) welcome to his place of business. He is going to prove to them that he is there for service, and that he is not going to permit anything or anyone to stand in his way to prove his right to a hearing in the court of customer opinion and good will. Now this is going to take a great deal of care, and it is going to demand of him and his employees, everyone of them, a larger share of that extra attention to the little details that might have heretofore escaped him. Very often these little items that are passed by with a wave of the hand, and which are looked upon as of no material importance, are vital. It might be that the dealer has been neglectful of these, feeling that they were only trivial affairs that would be overlooked by the trade. So they are at times, but the repetition makes them increase in size, and in the eyes of the customer they become as mountains of neglect. They will not be tolerated for any length of time.

leave it to them they might not fully grasp its real value. Of course, you will try to see that all your customers are given a fair deal, and to do this demands that you resort to the most careful plans.

Some of your employees might be courteous at times, and then at another forget this unless you have been more than careful in making your rules strict. The fact that it costs nothing to be polite makes the labor one that is doubly profitable. It pays even a larger profit, for the pleased customer becomes the living advertisement for your store, and this is the kind that brings the quickest and largest returns. Others may fail at times, but the pleased customer is eager to say a good word for you, and you cannot afford to make even one enemy customer in all the trade that lies within your territory.

Every live talking machine dealer, however, fully understands the magnitude of having a

Give your customers every courteous consideration. Give them the best in service, in quality, in attention, in stock, in delivery, in fact, in every part of your undertaking, so that there will be no comebacks. The added cost, the increased labor and the time that you expend in bringing to perfection this larger measure of service, will be found an asset that is of the most significant value to you in making your name and success go hand in hand for greater achievements.

J. B. Scofield, formerly manager of the talking machine department of the Cable Piano Co., Toledo, O., is now fighting on the Italian front with the 332nd U. S. Infantry.

*Quality and Service
Added to Courtesy
Are Never-Failing
Trade Winners*

Important Announcement

Prices of Steel Needles

Have Advanced to 15c. a Package Retail

Owing to the continued scarcity of needles we have decided for the best interests of the trade to limit the shipments of no more than 50,000 to any one dealer.

MAGIC TONE NEEDLES, LOUD ONLY

70c. per 1000

Subject to change

The present offer is for your immediate acceptance.

I. DAVEGA, Jr., Inc.

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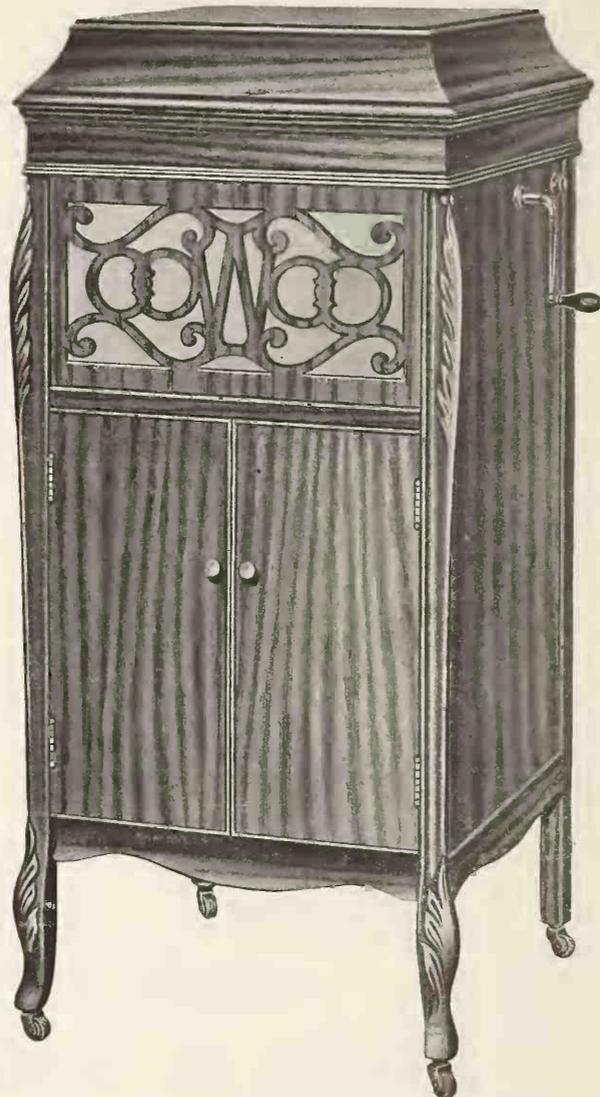
NEW YORK

WORLD PHONOGRAPH CO.

MANUFACTURERS

The Instrument of Quality

The "World"



We can take
care of
immediate
wants

Send for
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IT PLAYS ALL RECORDS

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

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GENERAL OFFICES AND FACTORY

736-738 TILDEN STREET

CHICAGO, ILL.

The Application of Period Decoration to Talking Machine Cabinets—The Hepplewhite

The talking machine designer of to-day who is giving attention to the reproduction of the English period styles will find much in the designs of Hepplewhite to gain for that style earnest consideration; for the designs of Hepplewhite, although in most every instance designed before 1788, may be used with perfect freedom to-day in adding embellishment to modern furniture.

Of all the famous cabinet makers of the eighteenth century, and they included Chippendale, Sheraton and the Adam brothers, none produced such a small number of impractical designs as Hepplewhite. Nearly every one of his designs shown in his book, "The Cabinet Maker and Upholsterer's Guide," published in 1788, can be used to-day just as it was originally created. Although formality was the rule of his time in the matter of household furniture, Hepplewhite managed to incorporate richness in his designs while still observing the general demands of the period. Of course, Hepplewhite's reputation rests most firmly upon his chairs, and in the chair he showed a distinct preference for the shield-back. However, he gave his attention

likewise to the designing of other furniture and managed to give to the various pieces a distinctiveness that has marked his work as un-

laid or painted by noted artists of the day. His furniture, as a rule, was made lighter than was that of Chippendale, and he depended for enriching his effects upon a generous use of pier glasses and mirrors. Hepplewhite was one of the few designers whose works can be observed today just as he designed them, for his book, "The Cabinet Maker and Upholsterer's Guide," published by A. Hepplewhite & Co. in 1788, is said to be found in the principal libraries and to be consulted at first hand.

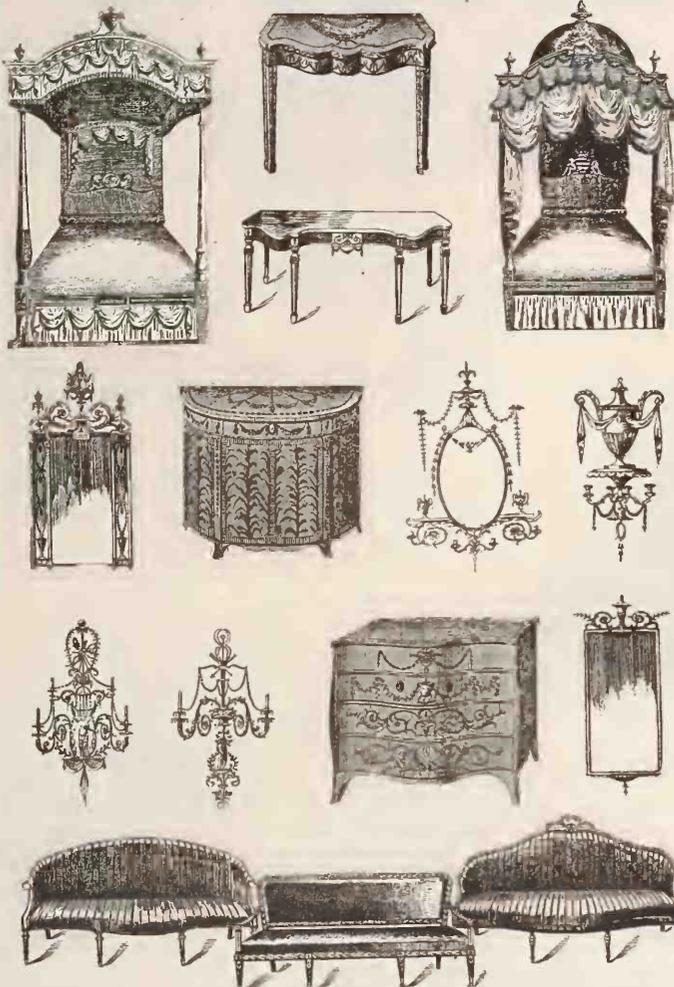
The accompanying plate gives some general idea of the characteristic Hepplewhite designs as applied to various pieces of furniture.

Hepplewhite was partial to inlaid and painted designs and the inlay was always beautifully simple. His chairs and other furniture were in reality first covered with a coat of Japanese lacquer, and on this ground the delicate ornaments were painted. Gold on a black ground was a favorite combination, and the ornamentation for the most part inclined toward floral designs.

In adapting the motifs favored by Hepplewhite to talking machine cabinets of the present day, care must be used in preserving the general fitness of things. Ordinary cabinets cannot be turned into a Hepplewhite model by sticking on a few motifs at random any more than a Ford car can be turned into a Packard by changing the hubs. The design has to be either all Hepplewhite or not Hepplewhite, and the definite carrying out of the period idea must be planned with the designing of the cabinet in the beginning. For that matter the same rule holds good in the adaptation of any period design to cabinets.

Of the customers who buy cabinets in Hepplewhite design, nine out of ten will select a cabinet with some definite object in view and with some definite understanding as to what it represents. Even though the proportion of those who know were smaller, it would still be a matter of wisdom to cling to accuracy for the benefit of the sophisticated.

The new Victrola department of Geo. S. Dales, 120 Main street, Akron, O., was formally opened for public inspection the closing days of last month, and the arrangement and display of talking machines and records came in for much commendation.



Examples of Hepplewhite Designs

usual even to this day of great achievement. In his designs he favored ovals and curves of all descriptions. His table tops were in-



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

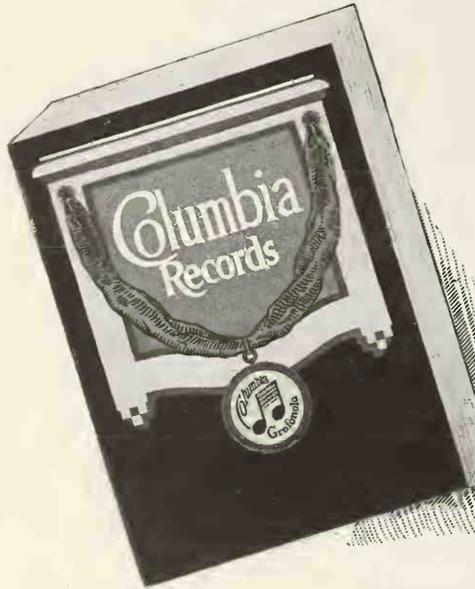
228-230 West 7th Street

CINCINNATI, OHIO

Columbia Grafonola

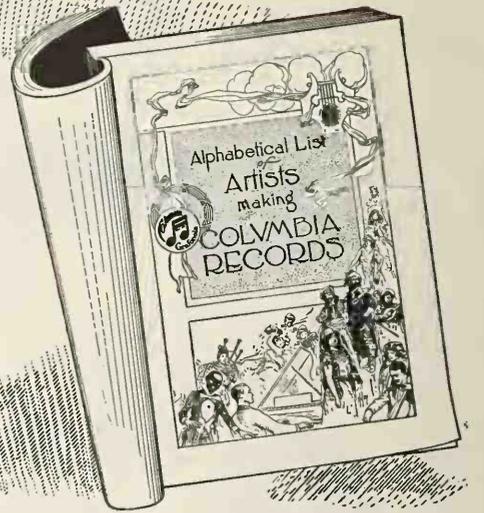
The New Columbia Record Catalog

*An improved edition, with new sections;
new features; new ideas for the Columbia
Owner and the Columbia Dealer*



The Columbia Dealer may well be proud of the New Catalog! In binding, in style, in arrangement and in material it is far superior to any past issue. Not only has the typography been improved from the standpoint of readability, but the illustrations and the features have been greatly enlarged and improved. It is an interesting, informative book about phonograph music.

In the New Catalog are a number of innovations of real sales value to Columbia merchants. One of these is the method of making up the various sections—Part I. being a list of all artists making records for Columbia. Thus, when a customer asks, "Have you records by so and so?" you have the answer at your finger's tip.



Part II., a complete alphabetical list of all Columbia Records, has been greatly improved by being broken up into familiar sub-heads.

*Your customers will want this New Catalog.
Make it an inducement for them to come to
your shop. That means business for YOU!*

COLUMBIA GRAPHOPHONE COMPANY NEW YORK



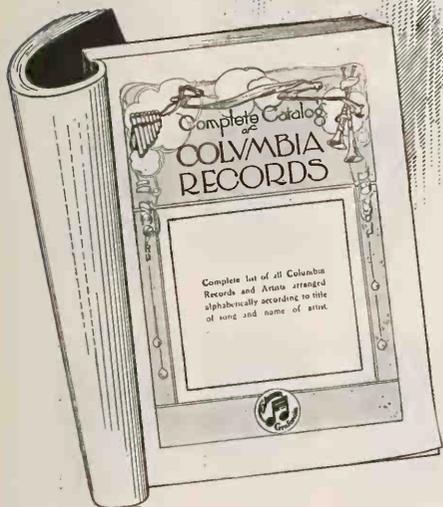
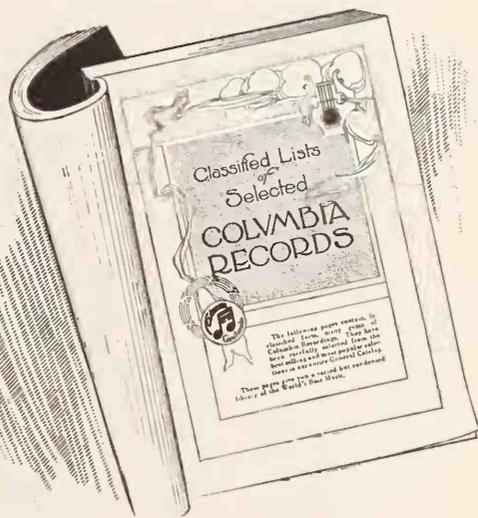
Sell Foreign Language Records, small investment—quick turnover—good profits.
International Record Dept.
102 West 38th Street New York



Columbia Grafonola

Make the New Catalog Make New Customers

*People like catalogs—particularly people
who own phonographs*



A record catalog is a source of inspiration to the music lover; a silent salesman in the home, working for the Columbia Dealer.

Put the new Columbia Catalog to work for you. Let your customers know you have it; send copies to your mailing list; display it in your windows—above all, study it and *know* what it contains.

The New Catalog is a decided improvement over any edition ever published before.

It will be a veritable encyclopædia of valuable information for the Columbia salesman, imparting a knowledge of the artists who make Columbia Records and of the records themselves that will inevitably result in increased selling capacity.

*Feature the New Catalog in your windows.
People who come in for it will often stop
to buy records.*

COLUMBIA GRAPHOPHONE COMPANY NEW YORK



Sell Foreign Language Records, small investment—quick turnover—good profits.
International Record Dept.
102 West 38th Street New York

DON'T MAKE 'EM LIKE IT, GIVE 'EM WHAT THEY WANT

Play a Record for the Customer That He Knows and Likes and He'll Think You're a Great Judge of Good Music—Even the Preacher Man May Like a Little Jazz Occasionally

Sam Small as a matter of business—at least that was his alibi—took particular pains to spend several afternoons and evenings each week in the hall of the two-a-day, which is just plain vaudeville theatre, in the jazz joints on the main stem, or, if not there, listening more or less attentively to the music of some new operettas, or kidding himself that he was really getting full value for the price of a seat at the grand opera. After gathering that great variety of music into his soul, Sam just felt that he could count himself as an authority. He bulled himself into the belief that he knew it all, and the fact that he fell for his own dope proved that he was some little shoveler of the camouflage.

When some innocent prospect would wander into Sam's store for a demonstration of machines and records, he would just simply trot out a record of the latest music he heard, or next to the latest, if he did not have the latest in stock, and proceed to let it go. He didn't lose many sales, and any lack of enthusiasm on the part of the prospect was put down to ignorance, and winked at as such. The big blow-off came, however, when a big blonde dame with a purple feather in her yellow hat, and wearing number ten brogans, blew in and nodded her head in response to the inquiry as to whether she wanted to listen to how a machine played. Sam had heard an Irish tenor warble the night before and naturally slipped on the record of "Kathleen Mavourneen." The dame stood it nobly for about ten bars, and then blurted out, "That don't bane music ay lak. Ay guess ay go." Sam almost had to tie her to the chair until he could sail to the rack of Swede records and dig through the dust for something that would tickle the servant girl's heart. It was just Swede to him, but it was music to her.

Sam learned his lesson. His old slogan had been: "Make 'em like it. I know best." But, he tore up the past performance sheet, got him a new line of dope and changed the slogan to: "Find out what they want." He went into a trance and without the use of much second sight found out why an aged party had not gone into raptures over a selection from the latest "Follies." The old party hadn't seen the show and the music meant nothing to him, as Sam found out when he played over the records of another show that he, himself, had not seen.

The first rule in his little red book was then made to read: "Find out what shows they've seen and then shoot 'em the music. They'll like it because they know it." The second rule was: "Cut out the deaf and dumb signal system and get the prospect talking, and that talk will most likely give the low down on their nationality. Then give 'em the music from the old home town." "Gee," thought Sam. "If I had played Swede music for an Irishman, instead of Irish music for a Swede, what a beautiful funeral I'd have had." The third rule read: "When a sweet young thing cries for the record of a new popular song not in stock, don't just tell her you haven't got it. Tell her she will get tired of it anyhow in two weeks and sell her something for half a dollar more that will last longer.

"Even the preacher man doesn't want to hear hymns all the time. It is his business to listen to them in church, but when he is home and away from the flock, a little jazz doesn't go so rotten at that. Sell them what they like—what they understand," says Sam. "When a speaker tells an audience something they already know they think he is a wise guy. When he tells them something they don't know they generally think he is a liar. But don't make the mistake of playing them something they know too well. More than one murder has been committed because the wrong music was played at the wrong time. If you don't believe it, try playing the 'Wacht Am Rhine' in the open store for a pro-German without bolting the door and having the rear exit clear. When the mob breaks in there will be no time, to waste in finding a new address."

C. H. RICHARDSON ENTERS SERVICE

Manager of Talking Machine Department of Clark Music Co., Syracuse, Joins U. S. A.

Charles H. Richardson, for some time manager of the talking machine department of the Clark Music Co., Syracuse, N. Y., has left to join the United States Tank Service. He is the tenth employe of the Clark Music Co. to enter the service, most of the men now being in France, and if he can fight like he can sell, look out Germany.

EDISON TONE TEST CAMPAIGN

Distinguished Artists Who Will Be Heard in 583 Recitals Which Have Been Booked by Edison Dealers for This Fall and Winter

In last month's World (page 97) details were given of the great Edison tone test campaign now under way, in which a total of 583 recitals have been booked by dealers for this fall. These, with the 1,742 previously given, make a total of 2,325 recitals which will have been given by the coming Christmas. This means that two million people will have heard demonstrations of the New Edison. The artists participating in this tour are pictured herewith.



HARDY WILLIAMSON Tenor



MERLE ALCOCK Contralto



MARIE RAPPOLD Soprano



ALICE VERLET Soprano



AMY ELLERMAN Contralto



MARIE MORRISE Contralto



MARIE TIFFANY Soprano



IRMA SEYDEL Violin



FLORENCE FERRELL Soprano



BETSY LANE SHEPHERD Soprano



GLEN ELLISON Baritone



VERNON DALHART Tenor



FLEMING TRIO



ODETTE LE FONTENAY Soprano



IDA GARDNER Contralto

PUSH PINS FROM OLD NEEDLES

All That is Needed Now is to Make Talking Machine Needles from Old Push Pins

One bright mind recently contributed to one of the popular magazines the description of a method for utilizing old talking machine needles in the making of push pins. According to the description, the needle is set, pointed upward in a small mould and sealing wax poured around the head of the needle, forming a button-like top. If another bright mind will come along and tell how to make good talking machine needles out of old push pins, he will be doing something that will prove of trade interest.

The Sampson Music Co., Boise, Idaho, recently purchased the entire stock of Columbia Grafonolas and records of the Kellerman Piano Co. The stock was moved to the Sampson Co. store.

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

AEOLIAN-VOCALION PUBLICITY

ONE of the important factors in The Aeolian Company's success has been the character of its advertising. For many years this has been maintained at the highest level and has set the standard not only for advertisers in the music trade, but for practically all others using magazine and newspaper space.

Aeolian instruments are natural leaders in their various lines by right of intrinsic superiority. At the same time, Aeolian advertising has contributed essentially to the widespread and ready acceptance of this leadership.

Aeolian-Vocalion publicity is typically Aeolian. Strong, dignified and convincing, it is as far above the level of ordinary phonograph advertising as the Vocalion itself towers above ordinary phonographs.

Dealers who handle the Aeolian-Vocalion and new Vocalion Record, are aware of this. They are directly benefitted by the national publicity of the Vocalion and indirectly by the newspaper campaigns conducted in mediums with large spheres of influence outside

of their immediate environments. Likewise, the provision made by The Aeolian Company, whereby dealers may profit through participation in the national publicity is an added advantage to those who handle the Vocalion.

Reproductions of Vocalion and Vocalion Record advertisements appear on the three pages following. These reflect the general character of Vocalion publicity and are current at the moment.

The advertisement on the next page is a reproduction of one of the full pages *in color*, appearing monthly in the "Saturday Evening Post." Those following are newspaper advertisements being run in various large cities.

The unquestioned superiority of the Aeolian-Vocalion; its many advantages and selling features; the extraordinary character of the new Vocalion Record; the exceptional service rendered to dealers; and the unapproached quality of Vocalion publicity, make the representation of this instrument an invaluable asset to every progressive music merchant.

Catalog and complete information sent upon request

THE AEOLIAN COMPANY

AEOLIAN HALL, NEW YORK

A MASTERPIECE of REPRODUCTION

The New Vocalion Record—
Crimi's "On With the Play."

THIS wonderful aria from "Pagliacci" is far more than a mere song. In its beautiful melody the composer has sounded the depths of human emotion. The very notes themselves voice the anguish of the poor clown who, despite a breaking heart, must carry through his part to the end.

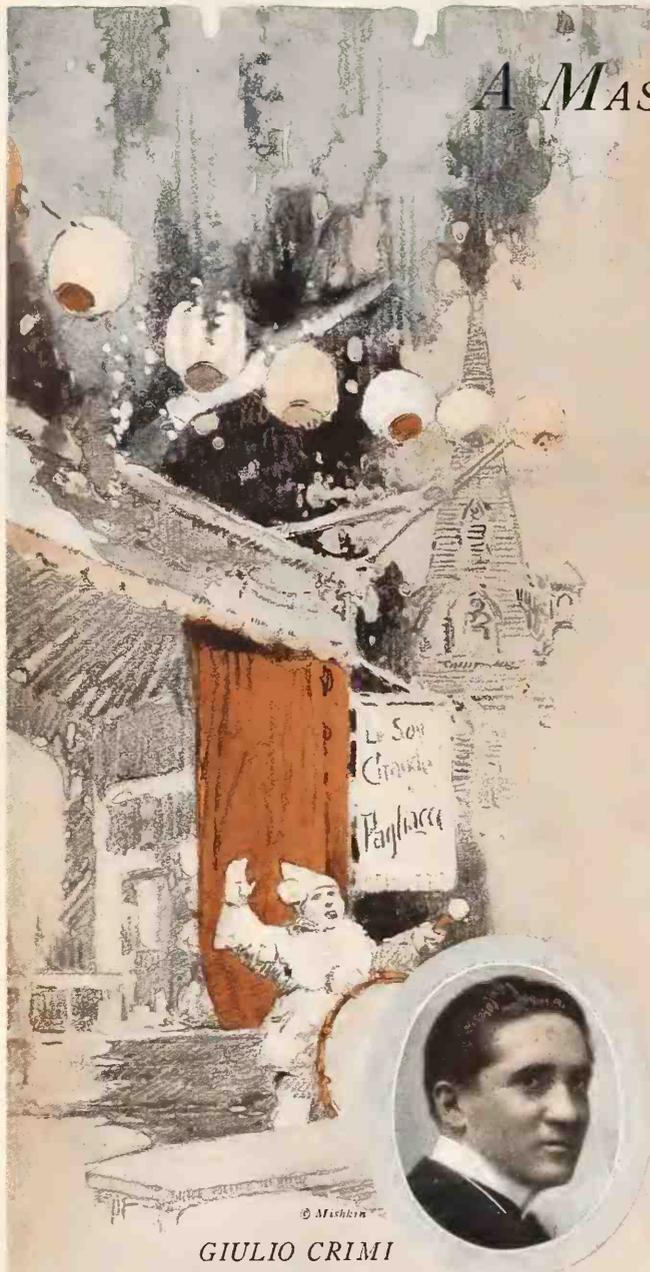
Giulio Crimi has outdone himself in making this record. One of the greatest tenors alive today, his talent and his art have found real inspiration in the magnificent results achieved by the Vocalion system of recording.

Those who hear Vocalion Records played upon the Aeolian-Vocalion, listen amazed to new musical effects from the phonograph. Full, rich and clear, the tones of the human voice come from the instrument with all the beauty and freshness of nature's endowment.

In perfecting this wonderful new system of recording—in making a record commensurate with the unrivalled musical character of the Vocalion—the Aeolian Company has put the musical world still further in its debt. One more notable feature of advantage it has also added to the sum of those already possessed by this instrument.

THE AEOLIAN-VOCALION is a product of the world's leading manufacturers of musical instruments. As a phonograph, it occupies the same position of distinguished leadership as this maker's other famous instruments.

The features of the Aeolian-Vocalion that give it pre-eminence, are first of all a musical quality that is unapproached. Second—a personal control of expression through its celebrated "Graduola" that no other phonograph possesses. Third—a beauty and distinctiveness of appearance that has set an entirely new standard. Fourth—a perfection of mechanical devices, such as its Automatic Stop, that bespeaks the unrivalled skill and experience of its makers. And, finally, the notable advantages it possesses in its Universal Tone-Arm, which permits the Vocalion to play *all makes* of records in addition to the exclusive privilege of playing the wonderful new Vocalion Records.



GIULIO CRIMI

THE AEOLIAN COMPANY announces the initial and exclusive voice recordings of Giulio Crimi, leading Italian tenor of the Chicago Opera Company. Signor Crimi has been the sensation of the past season with the Chicago organization. His magnificent voice has the irresistible charm and freshness of youth, to which is added a musicianly sense of artistic values capable of standing the test of comparison with other world-famous tenors.

The **AEOLIAN**
VOCALION
Made by
The **AEOLIAN**
COMPANY

LONDON *AEOLIAN HALL* PARIS
NEW YORK

VOCALION STYLE "J"

Illustrated, price \$225. Other conventional models, equipped with Graduola, are priced from \$115 upward; without Graduola, from \$50. Many beautiful. Period models, priced from \$240.

All prices subject to change.



ORCHESTRAL MUSIC

THE GRANDEUR AND
RICHNESS OF THE GREAT
INSTRUMENTAL CHORUS
VOICED WITH MOVING
REALISM
BY THE

AEOLIAN VOCALION

TO put into the hands of music-lovers a phonograph so wonderfully constructed that it can actually reproduce the tonal sonority of the orchestra—its height and depth and breadth of voice—

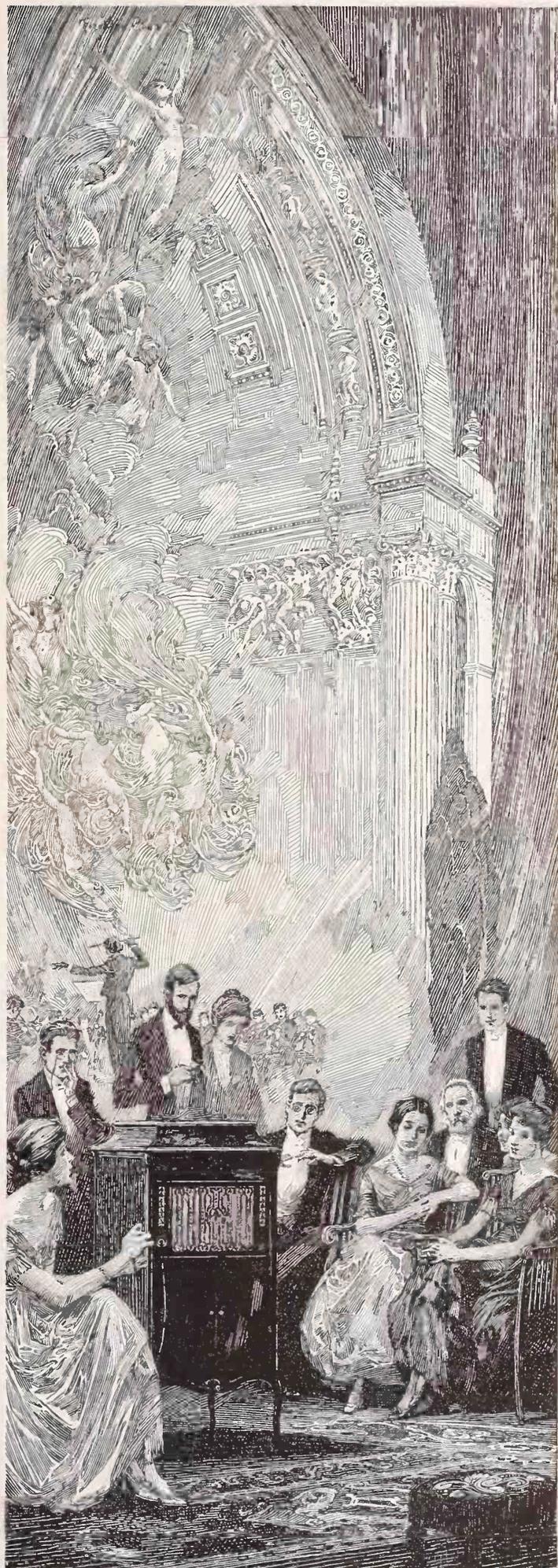
To give them a phonograph on which every distinctive-voiced orchestral instrument is clearly recognizable—on which the wistful strings and pallid flutes, mellow clarinets and pealing brasses sing their parts with perfect and thrilling individualism—

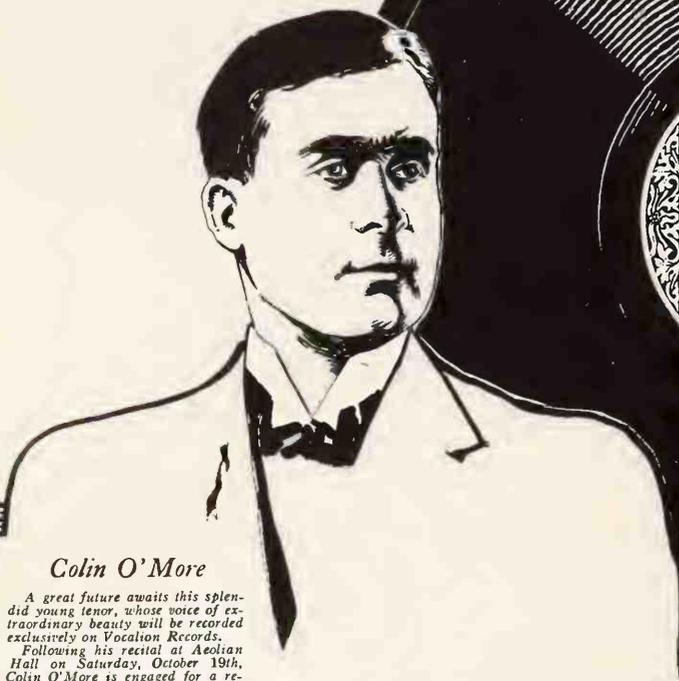
And, above all, to put into their hands a conductor's baton—a wonderful new controlling device by which they may lead the orchestra—may color, shade and modify just as the orchestra conductor himself expresses his ideas in the talents of his assembled players.

This is the achievement of the Aeolian Company in producing its extraordinary new phonograph—the Aeolian-Vocalion.

“Truly the Aeolian-Vocalion is the climax of phonograph development. With distinctive beauty of exterior—with unapproached tonal richness and capacity and with its exclusive feature for personal expression control (the Graduola), the supremacy it has so quickly gained is but the measure of its manifold superiority.”

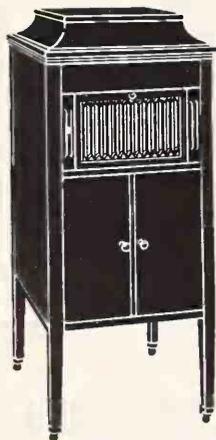
THE AEOLIAN COMPANY
AEOLIAN HALL NEW YORK





Colin O'More

A great future awaits this splendid young tenor, whose voice of extraordinary beauty will be recorded exclusively on Vocalion Records. Following his recital at Aeolian Hall on Saturday, October 18th, Colin O'More is engaged for a recital tour which will cover the principal musical centers of America and will familiarize thousands of music lovers with the delightful charm of his artistry.



Style 500, Price \$175

COLIN O'MORE

The Gifted Irish Tenor

Will Make Vocalion Records Exclusively

COLIN O'MORE possesses one of those rare voices that makes you glad or sad as the spirit of the song dictates. This talented young tenor adds new beauties of tone and interpretation to the old familiar ballads that everyone loves. His artistry is both finished and spontaneous.

Vocalion Records have reproduced Colin O'More's voice with remarkable fidelity. Through the *naturalness* of the new system of Vocalion recording, the individual quality of this unusual voice, rich in heart appeal, is brought to you with amazing realism.

The Vocalion Records of Colin O'More will be played for you at any time. You will find many favorites among the selections recorded.

- | | | | |
|--|---|---|------------------------|
| Vocalion Records by Colin O'More | } | <i>At Dawning (Cadman)</i> | } 22007—10-inch—\$1.00 |
| | | <i>I Hear a Thrush at Eve (Cadman)</i> | |
| | | <i>Bonnie Sweet Bessie (Gilbert)</i> | } 22002—10-inch—\$1.00 |
| | | <i>I Hear You Calling Me (Marshall)</i> | |
| | | <i>Who Knows (Ball)</i> | } 22006—10-inch—\$1.00 |

THE AEOLIAN-VOCALION

As an unequalled medium for interpreting Vocalion and *all other standard makes* of records, the Aeolian-Vocalion, the world's most artistic phonograph, stands supreme.

The advantages of this wonderful instrument are manifold. Its clear beautiful tone has placed

it in an individual class, far removed from the ordinary phonograph.

By means of the Graduola, a musicianly and exclusive device, new beauties of expression-control are possible to the owners of the Aeolian-Vocalion.

Aeolian-Vocalions from \$50 upward Graduola Models from \$115
Distinctive Period Styles from \$240

THE AEOLIAN COMPANY

Makers of the famous Pianola Largest manufacturers of musical instruments in the world

In MANHATTAN
29 West 42d Street

In THE BRONX
367 E. 149th Street

In BROOKLYN
11 Flatbush Ave.

In NEWARK
895 Broad Street

INDIA SEEN FROM THE VIEWPOINT OF THE BUSINESS MAN

Why the United States Gets Only a Small Share of the Business of That Country—Present Conditions and What the Future Offers as the Result of Social Reforms—Many Interesting Facts

A most interesting visitor to New York just now is Valabhdas Runchordas, head of Valabhdas Runchordas & Co., Bombay, and sole proprietor of the Talking Machine & Indian Record Co., of Bombay, Calcutta and Madras. Mr. Runchordas is in the United States in the interests of his business as a general importer and at the same time to pay particular attention to the matter of securing talking machine and record supplies of various kinds. He has been active in the talking machine field in India for over twenty years, and states that before the war the great volume of business was done with machines and records of German make. The forced withdrawal of these products from the market has opened up a field for fresh importations with other countries.

Small American Business in India

Mr. Runchordas offered the interesting information that before the war only 7.3 of the total importations into India came from the United States, and, although European trade was almost entirely cut off by the war, especially trade with the Central Powers, in 1917 the importations from the United States were only 12.9, the greatest volume of imports, of course, being from Great Britain. When from the total volume of American export business handled in India is taken the great business of the Standard Oil Co., the Remington Typewriter Co. and the Singer Sewing Machine Co., it will be seen that there is not a very material business done in other American lines. The principal reason for the fact that American products do not figure more prominently in the Indian field, it is said, is that American manufacturers are inclined to be conservative in their methods, and put forth their efforts in endeavoring to force their standard styles and designs upon the native buyers rather than follow the example of European manufacturers and redesign their products to meet the wishes and requirements of the export trade. In more than one case this failure to meet the native demands even by making slight changes in styles has forced Indian importers to stop handling American products.

Low-Priced Records Have the Call

The reason for the large business enjoyed in German records in India before the war was due to the fact that they could be sold at a low price, approximately 40 cents for the double-sided records, and were offered in recordings of native dialects of which there are about 130, between thirty and forty having been recorded thus far. American cylinder records were sold to a considerable extent in India, while the cylinder records and machines were the vogue, but since the accession of the disc the trade has swung to Europe. When it comes to records of European or American music, especially vocal recordings, the Indian trade demands English records, as the English accent is more familiar to them.

Indian talking machine buyers appear to favor the horn machines, particularly those selling at low prices—\$6 to \$15 American money. To date American manufacturers have offered cabinet machines so popular in this country, but which command prices that prohibit their extended sale in India.

Japanese Invading Indian Field

Since the beginning of the war the Japanese have given much attention to the development of the talking machine trade in India, and are especially active in supplying machines in parts of the sort required in that country. The purchasing power of the majority of natives of India is very limited, particularly outside of the Bombay Presidency, and the large cities of the other provinces, and, although India as a whole has a population of over 350,000,000, three and one-half times that of the entire United States, the volume of business that can be handled is little, if any, larger than is taken care of under normal conditions in a city the size of San Francisco.

There are at present only something like 200,000 Europeans, mostly Englishmen, in India, and upon them the merchants must depend for the market for higher-priced talking machines and pianos. Moreover, a large proportion of the European population consists of clerks and under officials, whose financial condition does not permit them to indulge very extensively in luxuries and semi-luxuries. It is believed that if American manufacturers study the Indian field thoroughly and prepare to cater to the peculiar demands of that country in the matter of supplies and prices, they will have a good opportunity of participating in its expected commercial development.

There is at present in effect an import duty of 7½ per cent. based on trade prices of talking machines and records, and to this must be added rather heavy ocean freight rates.

The question of caste in India is a big one, the original four castes of some centuries ago having been divided and subdivided through various political and social disagreements until there are now existing something like over 3,000 distinct castes. Of these the members of the Bhattia caste are recognized as the leaders in the commercial life. The members of this caste, although centered in Bombay Presidency, are to be found in all of the various sections of India, and in recent years in other countries, particularly Japan, and are found to develop in business with greater rapidity and more success than others of their race.

Bright Prospects for Commercial Growth

Much of the slowness of India's commercial growth, it is declared, is directly traceable to the existence of the caste system. Up until a comparatively few years quite rigid caste regulations covering his method and mode of living made it practically impossible for the Bhattia to travel overseas and into foreign countries without running the risk of losing caste, considered a very grave punishment. There was started, however, a wave of social reform, with Mr. Runchordas as one of the active reformers. Many of the caste regulations were set aside, with the result that the Bhattia can now feel free to travel about at will, although still observing the chief laws of his caste.

It is expected that after the war these leaders among the Indian merchants will tend more and more to foreign travel with a view to get-

ting in personal contact with exporters in Europe and America, thus gaining at first hand an intimate knowledge of the markets. Under such conditions the development of Indian trade should be rapid and untrammelled. Numerous commercial organizations have been formed in India in the past, and particularly in the Bombay Presidency, with a view to promoting the industrial development of the country. Shortly before the war there was organized the Indian Commercial Congress, designed to promote both the domestic and foreign trade of India, but activities have practically ceased for the duration of the war.

Meanwhile, manufacturing in India has advanced at a rapid rate, a fact particularly true of the cotton industry, 1,318,810,126 yards of cotton goods having been manufactured in that country during the year 1916-1917. This industrial development is expected to enable India to prosper to a point where the country will provide a fertile field for foreign manufacturers.

Where United States Consuls Are Located

At the present time the United States has Consuls in Calcutta, Rangoon, Madras, Colombo, Bombay, Karachi and Adel, with Consular representatives in Bucrah and Chittagong. It is his belief in after-war development of Indian commerce that has moved Mr. Runchordas to make his present extended visit to the United States. It is his belief in India's commercial future that also prompted Mr. Runchordas to take an active interest as a director in the Shrikrishna Stores Co., Ltd., a chain of mercantile establishments conducted without profit for the purpose of providing a practical education in merchandising for Indian youths.

He plans to remain in New York and other Eastern cities for a month or six weeks before working his way back to the Pacific Coast.

Mr. Runchordas has been a subscriber to The Talking Machine World since its inception, and through it has become very familiar with the concerns and situation in the talking machine trade in this country. Incidentally he continued his World subscription, on a cash basis, for a number of years to come.

"INTERESTING AND VALUABLE"

The "Pathé Phono-Cinema-Chine" in a recent letter from Shanghai, China, enclosing a subscription for The World under date of September 13, writes enthusiastically about the merits of The Talking Machine World, the contents of which this institution has found most interesting and valuable.



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.

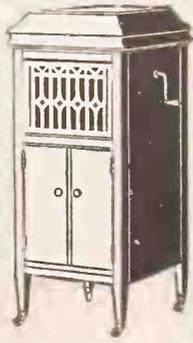
The BELL TALKING MACHINE CORPORATION

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. LESCHHAU, 350-2 Flinders Lane, Melbourne





Edison Message No. 31

Victory!

The music of the Allies—the music that sweeps over No Man's Land to the frightened and defeated hordes of Germany—now screams with the triumphant note of Victory.

The supreme moments of the war are approaching; and then the era of reconstruction and "Peace on earth, good will to men."

The patriotic enthusiasm of the people of America that is calling for "Unconditional Surrender" can be strengthened and enhanced by the rightly directed influence of music.

The Edison Dealer who believes in this "unnegotiated" settlement of the war and who rightly uses the musical influence he commands will help the cause of Victory—Victory on the fields of battle and Victory for himself in his own business.

THOMAS A. EDISON, Inc.

Orange, N. J.

Keeping Good Help Should Be a Prime Consideration With Live Dealers :: :: By Joseph A. Carroll

The shrewd, far-sighted merchant recognizes one all-important feature in the conduct of his business—the value of good help. But beyond simple recognition, he appreciates quality of service, and appreciating, he rewards it.

It can be accepted almost as an axiom that the superiority or inferiority of a dealer's help determines the success or failure of his store. Where there is strong competition it is practically certain.

The merchant who is abreast of the times, who is ambitious to build up a thriving trade, and is ever alert to the benefits derived from attracting the best class of customers to his store—those who buy frequently and buy in quantity and pay cash—realizes that this can be done only by devoting his thought and energy to improving his stock, its systematic arrangement, and its attractive display—but above all by giving excellent service, which means employing neat, courteous, intelligent and smart help.

It is not an easy matter to get exactly the high grade, willing worker one wishes, but it is always possible to develop to a higher point of efficiency the ability of the help one has at hand, if thought is given to the proposition.

Two Classes of Employers

One employer dominates his help too arbitrarily, and thus stifles their growth and lessens their worth. He is bent on impressing his own importance and his superiority of mind and knowledge. The other employer treats his employees with consideration; he invites suggestion, encourages initiative and arouses a lively and profitable interest in all his clerks in the success of his business. He makes of them an enthusiastic and productive part in the upbuild and expansion of his mercantile progress.

Few if any men or women fail to respond to fair treatment. They will do better, more earnest and more accurate work if their employer is less of a "boss" and more of a "human being" in his dealings with them. It is then greatly to the advantage of the employer to appeal to that side of a man's nature—and every man has such a side—which awakens in him good impulses; to draw from a man that which is best in him rather than by a harsh, overbearing and unsympathetic attitude force to the surface an indifferent, sullen and oftentimes antagonistic disposition toward an employer.

A Paying Investment

When you employ clerks you have an investment. Why not make it pay? How can you do this? Show by your interest in them that you regard them as an important factor in your business. Hold weekly meetings; discuss your merchandising problems with them; your plans for the next season; your future prospects. Be frank with them. Let them exchange ideas on policies; invite criticisms from them; show a broad, open mind and the results will amaze you. You'll receive a number of sound and valuable ideas. You'll put seriousness, ambition and enthusiastic interest where formerly existed, perhaps, frivolity, indifference and lukewarmness.

The clerk is human. He wants recognition quite as much as you and I, and once it is given he will be a better, more valuable clerk.

Developing Latent Ability

Don't despise your clerk simply because he is a clerk. He may not be one long. The clerk of to-day is the successful merchant of tomorrow. Husband the ability, cleverness and resources of your clerks. Make them an asset, not a liability. Stimulate them to think, to originate, to co-operate. The obscure fellow behind that remote counter may have the very idea that if told would solve your greatest difficulty. He's timid. He's afraid to speak. You've never inspired him to do so.

Don't belittle the office boy, the stenographer, or the man or girl behind the counter. Each has a brain; each can think. Teach them to do so. Urge them to develop.

The most dangerous man—be it the boss himself—in any outfit is the one who stifles the growth of subordinates. The most effective executive is he who takes the employes at hand and handles them in a way that will bring the



most good out of each and rounds them all into the smoothest running, most animated and greatest producing machine.

The Big Fellows

Carnegie was not always a steel magnate. Rockefeller was not born an oil king. Marshall Field did not open his eyes in the lap of luxury, nor did F. W. Woolworth start his mercantile career with a chain of stores. Each had his humble beginning. No doubt in their very early days of clerkship some employer failed to profit by the brain and latent ability they had. Who can say there are not young men of equal talents now occupying clerkships in small stores

in cities, towns and villages throughout the country? Time will tell.

The Value of Incentive

To bring out in any progressive young man or woman his strongest, most intelligent and painstaking efforts, merchants and storekeepers, retailers as well as wholesalers, are realizing the value of offering a special inducement—an incentive. The extra compensation will be returned many fold. A yearly or semi-annual bonus in the form of a percentage of the profits is often given, or a commission on increased sales in the clerks' department, and frequently special commissions are paid to speed up the sale of the slow-moving merchandise. There are many variations of the idea, all for the mutual benefit of the employer and employe. No progressive storekeeper will hesitate to adopt such a plan, for he will see at once that anything which will enthrall his employes to sell greater quantities of merchandise will mean largely increased profits for himself, and he'll be only too happy to allow the clerks a reasonable share of what they have produced by their additional energy and fidelity.

A Practical Suggestion

What better way to sell phonograph records, especially the earlier numbers? An extra commission on slow-moving numbers would stir up the clerks in charge to unusual activity. They would work overtime; would canvass your customers in their off hours; would seek out new customers, and would devise ingenious advertising schemes to boost the sales in their department, not alone on slow numbers, but on all numbers. Such a plan would put spirit, dash and permanency into the organization. It would advertise your store as an up-to-the-minute, progressive enterprise of the first magnitude.

This idea applies equally to the small store as well as the larger one. Try it. It cannot fail.

Delpheon

the
Incomparable

A tone that is ineffably exquisite—not phonographic



Delpheon \$75 Model

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

THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., November 5.—The Liberty Loan and the epidemic of influenza, which have monopolized public attention for several weeks, each in its own way to be sure, have not overlooked Boston. So far as the loan is concerned the talking machine industry came to the front in good shape, and every house in the city has made quite a record for itself in the number and amount of subscriptions. Now comes the big drive for the allied welfare interests and this, too, will find many friends among the same industry.

In the meantime, the epidemic was an unwelcome visitor in Boston's midst. It hit business pretty hard here, and in some cases badly crippled the jobbers and dealers, who had to work with lessened volume of labor. While many persons were out ill for short or long periods of time the fatalities happily were very few.

Secure Records for the Fighters

The week just ended was designated "Records-for-Fighters Week," and was devoted, as in other places, to a campaign for records for the use of enlisted men in various branches of the service. A number of the Boston talking machine dealers featured the campaign in their advertisements, and one could not pass some of the windows without having his or her attention attracted to the campaign into which the stores threw themselves with great vigor. The sum total of records promises to be a notable contribution to the welfare of the soldiers in service.

Some Brunswick Phonograph News

The Brunswick-Balke-Collender Co. has just had a carload of machines arrive, and there is no difficulty experienced in disposing of them, for business in general with this headquarters is very good. F. J. Smith, who has been associated with the company for eight years in other of its departments, is now devoting his time to the Brunswick line of machines as the successor to F. H. Walter. Mr. Smith was up to Pittsfield, in the western part of the State, a while ago giving a demonstration of the Brunswick at the headquarters of Rice & Kelly, talking machine dealers, and there were so many inquiries about the Brunswick proposition because of the good impression that it made that the house has a number of good prospects ahead. M. J. Graff, who was with the Brunswick's Boston house for a time, coming here from the Western factory, is now in service and is at

the Great Lakes Naval Training Station. Mr. Walter, who went into service last month, has been heard from at Pelham Bay, N. Y.

Escaped Ravages of the Grip

When the Pardee-Ellenberger Co. gets a consignment of Edison goods at its Oliver street quarters it is a case of shaking the dice to see what dealer gets the goods. That's how Manager Frederick Silliman facetiously puts it. This headquarters was most fortunate in being able to escape the ravages of the grip, but Manager Silliman took the precaution to have the women bring their lunches and at the same time he kept the traveling men in, for in the meantime there was work enough for them to do right inside. A wise step!

Business Coming Along Pretty Swift

H. L. Coombs, of the Boston offices of the Emerson Co., is getting rapidly acclimated to Boston, and is finding everything to his liking, especially now that he has got pleasantly located in Brookline. Business is coming along pretty swift these days, and Mr. Coombs has been obliged to rearrange his suite of offices so as to get larger stock quarters. The new issues of Emerson records are finding favor with all the dealers, so reports Mr. Coombs.

Vocalion Co. Activity

The Vocalion Co. is sending out 1,000 letters to prospective customers calling attention to the merits of the instrument, and those receiving these letters cannot but be impressed with the handsome letter head which adorns the paper, for it is both artistic and striking. Manager Hindley did a very clever stroke the other day when he was able to get a Vocalion machine installed into the third act of "Billeted," which Miss Margaret Anglin is playing at the Hollis Street Theatre. The machine is used to great advantage and plays an important part in the development of the final minutes of the scene. Manager Hindley has added to his staff Frank B. Lincoln, who was the manager of the talking machine department of Timothy Smith Co. in Roxbury. Mr. Lincoln comes to Manager Hindley as a Vocalion enthusiast, for he had become acquainted with the instrument while with the Roxbury house, which carried it.

Emphasize the Importance of Music

In the Boylston street window of the C. C. Harvey Co. there is a series of low panels stretching around from side to side which are attracting considerable attention. There are

ten of these panels and they are a part of the National Child Welfare Exhibit, which is now touring the country. These panels, which are in colors, indicate the importance of music to the growing child and every phase of youthful development is incorporated in some pleasing manner. This house features the Victor and the Edison lines, and for both of these Manager White reports there is a good demand.

General Trend of Business Pleases

Frank S. Horning, the Victor factory representative mentioned last month as having lately come upon the scene, tells The World correspondent that he is well satisfied with the general trend of Victor business in this territory. He has made the acquaintance of all the Victor dealers hereabouts, is enthusiastic over the type of men that handle the company's product here and finds an eager disposition to boost the business in every legitimate manner possible. Particularly is he impressed with the uniform courtesy to help brother dealers in these days when there is a recognized shortage of goods. As for Boston, he is getting to like the old town the longer he stays here, he says.

To Distribute the OkeH Records

Richard Nelson, local manager of the Sonora Co., has been over in New York the past few days making final arrangements for the receipt of large quantities of the OkeH records, which are being put out by the Otto Heineman Co. everywhere with great success. Mr. Nelson has had these records for distribution among dealers for the past three weeks, and he reports that there has been a wide demand for them throughout this territory. Joseph H. Burke, associate manager of the Sonora, who has been making his headquarters for the most part in Hartford, Conn., for the past few months, is now dividing his time between there and the local office, as there is much work for him to do on this end.

It Is Now Lieut. Chas. F. Simes

The Veeco Co., manufacturers of the Veeco electric motors for talking machines, 248 Boylston street, of this city, report that from inquiries and orders now being received, manufacturers are very much interested in the Veeco motor. Existing conditions prevent the filling of orders as promptly as the company would like, but it is hoped that the situation will be relieved shortly.

Charles F. Simes, formerly sales manager of

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 Boston, Mass. 19 Wareham St.

the Veeco Co., who enlisted in the 102nd Field Artillery as a private as soon as war was declared, has just been made a second lieutenant of Artillery in France, according to advices received this week. The 102nd Field Artillery was a part of the 26th Division that has fought almost continuously from January to July. Mr. Simes was wounded in action and spent some time in a Base Hospital. He worked his way up through the various non-commissioned grades, and was finally sent to a school of instruction for officers where he won his commission.

Leaves on a Sad Errand

Ricardo Constantino, in charge of the foreign record department of the Grafonola Co. of New England, has hurried across the continent to be with his father, Florencio Constantino, the Spanish tenor, who is said to be dying at Los Angeles, Cal. The son has been with the Grafonola Co., under Manager Arthur C. Erisman, for some time and is highly esteemed by the trade.

An Attractive Window Background

In the large show window of the Vocalion Co. in Boylston street is a fivefold screen which serves as a background for the Vocalion



Novel Window Arrangement

exhibit. The paintings in each panel are thoroughly warlike and they are the work of Miss E. Tremaine, of the Massachusetts Normal Art School. The central panel, which is more than six feet high, shows an American soldier and sailor listening to the strains of "The Star Spangled Banner," which float from a nearby Vocalion. In the background the national colors are suggested in the sky effect, but this is not brought out in the photograph. In the other panels one sees a British soldier, an Ital-

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

ian, a French and a Belgian, each listening to his own native air. The body of the panels is of a cream white. The screen has attracted a great deal of attention from passers-by.

Featuring the Edison Line

The F. H. Thomas Co., whose headquarters in the Back Bay are admirably located to meet a select class of customers within a limited zone, is featuring the Edison Diamond Disc phonograph. The official laboratory model is specifically mentioned in the company's literature, and this model is finding many purchasers.

Increasing Call for Cheney Phonographs

H. L. Royer continues to meet with marked success in exploiting the merits of the Cheney phonograph, and he is constantly getting inquiries from leading dealers and heads of homes who are anxious to possess what appeals to them as a leading type of talking machine. Two dealers who have recently taken on the Cheney line are A. E. Phenny, of Hyde Park, and John J. Kelley, of Lynn, the latter having placed a large order for machines. George J. Krum-

scheid, who, as Mr. Royer's outside man, is meeting with marked success in interesting dealers in the Cheney, could get around better if only his Maxwell wouldn't balk so. His car is not acting half so well as Mr. Royer's little Dodge, which gets him everywhere in short order.

Thos. W. Hindley to Marry

Thomas W. Hindley, manager of the Vocalion Co., is soon to become a benedict. Within a few weeks probably he will marry Miss Ethel Hudson Hayden, of Watertown, who has been his secretary and cashier at the Boston store. It is Mr. Hindley's purpose to find a home either in Watertown or Belmont, either of which is quite convenient to the downtown business section of the city.

Issue Attractive Booklet

The New England Talking Machine Co., 16-18 Beach street, manufacturers of the well-known "Perfection" line of phonograph accessories, have recently issued a very attractive booklet on their line of "Perfection" Flexitone records. (Continued on page 24)

**— 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)

producers, and "Pur-I-Tone" reproducers and "Perfection" ball bearing tone arms. Adequate space is given in the description to the qualities and accomplishments of each individual number and the booklet is well illustrated throughout.

Manager Mann Sees Better Future

Manager Fred Mann sees a better future for the Columbia line as well as for the talking machine business in general than in some time past. Dealers with whom he comes closely in contact everywhere report a steadily increasing demand for Columbia products and owners of machines eagerly look forward to the appearance of the new record lists. It is not easy these days to keep dealers in a happy frame of mind when orders usually far exceed a company's ability to fill, but Manager Mann and his large and well-ordered staff exercise the utmost fairness in dealing with dealers, and in the long run there is little complaint.

Pathé Supply Improving

The supply of Pathé goods is coming along considerably better these past few weeks, which has enabled Manager R. O. Ainslie to make a fairly liberal provision to the trade. The staff of demonstrators, mentioned a couple of months ago as having undertaken the job of enlisting the attention of the public in the outlying sections, has been able to gather in an encouraging number of prospects.

Pittsburgh Columbia Manager in Town

A visitor to the wholesale department of the Columbia the latter part of October was S. H. Nichols, manager of the Pittsburgh, Pa., office of the company. He came over to discuss some business matters with Manager Mann. C. E. Sheppard, of this company, mentioned last month as having passed through a terrible ordeal because of the epidemic, is back at work, but has not yet fully regained his strength. Both the anxiety incident to the death of both his wife and brother and the serious illness of his child and himself told upon him consider-

ably. All his Columbia associates, however, with whom Mr. Sheppard is very popular, are glad to again have him with them.

Business Good With Ditson Co.

Business continues good at the Oliver Ditson Co.'s Victor headquarters, where Henry A. Winkelman, the manager, is able to keep his trade sufficiently supplied with Victor goods to meet all pressing needs. The October business here was very satisfactory, the house experiencing the response to the general request of the

authorities that the public begin their Christmas shopping early. It looks like a busy November for this house.

Secures the Pathé Agency

M. J. Sullivan, Inc., of Lawrence, Mass., who recently secured the exclusive agency for the Pathé phonograph and records in this city, inaugurated the opening of their Pathé department last week with great success. The Pathé department was crowded all day and far into the evening of the opening day, and prospects for an excellent business during the coming season are very bright.

WM. J. FITZGERALD, BUSINESS MANAGER OF EASTERN CO.

Takes Charge of Well-Known Boston House Following the Death of President Elton F. Taft, Whose Passing Has Caused Universal Regret in the Trade

BOSTON, MASS., November 4.—The Boston talking machine trade was shocked about the middle of October to learn of the death of Elton F. Taft, president and general manager of the Eastern Talking Machine Co. at his home in Brookline. Mr. Taft had been ill only a short time and because of a weak heart could not survive the shock following an operation. Because of the prevalence of the epidemic the funeral was private, but there were floral offerings from many friends and business associates, one tribute coming from the Victor Co. The burial was in Forest Hills Cemetery.

Mr. Taft was a native of Providence, R. I., and was forty-five years of age. Before coming to this city he was employed by J. A. Foster & Co., talking machine dealers in Providence. For a time he traveled for Thomas A. Edison through New England and during this period he made a host of friends in the territory, and with many of these he continued to have close business relations the rest of his life. When the late W. H. Beck was the president of the Eastern Talking Machine Co. he brought Mr. Taft into the concern. That was eighteen years ago. He made Mr. Taft general manager, and when Mr. Beck died four years ago Mr. Taft

was selected to succeed him, and he had held that position ever since. Mr. Taft belonged to no organizations and was essentially a home



Wm. J. Fitzgerald

man. He always paid the strictest attention to business, but the trade at large got a glimpse of him now and then on the occasion of the large talking machine gatherings which he found time to attend. He is survived by his widow and one son, Elton C. Taft, now in the navy.

It was fortunate for the Eastern Talking Machine Co. that in the death of Mr. Taft there is an experienced man to succeed him. This man is William J. Fitzgerald, who learned the business under the watchful eye of Mr. Taft, who always regarded him most highly. Mr. Fitzgerald is to be business manager, and he assumes his new post following a seventeen years' association with the company. For two years and a half Mr. Fitzgerald traveled for the company and was thus brought into intimate relations with the leading men in the trade, the Victor in particular. For some time past he has been wholesale manager. He has often been sought by other houses, but he has been faithful to the Eastern Co. and Mr. Taft, with whom his relations have always been most pleasant. In his travels he has gone off on special missions for Mr. Taft and to his credit it may be said that during the long period of a scarcity of goods due to war conditions probably few jobbers have so well satisfied their clientele as has Mr. Fitzgerald, as he has been able to purchase records from points as far as the distant South, and in this way he has been able to keep his company in the foreground. Mr. Fitzgerald possesses rare tact, good judgment and an even disposition, qualifications that have played a conspicuous part in bringing him and the company, of which he now is business manager, to its present high standard.

A. Cohn has opened a new store in Bakersfield, Cal., for the handling of Brunswick phonographs and Pathé records.

When you refuse to recognize your opponent's ability, you do yourself, as well as him, an injustice.

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.

No. 9 PUR-I-TONE Reproducers fitted to Brunswick machines that have tone arms with detachable reproducers.

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

▪ The new large size ▪



Retail at 75 cents

Emerson Phonograph Company INC.

3 West 35th Street

New York

Boston, 80 Boylston St.

Chicago, 7 E. Jackson Boulevard

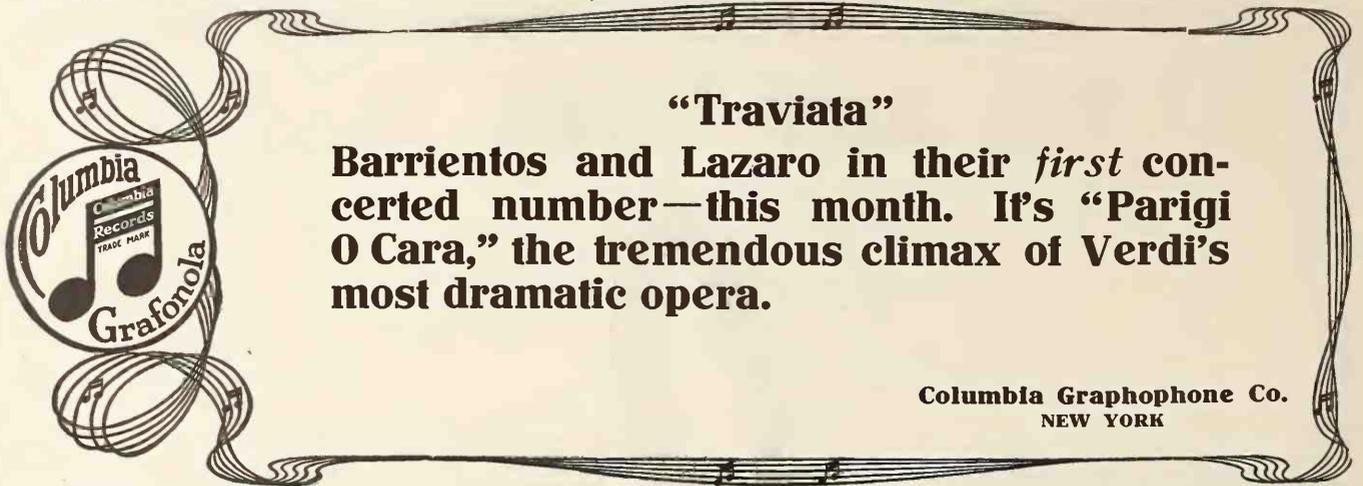
Emerson
Phonograph
Company, Inc.
3 W. 35th St., N. Y.

Please send me
information about the new
large size Emerson Records.

Name

City

State



"Traviata"

Barrientos and Lazaro in their first concerted number—this month. It's "Parigi O Cara," the tremendous climax of Verdi's most dramatic opera.

**Columbia Graphophone Co.
NEW YORK**

DAMBOIS WITH THE AEOLIAN CO.

Distinguished Belgian 'Cellist to Make Vocalion Records Exclusively—A Valuable Acquisition

Maurice Dambois, the famous Belgian 'cellist, has consummated arrangements with the Aeolian Co., whereby he will make Vocalion records exclusively. This famous 'cellist is noted for the quality of his tone, which is unsurpassed in its purity and depth, and his interpretations are characterized by a wealth of poetic feeling. The company makes the claim "that the Vocalion records of his (Maurice Dambois) art are the most beautiful phonograph reproductions of 'cello music ever heard. Appealing and sympathetic as the 'cello is always, the Dambois Vocalion records bring out in perfection the natural beauty of the instrument and present a wonderful tone-picture of the playing of this master 'cellist."

A POPULAR PLACE TO VISIT

Large Demonstrating-Room at Lord & Taylor's Victrola Department Fitted Up as Nursery

There is no more popular place in the vast Lord & Taylor establishment in New York than the Victrola department. Children as well as grownups are to be found there, for one of the spacious demonstrating rooms has been fitted up as a nursery with games and toys, and more especially a small-sized Victrola, on which is always heard interesting children's records, both educational and entertaining. While their parents shop, the children have a great time enjoying their games and the Victrola music. It is a great idea and one that will doubtless appeal to other big stores throughout the country.

CURTAIL NEEDLE PRODUCTION

The War Industries Board has just issued an order curtailing the production of sixteen industries for the purpose of saving fuel, labor, capital, material and transportation for essential war work. Among those enumerated are the manufacture of talking machine needles, the curtailment being 50 per cent. of the 1917 production.

SECURED RECORDS FOR SOLDIERS

The talking machine department of the Outlet Co. in Providence, R. I., was a busy spot the closing week of October, being headquarters for the campaign conducted by the National Record Recruiting Corps of New York for the securing of records for the soldiers. A goodly number was secured.

IMPORT REGULATION ON JEWELS

WASHINGTON, D. C., October 21.—According to a ruling just issued by the War Industries Board, the New General Import License Regulation No. 27 does not include jewels for phonograph needles, which may therefore be imported under the old form of license.

VICTOR TRADE-MARK SHOW CARD

Very Artistic Presentation of the Victor Trade-Mark in Colors Issued for the Use of Dealers—Accompanying Letter Explains Its Value

The Victor Talking Machine Co. have issued a very handsome card in colors of the Victor trade-mark for display in show windows, below which appears the following text: "The famous trade-mark of the Victor Talking Machine Co. is on all genuine Victor instruments and records. 'Victrola' is also the registered trade-mark of this company, designating its products only. Such genuine Victor products are on sale in this store." In this connection the company states:

"The best-known trade-mark in the world—familiar to more Americans than any of the world's great masterpieces.' That is how Collier's Weekly described 'His Master's Voice.' It is a true statement of facts which every Victor dealer has ample reason to contemplate with justifiable pride.

"Publicity alone won't make a trade-mark famous, but quality merchandise backed by the right kind of publicity will, and 'His Master's Voice' owes its popularity to the fact that it has always stood for all that's best in music. The importance of this trade-mark and of our trade-mark word, 'Victrola,' is not perhaps fully realized, and we suggest that you give these cards the greatest possible display.

"The public to-day knows that it pays to seek the trade-mark of the manufacturer as the surest and safest method of identifying quality products. These cards positively identify you as a Victor merchant engaged in marketing the best quality merchandise that human skill and ingenuity can produce. It will pay you to display prominently this 'hall mark of quality' in your show windows."

Germany has proved itself absolutely super-efficient in one way. It has secured the enmity of the whole civilized world.

OFFERING NEW CRYSTOLA STYLES

The Crystola Co., of Cincinnati, Report an Excellent Demand for Their Products, Which Are Steadily Growing in Favor

CINCINNATI, O., November 4.—The Crystola Co., of this city, are placing on the market a number of their latest styles of phonographs, which not only reflect the highest skill of the designer's art, but musically they represent a very high standard. The members of this company have paid particular attention to the matter of tone reproduction and the acoustic properties of their cabinets, with the result that the Crystola phonograph to-day stands as a worthy example of reliable construction in the domain of talking machines.

Business with the company is very brisk, and there is evident an increasing appreciation of the attractiveness of their products. In their advertisement elsewhere the Crystola Co. wish it to be distinctly noted that they manufacture the original Crystola and desire further that it should not be confused with any similar sounding name or combination of names. The Crystola as it is made today is a creation that stands absolutely on its merits and commands support on that basis.

INSTALL SEVEN UNICO BOOTHS

Seven of the latest types of Unico demonstrating booths, made by the Unit Construction Co., Philadelphia, have been installed by the Wilson Avenue Piano & Talking Machine Co., of Chicago. The equipment in connection with these booths is most artistic, and it is conceded that there are few establishments as attractive as the Victor department controlled by this company.

The Unit Construction Co. have won a national reputation for the character of their goods, and are kept as busy as can be filling orders for their equipment from all parts of the country.



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

DON'T BUY—DON'T SELL—DON'T MAKE INFRINGEMENTS

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THE ONLY MECHANICAL PATENT EVER ISSUED

in this country on a Phonograph Cabinet as far as we know

Any Phonograph Cabinet that has the record compartment alongside the instrument as shown in the above illustration is an infringement on the Windsor Patent

DO NOT BE MISLED BY INTERESTED PARTIES

but have a competent patent attorney give you his opinion on this patent

Write the Commissioner of Patents at Washington, D. C., enclosing five cents in currency, for an official copy of Patent No. 1279743 which covers this type of Phonograph Cabinet

WRITE FOR A CATALOGUE

The Windsor Furniture Co.

1420 CARROLL AVE.

ESTABLISHED 1885

CHICAGO, ILL.

EDISON "ROYAL PURPLE" ARTISTS

Taurino Parvis and P. A. Asselin Make First of a Series of Records for the Edison Amberola—Both Have Achieved Wide Fame

In the November supplement of Edison Amberol records are two "Royal Purple" numbers



Taurino Parvis, Italian Baritone sung by artists new to Thomas A. Edison, Inc. Taurino Parvis, the prominent Italian oper-



P. A. Asselin, French Tenor atic baritone, has had a wonderful musical history. He is now singing at the Metropolitan

Opera House in New York City and looks back upon his long and successful engagements at Covent Garden, London, La Scala, Milan, for six seasons, Teatro Colon, Buenos Aires, and seven seasons in Petrograd.

P. A. Asselin was born in Canada. After finishing his musical education he entered upon a concert career and made a brilliant success.

It is the Edison policy to present only the most famous voices on the Royal Purple records. The selections this month are quite in line with this purpose.

GERMAN RECORDS INTERNED

Executive Committee of Talking Machine Dealers' Association of Kentucky Takes Action

LOUISVILLE, KY., November 3.—The following resolution was unanimously adopted and the list of records below was selected at a meeting of the executive committee of the Talking Machine Dealers' Association of Louisville, Ky., held at Hotel Watterson recently:

"Whereas, Edison, Columbia and Victor record stocks now on hand in the trade generally include vocal selections in the German language and instrumental records of German airs, and "Whereas, traffic in these German records, or the playing of them is not consistent with our conception of true Americanism.

"Be it Resolved that there be prepared at once a list of all Victor, Edison and Columbia records in any essential respect German, including other records of a pacifist nature or by organizations or artists of known pro-German tendencies; and that such list be supplied to our membership and the trade, with the recommendation of this committee that the records named therein be immediately withdrawn from stock and interned for the period of the war."

The following are the numbers of records that were interned by all dealers who handle the following lines: Edison, 50; Columbia, 260, and Victor, 575.

On Saturday, October 19, all firms who are members of the Talking Machine Dealers' Association of this city, had on display in their windows these records, featuring them with a ball and chain around them, and had them in a jail, or something around them, to show that they were interned for the duration of the war.

KEEP EVERLASTINGLY AT IT

More Necessary Than Ever Now to Keep Your Name Before the Public

In sending out their wonderfully well selected budget of window hangers and streamers, as well as magazine, educational and agricultural advertising for November, the Victor Talking Machine Co. very succinctly point out: "Keeping everlastingly at it" is a mighty good slogan for any advertiser even in normal times. Today it's more necessary than ever if the advertiser hopes to keep his name before the public and thus retain the prestige and good will it has required years to build."

TALKING MACHINE DEALERS — READ THIS —

"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."

NYOIL IS BEST

FOR ANY TALKING MACHINE



Being made in our Watch Oil Dept., the same care given in refining as in our "Watch Oil," as all gums and impurities are extracted, leaving it Colorless, Odorless and Stainless.

BEWARE OF SCENTED OILS

Machines will not clog if oiled with NYOIL. NYOIL is used by the U. S. Gov't in Army and Navy. A trial order will make a permanent customer of you.

Ladies use NYOIL for Sewing Machines, for it is stainless. Sportsmen find NYOIL best for Guns, as it keeps them from rusting.

NYOIL is put up in 1oz., 3 1/4 oz. and 8 oz. Bottles, and in Pint, Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

WILLIAM F. NYE, New Bedford, Mass., U. S. A.

WM. A. SCHREINER GOES TO SPOKANE

Well-Known Dealer Service Man for Columbia Co. Goes With Eilers Music House

William A. Schreiner, long associated with the Columbia Graphophone Co. in New York, most recently as local dealer service man, has recently affiliated himself with the Eilers Music House, Spokane, Wash., where he will have charge of the publicity work for that well-known chain of Grafonola retail stores. Mr. Schreiner's intimate knowledge of service requirements gained by his long experience should insure him success in his new position. Mr. Schreiner was at one time connected with the old Twenty-third street store of the Columbia Co., then went with the F. G. Smith Co. and C. Bauer & Sons, Brooklyn, before occupying his last position with the Columbia Co.

UDELL WORKS VERY ACTIVE

INDIANAPOLIS, IND., November 2.—The Udell Works, this city, report that they are at present enjoying a splendid cabinet business and that owing to existing conditions the chief problem right now is to fill orders and get shipments in the hands of talking machine dealers who have long featured Udell products.

One of the officials of the company states that the Government's order against the introduction of new styles has not affected the company to any degree, and says: "We, of course, have had to confine ourselves to the old patterns, but the truth of the matter is that these have been tried and not found wanting, which is proven by the fact that the trade buys them, sells them and then comes back for more."

EXACT SIZE



WHY NOT ORDER A SAMPLE

FLETCHER Reproducer and **HEAR** the improvement it makes in tone and detail of your records? :: ::

Samples \$4.00. Satisfaction guaranteed or money refunded

FLETCHER-WICKES CO.

6 E. LAKE STREET

CHICAGO, ILL.

Magnificent!
"Il Trovatore" and "Carmen" played by the Metropolitan Opera Orchestra! The biggest classic instrumental ever put on a Columbia Record.

Columbia Graphophone Co.
NEW YORK



THREE NEW VICTROLAS

Victor Co. Announces Styles IV, VI and XXV Containing Exclusive Victor Features

The Victor Talking Machine Co. recently issued literature announcing three new Victrolas, IV, VI and XXV.

The new Victrola IV is equipped with sound- ing boards at the aperture of the amplifying compartment; this, with the decided improvement in the appearance of cabinet, will serve as a distinct identifying mark in comparison with the Victrola IV-A.

The new Victrola VI is equipped with a removable motor board while the improvement in cabinet design is immediately apparent. The new Victrola VI will be supplied in mahogany or oak, and as the need of a mahogany instrument of this type has long been recognized this instrument will find a ready market awaiting its public announcement.

The new Victrola XXV is equipped with an enlarged tapering tone arm and new tapering sound box tube.

Shipments of these new styles will soon go forward to wholesalers, and it is very probable that they will reach warerooms in about three to six weeks, according to the distance from the factory.

NEW PATHE RECORD BULLETIN

December List of Pathé Records Presented in Folder of Simplified Design in Keeping With Government's Conservation Plan

In keeping with the Government's request for the conservation of paper and printing materials, the Pathé Frères Phonograph Co. have presented their list of records for December in much simplified form as compared with previous bulletins. The entire bulletin, printed in the form of an eight-page folder, is devoid of any color but black, but is nevertheless attractively arranged and laid out and does not in any sense suggest overeconomy. For the convenience of the dealer the bottom half of the last page has space for the name and address for mailing purposes, together with room for the dealer's imprint. When folded over once and fastened with a specially designed Pathé rooster label, the new bulletin may be sent by post most conveniently.

The front, or title page, bears a portrait of Muratore, and the announcement of his two latest records, namely, "Le Régiment de Sambre et Meuse," the national marching song of France, and the aria from "Monna Vanna," both being compositions which will undoubtedly make a wide appeal.

PORTLAND ASSOCIATION MEETS

Oregon Dealers Consider the Plans for Forming a National Association in Trade

PORTLAND, ORE., November 5.—The first meeting of the season of the Talking Machine Dealers' Association of Portland was held at the Imperial Hotel recently. The attendance was not as large as at former meetings, owing to the fact that there had been a mistake in sending out the invitations. After dinner the president, E. B. Hyatt, called the meeting to order, and C. A. Althouse read the minutes of the last meeting and then read some letters received from dealers in other cities in the East. The first letter was from the Talking Machine Men, Inc., of New York, in regard to forming a national association of talking machine dealers. The communication was received with great favor and referred to the secretary, C. A. Althouse, with instructions to see what action can be taken that may assist in forming a national association. A letter containing resolutions adopted by the Talking Machine Men, Inc., in which they condemned action of Eastern jobbers handling both retail and wholesale trade, was also received. The local association laid the resolutions on the table for the time being until there was a better representation of the Portland dealers present.

L. D. Heater, manager of the Columbia Graphophone Co., tendered his resignation, as he was in wholesale business and didn't think it fair to the other dealers to remain a member of

the association which is composed of retail dealers. The resignation was not accepted and a committee was appointed to wait upon Mr. Heater and ask him to reconsider the matter, as his resignation would be regretted by all the dealers, who considered him a valuable and efficient member of the local association.

A committee was appointed to secure new members and to see that measures be taken to make these meetings enjoyable and profitable to the entire membership.

USES PHONOGRAPH TO LURE SEALS

Voices of Prima Donnas Attract Seals to Within Range of Hunter's Rifle

PORTLAND, ORE., November 2.—A new use has been found for the phonograph by Edward Corfee, a hunter employed by the Washington State Fish and Game Commission, in making it the means to lure the destructive hair seals to their doom. Mr. Corfee, under instructions from the commission, spent several months at Useless, Mutiny and Cultus Bay on the Lower Puget Sound hunting these destructive animals, who prey upon the salmon. It is said that one seal destroys more than a thousand dollars' worth of salmon in a single season.

The phonograph was taken to the beach and the seals no sooner hear the sweet strains of some prima donna than they come above the surface of the water to listen. Then the hunter's rifle would speak and there would be one less seal to diminish the salmon pack.

Have You Suffered from the Needle Shortage?

HERE IS THE REMEDY

The LIBERTY STYLUS, a semi-permanent needle playing from 100 to 300 records, will enable you to forget the needle shortage, for we guarantee prompt deliveries.

This Stylus 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.

Free Samples to the Trade

LIBERTY STYLUS CO., 149 Kirby Avenue, West
DETROIT, MICHIGAN

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

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 cooperative 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

The Spirit of Service and Co-operation is Developing in the Talking Machine Industry

The spirit of service, or co-operation, has been developing steadily in all branches of industry. In fact, every day we are realizing how much one leans upon the other. The war in Europe has demonstrated most vividly how Government and business must work hand in hand, each aiding the other, in order to secure the colossal results aimed at in winning the war.

Fighting methods in business will always exist, but they will be along fairer lines, for a reformation is well under way, and the spirit underlying this movement is far stronger than many people imagine. In every-day business we find that the merchant and the manufacturer are working hand in hand to achieve the desired results.

"Service" is the foundation on which a greater and more successful business structure is being built. The manufacturer to-day is spending thousands of dollars preparing suitable advertising matter in the form of catalogs, window display cards, circulars, in fact, all kinds of printed matter most attractively arranged, whereby the talking machine dealer's business is helped, and his path toward success made more easy.

It would seem that this generous offer of co-operation on the part of the manufacturer would be seized upon with avidity by talking machine dealers, and eagerly utilized. Yet we hear of complaints from manufacturers of talking machines who are sending out suitable literary matter in the way of helps and hints to the trade, that their suggestions are not accepted or utilized as they should be. In other

words, there is a lack of that co-operation which is essential to the success of this service plan.

This attitude is somewhat surprising, for the closer the intercourse between the manufacturer and the dealer the better for all concerned. When suggestions are sent out by manufacturers which do not appeal to the dealer he ought to make it a point to write and tell why, and if he can see a better way of handling the

to sell his goods. It should be the duty of the dealer handling the goods of the manufacturer to co-operate enthusiastically so as to put these ideas into use unless they are faulty or can be improved upon.

Manufacturers to-day are giving serious consideration to any and every plan that will tend to help their own and their dealers' business. Many of them have opened bureaus for this purpose under the management of capable men, where special literature is prepared and plans outlined to help dealers promote business in their locality. This is a most commendable plan; it is along those progressive lines that help to build up great enterprises.

But all these efforts are a waste of time unless dealers are alive to the necessity for action. It is certainly disheartening to spend time and money in setting forth ways and means of helping the business of a dealer when he treats with apparent indifference the various sales helps sent out by manufacturers.

Conditions at present render it imperative for the dealer to discard all old-fashioned, antiquated methods of doing business, and to adopt every new idea and method which will help him to meet successfully the keener competition which has developed since the beginning of the war, and the dealer who deliberately disregards and neglects to use those aids which the manufacturers offer him is certainly not conducting his business efficiently, or with a view to securing maximum results in his sales and profits columns.

Dealers Should Adopt Every New Idea That Will Enable Them to Meet Competition

subject his suggestions will certainly be received by the manufacturer in the proper spirit. For it takes real co-operation on the part of both manufacturer and dealer to put any suggestion into practice.

It takes time and money on the part of the manufacturer to produce ideas which are distinctly aimed to aid the dealer and to help him

THE VICTOR TRAVELING FORCE

The Men Who Now Form the Connecting Link Between the Factory and the Dealer

As soon as this country declared war on Germany, the traveling department of The Victor Co., in common with the other important departments of the organization, began to lose men—men who were among the first to answer their country's call and won commissions or enlisted in various branches of the service. With a dozen men of the department in service it became necessary to reorganize the traveling force, which as now constituted is as follows: H. A. Beach, manager; C. Lloyd Enger, assistant manager; L. M. Willis, Texas; Thomas McCreedy, New York City; F. S. Horning, Boston; H. D. Smith, Western New England; J. A. Frye, California and Northwest; H. A. Lamor, New York State; J. E. Dunham, Indiana and Michigan; L. R. Yeager, Chicago; W. F. Fries, Iowa, Minnesota, North and South Dakota; H. A. Brennan, Northern New Jersey and Brook-

lyn; F. McGalliard, Kansas and Missouri; R. S. Cron, Georgia, Florida and Alabama; P. F. Murray, Pittsburgh and Western Pennsylvania; Ben Whitlin, Philadelphia and Eastern Pennsylvania; W. T. Davis, Baltimore, and P. A. Ware, Ohio.

A GREAT EDUCATIONAL FACTOR

The Brooklyn Citizen in a recent article pointed out that the talking machine as an educational factor has tremendous value. Through this means the children can become familiar with all that is best in music, either vocal or instrumental; they can learn not only the music but about the composers, and the great men and women who sing and play various instruments.

VICTROLA FOR THE SOLDIERS

The recreation hall at Ft. St. Philip, which was built in one day as a gift by the Elks Club of New Orleans to the soldiers, is now boasting of a beautiful Victrola, which has been installed by the Philip Werlein Co., Inc.

WARNS OF CREDIT ABUSE

Harding Declares Too Free Use Will Increase Cost of War

W. P. G. Harding of the Federal Reserve Board, in an article in the November number of System on "The Abuse and Use of Credit," says that "too free use of credit will affect us in at least four ways:

"It will make credit for war purposes more difficult to obtain, and consequently higher in price. It will tend to force prices to greater heights, because civilian business will then be able to compete with the Government, and they will bid against each other. This will increase the cost of living, and also the cost of the war. It will impair the strength of our gold reserve, which must be maintained, as we are to remain upon a gold basis.

"Our gold will be one of our strongest assets after the war, and any course which now affects that reserve will hamper us in getting back to a normal peace basis."

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.

The *Crystola*

is Musically and Scientifically Correct

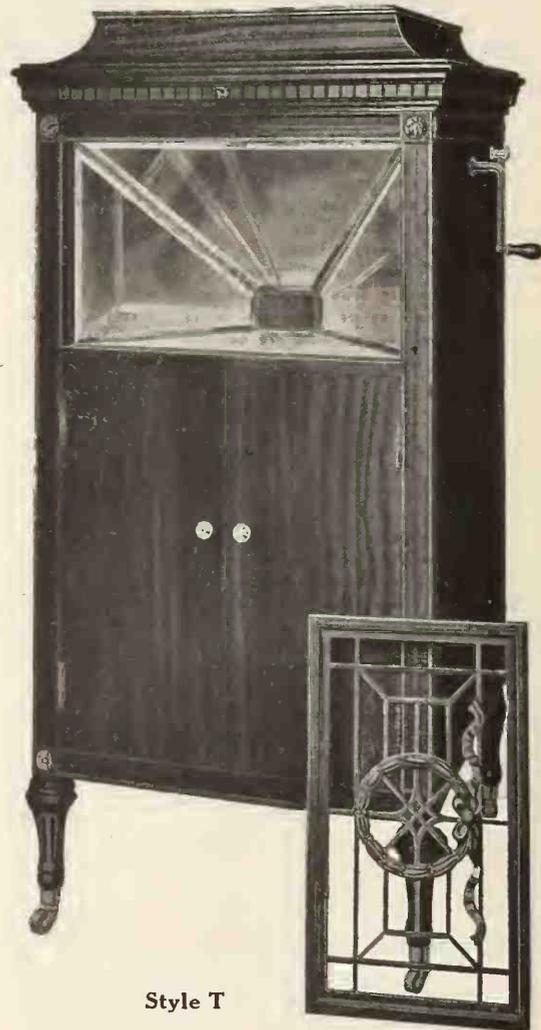
The Horn is made of Glass. Strange? Not at all.—The Horn should be a REFLECTOR and *not* a sounding board.

On pages 157 and 158 of "The Science of Musical Sounds" appears the following:

"The Horn of itself cannot originate any component tone and hence cannot add anything to the composition of the sound. . . . The Horn is an air resonator and not a sound-board. . . . The walls of the Horn should be *smooth* and *rigid*."

—PROF. DAYTON C. MILLER, D. Sc.
Case School of Applied Science,
Cleveland, Ohio.

Beveled-edge Mirrors — New Diaphragm—Ball-bearing needle finger—etc., etc., are essential and exclusive features that distinguish the CRYSTOLA and make it an instrument of Surpassing Excellence.



Style T

Your inquiry for New Proposition to Dealers will be welcomed.

The CRYSTOLA COMPANY
Elm and McFarland Streets, Cincinnati, Ohio

Note:— We manufacture the original Crystola. Do not confuse it with any similiar sounding name or combination of names.

Happenings in Dominion of Canada

INFLUENZA EPIDEMIC DISTURBS BUSINESS IN MONTREAL

Regulation of Business Hours in Retail Establishments Hurts Sales—Numerous New Stores Opened—Changes Among the Salesmen—General News Worth Recording

MONTREAL, CAN., November 4.—The commercial situation has been greatly disturbed by the worst epidemic that has ever visited this city. The retail trade are compelled to close their doors early and open up at 10.30 a. m. As a consequence sales have fallen off very materially. Manufacturing in almost every line of industry is curtailed, owing to the large number of employes that are laid up; this applies as well to the retail as well as wholesale and manufacturing industries. This is a very bad season of the year to have business upset, as it is, owing to the rush of orders that are still to be completed for interior points before the season of navigation closes.

C. O. B. O'Brien's many friends in the trade will undoubtedly be pleased to learn that he is now with C. W. Lindsay, Ltd., as salesman in their phonograph salons. Miss D. H. Faucher, late of Layton Bros., is also connected with Lindsay's in their main store.

Layton Bros. advertise the fact that they have 20,000 records on hand to select from, which include Columbia and Edison makes.

For the convenience of patrons the United Globe Exchange, Geo. J. Lifton, manager, is opening joint branch stores in different districts of Montreal for the exchange and the sale of records. The new store at the corner of Guy and Notre Dame street is now in full operation. The head office is at 204 St. Catherine street, West.

Quite a number of the local talking machine and piano dealers during the recent "flu" epidemic when the theatres and places of amusement were closed by order of the Board of Health advertised: "Don't be without music because the theatres are closed." "Sickness does not prevent you having music at home," etc.

The Ideal Phonograph Co., Sherbrooke, Que., has dissolved partnership and a new firm formed under the same style.

Cassavant Freres, the well-known organ builders of St. Hyacinthe, Que., are now manufacturing talking machines and cabinets.

The Parlor Furniture Mfg. Co., Ltd., Pointe aux Trembles, Que., is manufacturing phonograph cabinets in addition to its regular line of furniture.

The Playola Co., Ltd., Toronto, has opened a Montreal office at 248 St. James street.

V. H. Hopper, who was for some time associated with the Western Gramophone Co., Ltd., Calgary, Alta., branch, has joined the sales staff of the Brunswick Shop, Montreal.

J. Donat Langelier, Ltd., are manufacturing the Disc-O-Phone at their factory in Pointe aux Trembles, Que., and are meeting with success with the placing of this machine in various Canadian centers.

A. T. Pike, late of the Cecilian Co., Toronto, has joined the selling force of Layton Bros., replacing W. W. O'Hara, who resigned to go into business on his own account.

home city as evidenced by the regular demand for the better class of music. "His Master's Voice" Red Seal records he finds in regular request by homes formerly addicted almost exclusively to popular songs.

Walter F. Evans, head of the well-known music house of Vancouver, B. C., bearing his name, was a recent trade visitor to Eastern points, including Montreal and Toronto. Mr. Evans, who is an aggressive distributor of "His Master's Voice" lines, which he has featured for years, and who is well known in connection with the Heintzman & Co. district agency, had no note of pessimism in his interviews with the Easterners. In Vancouver general business conditions and prospects are better, and altogether the Sunset City continues an attractive residential and business city, the people growing more musical each year and more appreciative of the place of music in individual and national life. Mr. Evans is himself a gifted musician and has contributed largely of his talent toward the musical advancement of this city.

SOME TRADE CHANGES IN WINNIPEG

The Phonograph Shop, Ltd., Marks a New Development in the Local Trade—New Type of Talking Machine Demonstrated by Inventor

WINNIPEG, CAN., November 3.—A tangible proof of the invasion of the phonograph is to be found locally in the fact that the city of Winnipeg now has a shop selling talking machines and records exclusively. A few months ago a company known as the Phonograph Shop, Ltd., of which Arthur G. Joy is the manager, purchased the phonograph business of Cross, Goulding & Skinner and since then have conducted an exclusive phonograph shop in the same premises. They have the franchise in Winnipeg for the Brunswick phonograph and records and also act as selling agents for Columbia Grafonolas and Columbia records.

An unusual program was recently heard at the regular Men's Musical Club recital in this city. A local inventor, S. R. Seabrook, demonstrated to the members of the M. M. C. his newly perfected talking machine in a lengthy lecture recital. The writer was privileged to hear the machine at a private demonstration and was decidedly impressed with certain features of the invention. Mr. Seabrook has been bending all of his efforts of late on the construction of a large machine designed for theatre, public halls and public parks, which he claims will carry three miles and even farther than that over water. It was principally this machine that was used at the lecture recital, although four machines in all were utilized in the demonstration. An exhaustive program of instrumental and vocal numbers was given, and Mr. Seabrook thoroughly explained the new and original features of his machine. Chief among these, it would appear, is a system of forced draught, which intensifies and increases the volume of sound as well as emphasizing the undertones. The elliptical shape of the horn is also, it is

(Continued on page 34)

TORONTO DEALERS GOING STRONGLY AFTER PROSPECTS

One Dealer Declares That Only 4 Per Cent. of His Business Came Unsolicited—Describes Methods of Prospect Getting—Some Recent Changes in the Trade—Walter F. Evans a Visitor

TORONTO, CAN., November 3.—"Less than 4 per cent. of my phonograph sales have been to people whom I did not solicit," said S. C. Thornton, of Dundas, Ont., at the recent convention of Edison dealers in this city. This was over a period of three and one-half years in a town of 5,000 people. Mr. Thornton was addressing the convention on "How I Get Prospects," and he declared that the town dealer's prospect list is his most valuable asset. In getting prospects he told of two methods: First, from the town assessment rolls he secured the name of every resident, age, occupation, religion, owner or tenant, value of property, number of children and their ages. Worthless names were discarded, the others card indexed with the information. A canvassing campaign was mapped out, the town being worked by wards. For three successive weeks the people were circularized with good live literature. The third one, an Amberola on three days' trial, was offered. At the same time Mr. Thornton conducted an advertising campaign by newspaper, concert programs, etc., and slides in the movie. The show window displays and cards were linked up with the campaign.

The personal canvass then commenced. Out of 200 names selected from the first ward Mr. Thornton stated that he secured between 140 and 150 prospects to 30 per cent. of whom sales were made within a few months. "The rest I followed up in the usual manner and many have since developed into sales," said Mr. Thornton. "Besides, I secured a good number of piano prospects, also record customers, orders for piano tunings and repair work. The piano tunings paid the cost of advertising and circularizing.

"Second method.' Did it ever occur to you that these days every factory has a large percentage of employes who are earning big wages, and if you could secure their names you would

have a valuable list of A-1 prospects? Through a friend I obtained 100 or more names of munition workers making from \$5 to \$10 a day. These I circularized and followed up as I did in former method. I secured even more prospects from this list and eventually sold 50 per cent. of them."

The Canadian Symphonola Co., Ltd., have been appointed Canadian distributors for Charles H. Elting & Co., Chicago manufacturers of springs, motors and tone arms.

Caroline Lazzari, contralto, of the Chicago Opera Co., Edison artiste, received a warm reception at Massey Hall recently. The R. S. Williams & Sons Co., Ltd., report a good demand for her entire repertoire of Edison recordings.

I. Montagnes has returned to Toronto from a week's combined business and pleasure trip to New York, where he conferred with the Sonora Corp. and arranged for regular deliveries of the models that are not yet being manufactured in Canada.

A. L. E. Davies, who returned to Toronto a short while ago to take charge of the Robert Simpson Co.'s talking machine department, is greatly pleased with the musical progress of his

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY



Songs at Twilight

Longer evenings now. More time at home for music. That's an idea that brings business—properly pushed.

Columbia Graphophone Co.
NEW YORK

TRADE CONDITIONS IN CANADA (Continued from page 33)

claimed, an improvement, having the effect of straightening out the sound waves and projecting them in a concentrated area. The composition with which the horn is lined is still another novel feature, and is responsible for the increased clarity obtained. The novelty of the event doubtlessly accounted for the large attendance of people at the lecture recital who seemed greatly interested.

Reinald Werrenrath, the Victor artist, will give a recital in Winnipeg the latter part of November.

The Russian Symphony Orchestra is billed to visit Winnipeg shortly. All Columbia dealers and the Phonograph Shop in particular are using printer's ink most freely, announcing the fact that the only records obtainable of the Russian Symphony Orchestra and Florence Macbeth, the coloratura soprano of the company, are made by the Columbia Co.

Marie Morrissey, contralto, of the Edison staff of artists, with Theodore Speering, violinist, gave a series of ten recitals in Manitoba points recently.

The opera, "Have a Heart," was recently heard here, and J. J. H. McLean & Co., Ltd., report a large call for Victor records of this score.

A BUSY ESTABLISHMENT

The Music Shop, exclusive agents for the Aeolian-Vocalion at 124 South Hill street, Griffin, Ga., report an excellent demand for these instruments; they are making a strong appeal to the people of that territory.

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

COLUMBIA DEALERS HOLD MEETING

First Gathering of the Fall Season Well Attended—Toscha Seidel Introduced—Mark P. Campbell and G. W. Hopkins Speak

More than 150 Columbia dealers in the metropolitan territory, accompanied by the members of their sales staffs, accepted the invitation of the Columbia Graphophone Co. to be present at the first monthly meeting of the 1918 fall season to be held under the auspices of the local Columbia branch. This meeting,



Toscha Seidel

which was held in the Waldorf Apartments at the Waldorf-Astoria Hotel, was a signal success, and Lambert Friedl, manager of the Columbia Co.'s New York branch, was heartily congratulated by the dealers on the interesting program that he had prepared for their entertainment.

These monthly meetings were inaugurated by Mr. Friedl the early part of 1918, and although their prime purpose was to introduce the mid-month records in order to give the dealers an opportunity to place their orders after receiving an actual demonstration of the records, these meetings have also served to introduce to Columbia representatives many of the new artists who are now making records for the Columbia library. In other words, the dealers were given an opportunity to meet these artists and become personally acquainted with them, thereby welding a personal bond that is invaluable.

At the last meeting Mr. Friedl presided, and in his opening remarks paid a tribute to the loyalty of the Columbia dealers, thanking them for their splendid support during the past year in the face of discouraging conditions. His address contained a timely note of patriot-

ism with an interesting resumé of business conditions as they exist at the present time, and the outlook for the future.

The November mid-month records were then played by O. F. Benz, of the general sales department, and they were enthusiastically received.

Mr. Friedl then introduced Mark P. Campbell, chairman of the Allied Music Trades Committee, Fourth Liberty Loan, who made one of his usual stirring addresses in behalf of the Loan. As a mark of their appreciation of Mr. Campbell's address, and his untiring efforts in behalf of the Loan, the dealers presented him with a handsome total of additional subscriptions which was turned in to the Fourth Liberty Loan through his committee.

The next speaker on the program was George W. Hopkins, general sales manager of the Columbia Graphophone Co., and one of the recognized authorities in the world of wholesale and retail merchandising, who delivered an effective discourse on Columbia Grafonola and Columbia record merchandising, in which he advanced suggestions and ideas that were heartily applauded by everyone present. Mr. Hopkins has been associated with some of the leading mercantile organizations in the country, and his familiarity with every detail of retail merchandising has enabled him to give Columbia representatives invaluable ideas whenever he has an opportunity of addressing them. On Wednesday, for example, he submitted a thought which, if carried out, will undoubtedly increase their record sales 100 per cent. This suggestion is especially opportune at the present time in view of the shortage of machines, and the fact that there is no immediate relief in sight. It therefore behooves the dealers to concentrate on the development of record sales in order to show satisfactory sales totals.

The "star" event of the afternoon was the introduction of Toscha Seidel, the young Russian violinist, who was recently added to the Columbia recording library, and who will make Columbia records exclusively. Mr. Seidel was introduced by Theodore H. Bauer, director of the Columbia Co.'s concert and operatic department, who is responsible in a considerable measure for Mr. Seidel's acquisition to the Columbia recording staff.

Mr. Seidel was enthusiastically received by the Columbia dealers, and his rendition of several standard selections served to emphasize the fact that this young artist, who has been acclaimed by musical critics as one of the leading violinists of the present day, well deserves the praise bestowed upon him in Europe and this country. His Columbia records, which go on sale immediately, were also played for the dealers, and each record was a faithful reproduction of Mr. Seidel's remarkable technique and warmth of expression. This violinist, who inaugurated his 1918 concert season last week, will undoubtedly add to his laurels this year.

Make your quarters grow. Buy Thrift Stamps



KEH RECORDS

WHY WAIT FOR MERCHANDISE?

Waiting Does Not Pay Rent

You Have to Sell Hot Cakes While They Are Hot, and
Hits While They Are Hits

We Will Make Immediate Delivery on the Latest Broadway Hits

1101 { **Smiles—Dance**
Djer Kiss

1074 { **Oh, How I Hate to Get Up in the
Morning—Vocal**
Good Morning, Mr. Zip, Zip, Zip.

1072 { **I'm Sorry I Made You Cry—Vocal**
I Hate to Lose You

1096 { **Everything Is Peaches Down in
Georgia—Vocal**
Lovin'

1107 { **Tell That to the Marines—Vocal**
Ring Out Liberty Bell

1110 { **My Belgian Rose—Vocal**
Dreaming of Home, Sweet Home

1086 { **Smiles—Vocal Duet**
Since I Met Wonderful You

1073 { **When You Come Back—Vocal**
Hearts of the World

1099 { **The Missouri Waltz—Dance**
I'm Gonna Pin a Medal on the Girl
I Left Behind

1106 { **I Ain't Got Weary Yet—Vocal**
K-K-K-Katy

1108 { **Oh, How I Wish I Could Sleep Until
My Daddy Comes Home—Vocal**
What a Wonderful Message from
Home

1112 { **Dear Old Pal of Mine—Vocal**
I'm Gonna Pin a Medal on the Girl
I Left Behind

and others

*Send in Your Order and Cash in on the Popularity of
These Big Numbers*



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



CONSERVATION RULES FOR TALKING MACHINE INDUSTRY

Government, Through War Industries Board, Issues Formal Program for Guidance of Manufacturers—Number of Styles Limited, as Is the Use of Metal for Certain Parts and Trimmings—Record Cut-Out System to Be Discontinued and Size of Monthly Lists Reduced 50 Per Cent.

Numerous rumors and many plain guesses have been circulated in the trade as to the curtailment orders that have been issued, or would be issued, covering the manufacture of talking machines and parts. Members of the trade can now rest easy, however, owing to the fact that under date of October 28 the Conservation Division of the War Industries Board at Washington issued its formal notice of curtailment as applied to the talking machine trade. The official notice addressed to manufacturers of talking machines is most plain in its wording, and with introductory comments reads in full as follows:

Records and Needles

In order to meet war requirements and other essential needs it is of primary importance that the country's resources be used to full advantage and that we husband our supplies of material, equipment, labor and capital.

The Conservation Division, in co-operation with numerous industries, is putting into effect plans for saving essential material and equipment, for simplifying manufacturing operation and for reducing the amount of capital tied up in manufacturers', wholesalers' and retailers' stock.

It appears that manufacturers of talking machines are making a greater variety than is necessary in time of war, and that it will be entirely practicable to effect a material reduction as a measure of conservation. It is particularly desirable to eliminate every unnecessary use of steel, which is urgently required for war purposes.

The enclosed program has been drawn up with the assistance and advice of representatives of your industry. It will be made effective, as it is now issued, unless substantial reasons are immediately presented to show that by some modifications the needs of the Government can be met more effectually. If you have any suggestion whereby greater economy can be secured we shall be glad to receive them.

CONSERVATION DIVISION, WAR INDUSTRIES BOARD.
The Conservation Program
Schedule for Manufacturers of Talking Machines, Records and Needles.
Talking Machines

No. 1. Models: Each manufacturer to restrict his production to not more than six standard models or types, but in no case to exceed the number of models or types that he made in 1917. A different cabinet construction constitutes a change in model. Each manufacturer to file with the Miscellaneous Product Section of the War Industries Board specifications of the models he proposes to continue. No change thereafter to be made in models, or new models or types to be introduced or manufactured during the period of the war.

No. 2. Finish: Each manufacturer to restrict the number of finishes in his line to three as follows: one mahogany, either red or brown, as each manufacturer may elect; one golden oak and one fumed oak.

No. 3. Electric Motors: The manufacture of talking machines with electric motors to be discontinued.

No. 4. Name Plates: The use of metals other than zinc for name plates to be discontinued.

No. 5. Casters: The use of casters with metal wheels to be discontinued.

No. 6. Wheels: The use of wheels other than casters to be discontinued.

No. 7. Horns: The manufacture of metal horns to be discontinued.

No. 8. Needle Cups: Metal needle cups to be eliminated.

No. 9. Locks and Keys: Locks and keys to be eliminated.

No. 10. Metal Knobs: Metal knobs on doors or top covers to be eliminated.

No. 11. Record ejector for filing of records to be eliminated.

Records

No. 12. The so-called cut-out system, providing for the return of records by the dealers to manufacturers monthly or annually to be discontinued. This does not apply to records purchased by dealers previous to the date of this schedule.

No. 13. The monthly issue of new records by each manufacturer not to exceed 50 per cent. of his average month's issue during 1917.

No. 14. Record catalogs to be issued not more than one a year and to be as condensed as possible. Each manufacturer now issuing a monthly supplement to reduce it at least 50 per cent.

Needles

No. 15. Each manufacturer to confine his production of metal needles to not more than two styles, size or weight.

No. 16. Needles to be put up in envelopes only.

General

No. 17. Each manufacturer when the supply now on hand is exhausted to discontinue the distribution of metal stands for displaying records.

No. 18. This schedule to be made effective immediately.

B. M. BARUCH, Chairman.

315-650, October 28, 1918.

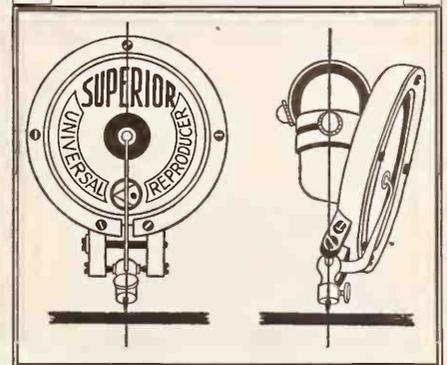
CHRISTINE MILLER SINGS AT CAMPS

Christine Miller, the prominent Edison star, has been called to Washington, D. C., by the National War Work Council to make arrangements for a tour of about twenty army camps in the Eastern and Southeastern States. Miss Miller's first engagement was at Camp Lee, Va., where she sang before an audience of about 3,000 enthusiastic soldiers. It will take her some weeks to complete the tour as outlined by the National War Work Council.

STEADY GROWTH IN FRENCH TRADE

In a table of imports into France covering the years 1916-17, prepared by Consul-General Thackara in Paris, and designed to show the trend of French trade with the United States during those years, it is found that musical instruments to the value of \$234,822 were imported into France from the United States in 1917, as compared to a total of \$183,345 imported for the year 1916, a gain of something over 25 per cent.

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

"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.
Pamphlets with fac-simile illustrations and prices mailed on request.
SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

DORAN CO.
41 MICHIGAN AVE
DETROIT

HURTEAU, WILLIAMS & CO.
MONTREAL OTTAWA

Kunkel Piano Co.
BALTIMORE

THE PHONOGRAPH CO.
1240 HURON ROAD (In the New East)
CLEVELAND

WALTER D. MOSES & CO.
123 E. BROAD ST. ST. LOUIS

J. E. STRATFORD
AUGUSTA, GA.

Wholesale Representation Desired in Large Distributing Centers

Very advantageous connections can be made at this time. WRITE NOW!

The **Tel-O-Tone** has a number of new and strong talking and selling points not to be found in any other phonograph. Let us tell you more!

We have passed and left behind the days of experimentation



Tel-O-Tone
De Luxe
Retail \$200

Our guarantee affords, as few others can, unlimited insurance to wholesaler and retailer alike.



Tel-O-Tone
Standard
Retail \$160

Tel-O-Tone

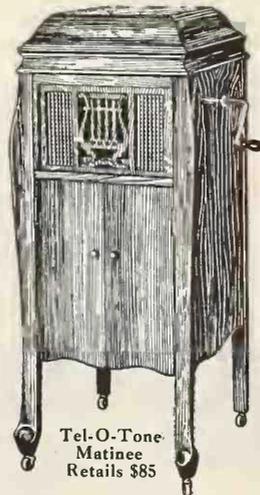
(Reg. U. S. Pat. Off.)

*"The Soul of Music
Dwells Within"*



Tel-O-Tone
Encore
Retail \$110

Our specifications are absolutely standard throughout; equipment, material and workmanship of highest obtainable quality



Tel-O-Tone
Matinee
Retail \$85

We claim unequalled clearness of reproduction and challenge comparisons.

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

Retail Display Room, 730 Republic Building, Chicago, Ill., U. S. A.

TALKING MACHINE BEING FEATURED

Milwaukee Association of Music Industries Wins Praise for the Quality and Excellence of the Page Advertising Now Being Issued

MILWAUKEE, Wis., November 2.—The Milwaukee Association of Music Industries, originator of the co-operative method of music advertising, which began its third campaign on October 18 by the publication of a full-page advertisement dealing mainly with the value of the musical instrument in the home under present-day conditions, is arousing the enthusiasm of its members as the subsequent advertisements appear.

The advertising drive embraces a period of ten weeks, during which an average of two full pages will be published each week. The second advertisement told of "The Magic of the Phonograph" in suiting every mood with music, and as may be seen from the illustration herewith was confined purely to a talking machine sales talk. The third was devoted to music roll advertising, and the others which will follow, treating of various phases of the industry, will be of like interest.

The expense of this, as well as previous campaigns, is borne by the association, which raises such special funds by the voluntary subscriptions of its members, who are asked to contribute according to the volume of business they do. In this manner \$4,000 was raised a year ago; \$1,200 last spring, and \$1,200 during the past month, or a total of nearly \$6,500 to cover three drives. The names of all members of the association are published in connection with each advertisement under the trade-mark and corporate title of the organization.

Individual members of the association find it exceedingly profitable to re-enforce the co-operative ads with smaller ones of their own, effectively linking up the general campaign with their particular stores. This plan also has produced some very excellent "copy." The as-

sociation campaign is being conducted through the medium of the Milwaukee Journal, which has by far the largest circulation of any local newspaper. The advertising department of this paper is giving the association and individual

campaign, and Paul F. Netzow, chairman, and C. L. Dennis, secretary of the National Association of Piano Merchants, who are actively interested in this work, are to be complimented on the success so far achieved.

Music to Suit Your Mood



AT THE TIPS of your fingers you have the music that you love, whenever it suits your pleasure, through the magic of the phonograph. Within this wonder-working cabinet is confined the whole realm of music—yours to release at will. Whether it be vocal or instrumental music, opera or folk song, patriotic or sentimental, ragtime or classic, you have it faithfully reproduced at your command by the talking machine.

Without stepping from your door you are entertained by great singers, thrilled by stirring marches, filled by sweet melodies, inspired by patriotic airs, or brought to your feet by impetuous dance music. No matter what your mood, there is music to fit. If you want to dance, you have the quiet dreamy waltz, or the snappy fox-trot. The favorite selections of every member of the family are recorded on the discs, ready for all to enjoy.

Not for a long time, and perhaps never again, will you be able to buy that Phonograph at the price you can buy it today. The terms of payment make it easy for you to have music in your home.

MILWAUKEE ASSOCIATION OF MUSIC INDUSTRIES INC.

Music Dealers Who Make It Easy for You to Buy with Confidence

Table listing various music dealers and their locations across the United States, including Chicago, St. Paul, and Milwaukee.

Association Ad on Talking Machines members as well the benefit of its planning and production service without charge.

There is no question that the sales of talking machines, pianos, rolls and records will be stimulated to a higher degree by this publicity

VICTOR SUPPLEMENT FOR DECEMBER

List of "Best Sellers" Contained in December Supplement—No New Records Listed

The Victor Talking Machine Co. has recently issued an announcement to the trade calling attention to the December Supplement which has just been issued, and which contains a selected list of records for which there has been so great a demand that it has been impossible to keep dealers supplied with adequate stocks of the same. No new records are to be listed for December, this being the first time that the established precedent of issuing new records at the first of the month has not been followed. All of the record manufacturing facilities of the company have been concentrated on the records listed in the December Supplement, and the Victor Co. is endeavoring to catch up with the demand for these records this month. The January Supplement will offer new records in accordance with the usual custom, and in addition a supplement will be issued containing foreign-language record listings.

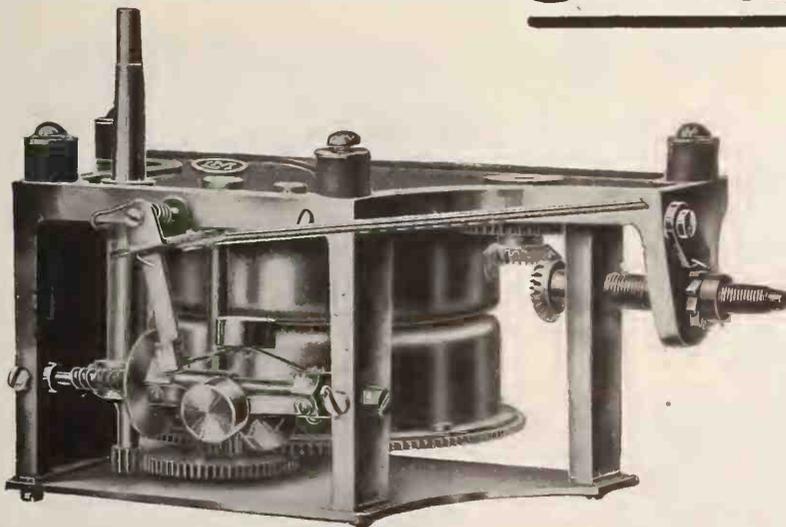
COLUMBIA CO. DIVIDEND

The Columbia Graphophone Co. has declared its regular semi-annual dividend of 3 1/2 per cent. on its common and preferred stock, payable November 15 to stock of record November 1.

INCORPORATED

The Royal Talking Machine Corp., Chicago, has been incorporated with a capital stock of \$100,000, with Chas. Hanson, Andrew Olson and E. Robinson.

The Leonard Markels BUTTERFLY MOTOR



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

- 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.

LEONARD MARKELS - 165 William St., New York

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, bevel gear wind, \$9.75.

STONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.45 per set; No. 4, \$3.95 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, $\frac{1}{8}$ in., 9 ft., 39c. each; No. 01, $\frac{1}{8}$ in., 7 ft., 29c. each; No. 1, $\frac{3}{8}$ in., 10 ft., 49c. each; No. 2, $\frac{1}{2}$ 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, 75c. 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 GRAMMAVOX, 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 Pathe 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., 3 and 46 East 12th St., New York

12-15-25

Do your Christmas selling early. Get your Fall Advertising Campaign going full speed ahead now—you'll be ready for the big spurt of December 15-25.

**Columbia Graphophone Co.
NEW YORK**



LOOK FOR ACTIVE EARLY-HOLIDAY BUSINESS IN BUFFALO

Business Normal Following Lifting of Influenza Ban—Vocalion Line With Denton, Cottier & Daniels—New Business Organization Formed—Help Gather Talking Machines for Soldiers

BUFFALO, N. Y., November 3.—By proclamation of Mayor Buck, of this city, the quarantine laid on Buffalo on account of the Spanish influenza has been lifted. The disease played havoc with the selling forces of the talking machine dealers and jobbers. While no deaths in the trade were recorded several members were tied up at home for a time on account of illness. The opening of all theatres, schools and various other places since the checking of the influenza epidemic and the settlement of the strike have helped to put the early-holiday business in talking machines at full speed. This rush promises to continue right through November and the early part of December, when, according to the advertised wishes of the merchants of Buffalo, most of the Christmas purchases will have been completed.

What is said to be the most extensive advertising campaign ever conducted in Buffalo in connection with the sale of talking machines is now being handled by Denton, Cottier & Daniels, who announce that they "have taken the representation of the Aeolian-Vocalion and the new Vocalion record." This feature news is being heralded broadcast in page ads in the Buffalo newspapers, which are also using columns of news stories about the event. The setup of the ad is similar to that which recently appeared in *The Talking Machine World*, referring to the same subject. The advertisement reiterates what Buffalonians for several generations have known "that Denton, Cottier & Daniels is not only recognized as one of the strongest constructive forces in the music trade, but enjoys the confidence and respect of its public to-day, in a measure rarely equaled in the music or any other industry."

The completion of several specially selected lists of Victor records is announced by Neal, Clark & Neal. These include "patriotic music, dance music and Christmas music."

William H. Daniels, of Denton, Cottier & Daniels; Ralph C. Hudson, president of J. N. Adam & Co., and Edward Hengerer, president of the William Hengerer Co., all of which firms handle talking machines, have been appointed leaders of a new business men's organization, known as the All-for-Buffalo Committee. This was formed to safeguard Buffalo's industrial and commercial life and prevent any further interruption of street car service.

"Caruso Sings HERE" was a sign recently used in the show window of Robert L. Loud, Victrola dealer. This was especially effective at the time of the cancelation of the Caruso concert scheduled for this city. The quarantine was responsible for the closing order. Clifford Ford has been appointed general floor manager of the Loud store.

William H. Rielly, salesman for the Utley Piano Co., Inc., New Edison dealers, has turned over worth-while contributions to the Soldiers'

Smoke Fund. They were furnished by those whom Mr. Rielly carried in his automobile during the street car strike. Contributions were stimulated by a sign at the side of his car.

"We could use several carloads of Sonoras if we could get them," was the comment of L. M. Cole, Sonora representative, who recently visited Buffalo.

A large holiday order for Pathé talking machines was recently given by the Koenig Piano Co. to A. D. Ogden, New York State representative of the Hallet & Davis Piano Co.

Talking machine dealers who are booming the plan for the purchase of Christmas gifts this month include A. Victor & Co., J. N. Adam & Co., Walbridge & Co., William Hengerer Co., Bing & Nathan, Bricka & Enos, Household Outfitting Co. and Adam, Meldrum & Anderson Co.

Peace that will come from the complete surrender of Germany is advocated by R. C. Schermerhorn, who recently expressed that sentiment in a letter to a Buffalo friend. Mr. Schermerhorn, former manager of the store of Robert L. Loud, Victrola dealer, is now in the Quartermaster's Department at Washington.

The newsboys' booth established in front of the store of A. Victor & Co., Pathéphone jobbers, during the Fourth Liberty Loan campaign, was responsible for the sale of several

thousand dollars' worth of bonds. Entertainment and four-minute speakers were furnished daily at the booth.

While on a recent visit to Buffalo, where she filled an engagement, Mme. Amelita Galli-Curci visited the store of Denton, Cottier & Daniels. There she listened to a few of her records on the Victrola.

Talking machines and other musical instruments for the soldiers at Fort Porter, Buffalo, are being collected by the Chromatic Club.

PLAY VICTROLA AND KEEP HEALTH

That Is the Advice Offered by Omaha Newspaper During Recent Influenza Epidemic

Evidently the Victrola stands high in the opinion of the people of Omaha, Neb. In a recent newspaper story suggesting precautions against catching Spanish influenza it was advised on the authority of the Health Commissioner to "stay at home and don't have any visitors." After pointing out the danger of getting into crowds, or even having a half dozen guests at home, the story reads:

"So the cautious ones will stay at home, keep the windows open, read the religious books or Sunday papers, or play the Victrola. It is also advised by Dr. Manning to go out and take long walks in the open air."

From the stimulated demand for records of all types it is apparent that many people in Omaha took the advice to play the Victrola.

Phonograph Dealers—Attention!

The Fourth Liberty Loan went over big

**"Hook Up" to the Pathe Line and
"Go Over" With Us**

A few desirable territories still open

Write Today

The Fischer Company

(Oldest Pathe Jobbers)

940 CHESTNUT AVENUE

CLEVELAND, O.

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., November 6.—The talking machine business in Philadelphia in October showed about the same conditions as the previous month, and was somewhat disappointing in the limited supply of goods that the many dealers were able to maintain. They sold everything they could get, and how much more they could have sold is a question, but they were only able to get about half the amount of stock of October a year ago, and consequently business showed an equal falling off. They do not look for any material change in the coming months—in fact, until the end of the war—but they do not seem discouraged, for they expect to get the business some time.

Columbia Had Good October

The Columbia branch report that they had an excellent business in October. Manager A. J. Heath says: "We have been able to keep our people well supplied with records—especially the popular selling numbers for which there has been a big demand. There has been quite a shortage on machines, although we have received a few shipments which have enabled us to keep our dealers partially supplied." Mr. Heath went to New York hoping that he would be able to speed up shipments. The influenza epidemic played havoc with the Columbia organization, but every one is back again to work with the exception of E. A. Manning, the credit manager, who has been lying at the point of death the past two weeks.

Among the recent Columbia visitors were F. W. Zerker, of York, Pa., and Mr. MacDowell, of the Lauter Co., of Easton, Pa. C. R. Lamm, who was in charge of the trade promotion department of the Columbia, was assigned to one of the Georgia cantonments and was made a sergeant within two months. W. A. Quinn, a former employe, is now in the Naval Reserves.

At the Dictaphone offices the reports are most encouraging. C. K. Woodbridge, the new service manager, has just paid the local offices a visit. Last month was the largest month the Dictaphone has ever had in the volume of sales.

New Brunswick Distributors

Manager C. B. Chew, of the Brunswick phonograph headquarters, spent several days up the State this week. This firm is making big inroads in the business in all sections of the east-

ern part of the State. They report that their business has been very fine. They have been getting in machines promptly the past week, receiving two carloads of Brunswick from Dubuque, Ia., one car containing 183 machines. The J. C. Bright Co., of Lansdale, Pa., one of the largest distributors in this State, have taken on the Brunswick, and are introducing it through their chain of stores. Among the recent Brunswick visitors was P. L. Deutsch, secretary of the company.

Have Felt the Influenza Epidemic

The Penn Phonograph Co. have felt the influenza epidemic and the curtailment of stock, which has sent their business off considerably.

E. Hipple, of their sales force, returned on Monday of this week after an absence of several weeks with the influenza. Among the visitors at the offices was F. K. Dolbeer, well known for a number of years in talking machine circles, but now associated with the Overland Automobile Co. The firm received a postal card this week from one of their former men from the firing line in France—Corporal J. B. Iannarella. He is in the Tank Corps.

Why Louis Buehn Is Optimistic

The Louis Buehn Co. have a very attractive window at present. Mr. Buehn says: "We are selling all the goods we get, and that is not many." But he takes an optimistic view of the situation, and believes that this condition is only temporary. "I am not disgusted nor discouraged," he said, "I know this is not going to last, and later on we will do a better business than ever. Probabilities are that there will be a slight improvement the coming month."

Doing Satisfactory Business

The firm of Blake & Burkart, the largest dealers here in the Edison, report that they had a very satisfactory October, and that they were able to get goods in sufficient quantities to meet their demands. They have been handicapped during the month somewhat on account of the illness of so many of their men. H. C. Trader, of the office force, was at home ill with the influenza for two weeks, and C. J. Levering, one of the salesmen, was also away for the same length of time.

Business in the Edison dictating machine in Philadelphia in October was very good, and considerably ahead of last year. Nelson C. Durand was a visitor in Philadelphia the first week in November.

New Pathé Accounts

Walter Eckhardt, head of the Philadelphia Pathéphone Co., was in an exuberant mood over the business of his firm in October and said: "Business in October was so good I hate to tell about it. We had in October our greatest month in spite of the influenza by more than 63 per cent."

The Pathé Co. during October connected with some very important accounts, including the well-known firm of Braunsteen-Blatt Co. At At-

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

Victor
Wholesalers

1108 Chestnut St.
Philadelphia, Pa.

Established 1864

A Good Time To Lay In Your Supply of Accessories

Lundstrom Cabinets—One of the best selling propositions in the Talking Machine business today.

Record Cleaner Brushes—A neat plush brush, leather back—finds a ready sale.

Record Lites—A necessity for every talking machine with a lid. Makes a fine Christmas gift.

Needle Cutters—Lyon & Healy and the Record Lite Fibre Needle Cutters. Best cutters on the market.

His Master's Voice—A Plaster Paris Miniature. Four inches high. Sells like hot cakes. Order a sample dozen.

Penn Phonograph Co., Inc.

913 ARCH STREET

PHILADELPHIA

Victor Wholesalers Exclusively

Sell Wisely During November

THE shortage of goods dictates that every care should be used in your Credit Department to give preference, first, to cash customers; second, to charge customers; third, to customers paying large down-payments and terms, and fourth, to regular terms customers.

This policy will strengthen your financial position and put you in excellent shape to take care of the predicted new era for 1919.

Meanwhile, rest assured that every energy back of Buehn Service is being utilized for your progress.

The Louis Buehn Company, Philadelphia
Victor Wholesalers

lantic City, where they opened a very fine department, and are doing a whale of a business.

H. A. Weymann & Son Activity

H. A. Weymann & Son have reported a number of new dealers for their Keystone State line of musical instruments. This line is proving very valuable to numbers of Victor dealers throughout the country, as it is the means of adding additional profit, but is at the same time entirely non-conflicting to their regular line. The co-operation of the dealers in sending in their orders as far in advance as possible has enabled H. A. Weymann & Sons to make satisfactory distribution of these goods.

During the Fourth Liberty Loan the window of H. A. Weymann & Son on Chestnut street attracted much comment on its timeliness and

patriotism. Much attention is always given by this house to their window display. Favorable comment on the same is not alone limited to Philadelphia, but one of their recent displays was reproduced and commented upon in the "Voice of the Victor."

DIAMOND DISC PRICES ADVANCE

New Prices for Edison Re-Creations Which Go Into Force on November 15

In a general bulletin to its jobbers Thomas A. Edison, Inc., announces an advance in prices of its Diamond Disc re-creations. The advance is made effective November 15, 1918, and until further notice applying to all shipments made on that date and thereafter irrespective of when orders were placed. The following is a comparison of the present and future list prices on which its discount to jobbers is figured:

| Class | List Present Prices | List Price Effective Nov. 15 |
|-----------------------|---------------------|------------------------------|
| No. 50001 and up..... | \$1.00 | \$1.15 |
| No. 80010 and up..... | 1.50 | 1.70 |
| No. 82031 and up..... | 2.00 | 2.25 |
| No. 82510 and up..... | 2.50 | 2.75 |
| No. 83004 and up..... | 3.00 | 3.25 |
| No. 84001 and up..... | 4.00 | 4.25 |

In its bulletin Thomas A. Edison, Inc., lays stress upon the fact that these advances are the result of careful consideration and reflect the extreme of moderation. Referring to the forthcoming Federal excise taxes the bulletin says:

"At the moment we do not know what tax will be imposed on phonograph records by the pending Revenue bill, and accordingly cannot

include such tax in our increased prices. Furthermore, while recognizing the convenience of such action we are opposed to it as unfair to the ultimate consumer, and we believe the practice is one that is looked on with disfavor by various Governmental authorities.

"When the new Revenue bill becomes effective we shall bill the excise tax to jobbers as a separate charge."

Provisions also are made for an adequate return allowance to dealers to cover re-creation overstocks and the details of such re-creation returns are arranged as to simplify the procedure now in effect for the dealer and to save transportation.

ENLARGING SPACE FOR RECORDS

The C. F. Murray-Smith Co., of Wilkes-Barre, Pa., are finding their Amberol record trade expanding to such an extent that it has become necessary to use much of the space formerly devoted to the disc line, and to take additional space for the disc. The contemplated addition will make the department some fifty feet in length with two booths on each side and a disc and Amberola display in the center.

The Anthony Furniture Co., of Providence, R. I., has adopted the following slogan for its talking machine department: "The cosiest Victrola rooms in Providence."

The pessimist always hears the katydid announcing the coming of winter first.

The BEST TALKING MACHINE NEEDLE

On the Market—Packed in Counter Salesman



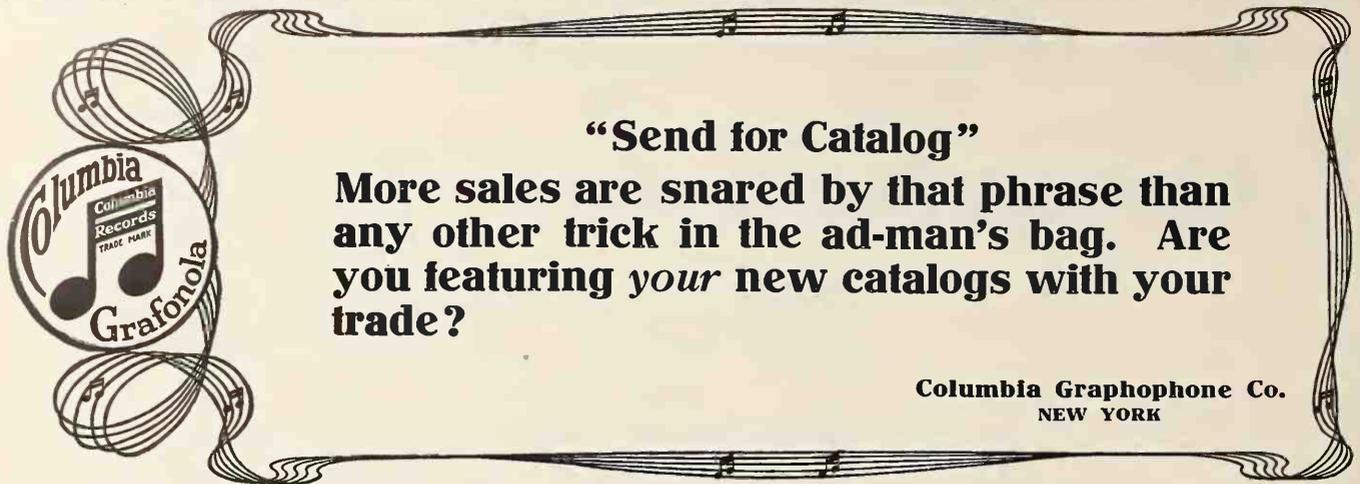
50 Needles to a box and they retail at 10c. per Box.
60 Boxes to a package \$6.00.
This package costs you \$3.90 net.
Your profit is \$2.10 and your customer gets a needle that will give satisfaction.

The Fred. Gretsch Mfg. Co. 60 Broadway
Manufacturers of Musical Instruments Brooklyn, N.Y.
Canadian Wholesale Agent, H. A. BEMISTER
10 Victoria St., Montreal, Can.

WESTERN VENEER PRODUCTS CO.
3900 CHOUTEAU AVENUE, ST. LOUIS, MO.

Largest Manufacturers of 3-ply Veneer Phonograph Shipping Cases

Ask for Prices and Samples



“Send for Catalog”

More sales are snared by that phrase than any other trick in the ad-man's bag. Are you featuring *your* new catalogs with your trade?

Columbia Graphophone Co.
NEW YORK

SAN FRANCISCO TRADE IS ACTIVE DESPITE CONDITIONS

Brighter Outlook Held for Business Now That Epidemic Is Conquered—Welcome for N. F. Milnor—New Machine Makes Its Debut—California Phonograph Co.'s New Quarters—Other News

SAN FRANCISCO, CAL., October 28.—Business has not been all that might have been desired here during the month of October, but sales are considered well up to expectations in view of the circumstances. During the first half of the month, or, to be more exact, during the period of the Fourth Liberty Loan campaign, the selling of talking machines, records, etc., took secondary place to the securing of bond subscriptions, and then the Spanish influenza came along, causing business generally to slump even more than it had under the pressure of the loan drive. All schools, theatres and other public meeting places were ordered closed, people were advised to avoid crowds, and when appearing away from home to wear masks, all of which has had a strong tendency to keep people off the street and out of the stores. From present indications the ban will soon be lifted, however, and then the music stores, as well as other lines of business, hope to make up for lost time.

New Columbia Manager Welcomed

The Western trade bade farewell to Fred A. Dennison as Pacific Coast manager of the Columbia Graphophone Co. during the past month, and welcomed his successor, Nathan F. Milnor, into their midst. Mr. Milnor has, as he puts it, just been getting acquainted thus far, and incidentally putting some finishing touches on the company's handsome new offices and salesrooms on the second floor of the Daylight Building in Sutter street. Lack of stock has a tendency to curb aggression, he says, in seeking new business.

George W. Lyle a Welcome Visitor

A welcome visitor to the local trade about the middle of October was George W. Lyle, general manager of the Pathé Frères Phonograph Co., while making a tour of the country. He had visited in southern California before reaching the Golden Gate City, and after spending a few days in this vicinity continued his travels to the Pacific Northwest. With the introduction of new capital into the Western Phonograph Co. and the incorporation of the business Mr. Lyle expects “big things” in this territory in

the way of increased business for the Pathé line. This company has the distributing agency for Pathé machines and records in the States of California, Arizona and Nevada, and is branching out in a very promising manner.

New Wholesale Quarters Opened

A new talking machine has just made its appearance in San Francisco. It is The Lois, offered by the United Talking Machine Co. R. F. Bowles is manager. He has opened an office and sample room at 417 Montgomery street, and from here will cover the territory west of Denver. In addition to The Lois line of talking machines Mr. Bowles has the Western distributing agency for Operaphone records, also a new line here. The two in his estimation make a very strong combination.

G. E. Morton Joins the Colors

Another San Francisco talking machine man has given heed to the call for men to serve the colors. G. E. Morton, manager of the Emporium talking machine department, is the man in question. He has made arrangements to enter the Artillery Officers' Training Camp at Camp Taylor, Ky., and expects to be called very shortly. Meanwhile he is continuing his regular duties, and a successor has not been named to take his place.

Larger Quarters for California Phonograph Co.

The California Phonograph Co., of which F. A. Levy is president and general manager, has fitted up extra space in the basement of its store on Market street, above Sixth, in order to take care of a larger reserve stock of records. Other facilities have been improved also, tending to keep pace with the growth of the business. Mr. Levy comments particularly on the big gain in the demand for records in the last few months, which he attributes largely to the increased interest in patriotic music. At present things are quiet, but Mr. Levy looks for normal selling to return as soon as the epidemic passes over.

Muratore Records Help Loan Drive

The Stern Talking Machine Co., according to Frederick Stern, has experienced a tremendous

call for the records of Lucien Muratore, since his appearance here during the Fourth Liberty Loan campaign. The attractive advertising done by the Pathé Co. has helped out wonderfully, he says. Mr. Stern is now anxiously awaiting a large shipment of Pathé records.

Now Comes the Lady Traveler

In keeping with the spirit of the times Walter S. Gray, jobber of talking machine trade accessories, has employed a lady traveler. She is Miss Hazel Layton, who has had quite a bit of experience in the retail end of the game, and is making a very good initial showing in booking wholesale orders. At present she is out on a Southern trip. To provide more office space and also more room for displaying his lines Mr. Gray has taken another office in the Chronicle Building, and is using his old quarters for showing bulky goods only.

Brunswick Line for Wiley B. Allen Co.

The Wiley B. Allen Co. has put in a stock of Brunswick phonographs and is conducting a strong campaign in their behalf, which George W. Hughes says is bringing very good results.

Kohler & Chase have again added talking machines, after confining their attention to pianos, players and sheet music for some time. The Pathé lines is featured.

PUBLICITY CAMPAIGN IN DALLAS

Music Dealers Combine in Advertising Drive in Which the Talking Machine is Featured

The Dallas Music Industries Association has been conducting a very active campaign in the daily newspapers of that live Texas city in which page ads have been used to splendid advantage. In this publicity the talking machine has come in for a large share of consideration, and one advertisement in particular shows the value of music in the workroom and factory, as well as in the home. It points out that talking machine music is a tonic and relaxation and eases the load and increases the pleasure of every human being—man, woman or child. The concerns jointly interested in this campaign are the Bush & Gerts Piano Co., Brooks Mays & Co., Field Lippman Piano Stores, W. A. Green Co., G. H. Jackson, Leyhe Piano Co., The Edison Shop, Sanger Bros., Thos. Goggan & Bros., Titche-Goettinger Co., Will A. Watkin Co., Western Automatic Music Co., and the Adam Schaaf Piano Co.

A MUCH TRAVELED GRAFONOLA

CONCORD, N. H., November 5.—The Harriott Music Co., Columbia dealers here, recently made a sale of a Columbia Grafonola which Mr. Harriott believes will establish a record. The sale was made to a missionary who is stationed at Monteaba, Africa. The Grafonola will travel from Concord and New York to the West Indies, thence to Cape Town and Mombasa, thence inland 1700 miles, the greater part of this distance being covered by native porters. It is expected that the Grafonola will not reach its destination for nearly six months.

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



Otto Heineman Phonograph Supply Co.



INCORPORATED

25 WEST 45th STREET, NEW YORK

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

CHICAGO

ATLANTA

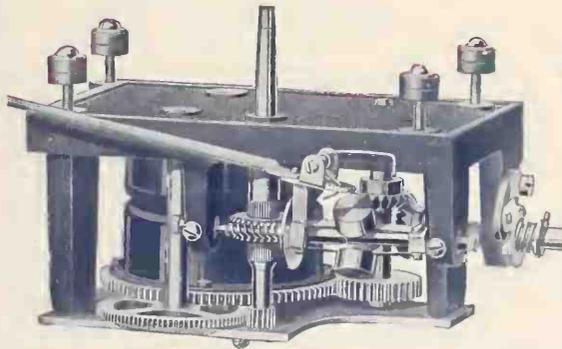
SEATTLE

TORONTO

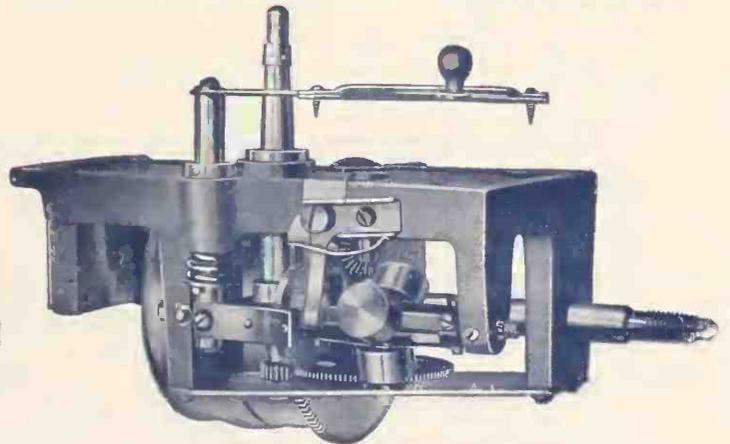
MOTOR PERFECTION

The achievements and progress in phonograph motor manufacturing in recent years are emphasized in the latest designs of

HEINEMAN and MEISSELBACH MOTORS



Heineman Motor No. 77



Meisselbach Motor No. 16

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

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

GIVE! GIVE!! GIVE!!!

The Boys are still 'Over There' and will be for some time to come—they need the comfort the *United War Work* can provide.

Through sheer joy for the Peace that has come at last

GIVE! GIVE!! GIVE!!!

to the UNITED WAR WORK DRIVE—NOVEMBER 11-18th

Otto Heineman
President



MEISSELBACH



TONE ARMS

MOTORS

SOUND BOXES



FAVORABLE TRADE REPORTS FROM PITTSBURGH DISTRICT

Home Entertainment During Influenza Epidemic Helped Sales of Records—Standard Co. Booming "In Stock" Records—Rotary Club Donates Grafonolas—Many New Representatives Recorded

PITTSBURGH, PA., November 4.—The talking machine trade in this section has not apparently suffered to any great degree as a result of the Spanish influenza and the quarantines enforced by the health authorities in efforts to stamp out the disease. Due to the prohibition of public gatherings, and the closing of theatres and picture houses, the thoughts of many home people turn to entertainment within their own houses, and record sales jumped accordingly.

A. B. Smith, assistant manager of the Columbia Co. branch, stated that the sales of records for last month far exceeded similar sales for October, 1917. He said: "We are more than gratified with the sales of Columbia records. Our dealers have been very energetic in advertising and giving publicity to the records that were issued during October, and as a result sales have been far in excess of what we had anticipated." Mr. Smith also indicated that Grafonolas were moving satisfactorily.

At the Standard Talking Machine Co. offices it was learned that the company, through its service department, is making laudable efforts to bring to the attention of its clients the use of "In Stock" records. Very attractive posters, with lists of "In Stock" records, are printed. These posters are for the use of dealers and to be displayed in the shops or show window. By "In Stock" records are meant records that can be supplied at any time in reasonable quantities, and they include many excellent numbers. The Standard Co. has just added a new press and other equipment in its printing department.

A. N. Ansell, manager of the Victrola department of McCreery & Co., who returned a few days ago from a business trip to New York, is prepared for a brisk Christmas trade. The Victrola department under his direction is one of the largest in the city and the demonstration rooms are attractively fitted up. Owing to the war all of the male members of the sales force in the department have been called to the colors and their places have been taken by young women, who are proving very acceptable salespersons. Mr. Ansell reported excellent sales for October. On the last day of the month he sold two Victor machines, each priced at \$225, and an additional order of \$100 worth of Victor records for each within a half hour.

George S. Hards, manager of the Victrola department of the W. F. Frederick Co., and A. R. Meyer, manager of the Victrola department of the Joseph Horne Co., both active members of the Talking Machine Dealers' Association of Pittsburgh, were ill for some time during the past month, but are now back "on the job."

The Rotary Club of Pittsburgh in order to furnish music to the soldiers in the camps in this vicinity have thus far donated eight \$60 Grafonolas and a number of Columbia records. They were purchased through the S. Hamilton Co.'s talking machine department, which is under the direction of T. E. Shortell.

H. J. Brennan, manager of the Pittsburgh Pathé Shop, is very optimistic concerning the holiday business outlook in Pathé machines and Pathé records. He said: "We have made ample provision for providing for the demands of our retail dealers as well as the retail sales in our local branch. Our road men who have covered, within the past few days, territory in western Pennsylvania, eastern Ohio and West Virginia, have booked many orders for early Christmas delivery. We have just arranged for the opening of a new Pathé shop in Youngstown, O., where the Michigan Furniture Co. has been given the agency for Pathé machines and records."

The J. M. Hoffman Co., a leading music house, has taken the agency for the Brunswick phonograph. They also handle the Starr phonograph and Gennett records.

A. A. Buehn, manager of the Buehn Phonograph Co., Edison jobbers, reported very excel-

lent sales for October, and is anticipating a brisk holiday sale of Edison machines and records.

Gray & Martin, who handle the Sonora line, have very fine and spacious quarters in the Jenkins Arcade. Their demonstration rooms are attractively fitted up. Sales of the Sonora machines were said to be very satisfactory, and it was stated that all machines that could be shipped in time for Christmas delivery would be disposed of. The Household Furniture Co. also sell the Sonora machine, and last week had a fine display of the Sonora styles in their large show windows.

The Dauler-Close Furniture Co. for some time past have been conducting an advertising campaign on behalf of the Cheney phonograph with excellent results.

Miss Lillian A. Wood, in charge of the Victor educational department of the C. C. Mellor

Co. gave a very successful demonstration of the Victor methods in a pleasing talk and Victrola recital before the pupils and faculty of the Western Pennsylvania Institution of the Blind. The program included folk and Indian songs and was well received. Miss Grazella Puliver, of the Victor staff of educational supervisors, spent several days in Pittsburgh on professional work. She then left for Madison, Wis.

P. W. Simon, the well-known Victor dealer of Uniontown, Pa., was a recent Pittsburgh visitor.

S. H. Nichols, manager of the Columbia Phonograph Co.'s local office, is spending several weeks in Boston on business.

The Kaufmann & Baer Co., who have the local agency for the Aeolian-Vocalion, as well as the Vocalion records, have made a special announcement concerning Christmas buying of those instruments, advising that selections and purchases be made as soon as possible. At the present time the company has an excellent assortment of machines on hand.

J. A. Endres, sales manager in the Pittsburgh district for the Brunswick phonograph, reports a very brisk demand from the dealers.

The Phonograph You Will Eventually Handle

TO improve our models at the minimum cost we have decided to concentrate our efforts of production upon the marketing of but *T-W-O* popular-priced models. This we feel is the most advisable course in face of the difficult manufacturing conditions to-day.



Model I

Height 42 inches, Width 17 inches, Depth 19 inches.

Retail Price, \$70.00

Model Number II is similar to model Number I in construction differing in dimensions only, the same being: height 46½ inches—depth 21 inches—width 19 inches.

Retail Price, \$85.00

We positively believe that the fruits of our efforts are absolutely the best that can be produced for the money. We do not offer our product to the trade as a "bargain," but as greater value for the price than any other machine on the market. We invite the most careful and deliberate inspection and comparison.

Our stock is so complete at all times as to insure prompt and immediate shipments. However, transportation is so uncertain it is advisable to order as far in advance of your needs as possible to avoid delay and disappointment.

Distributors of Lyric Records
and Wall-Kane Steel Needles

Write Immediately for Unusual Liberal Discounts and Territory

ORDER YOUR SAMPLE NOW

OPEROLLO PHONOGRAPH COMPANY

54 W. Lafayette Blvd.

DETROIT, MICH.

NOT

Just Another
"Machine"

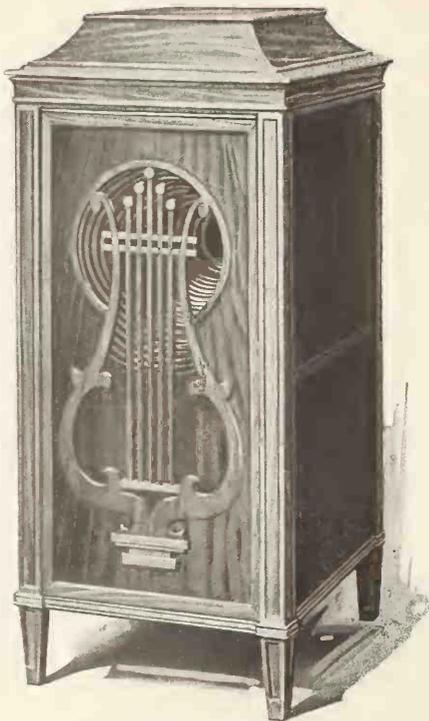


It's Not a
Machine
at All

It's a *Supreme Musical Instrument*

THE FULTON FONOGRAF

Artistically and Acoustically RIGHT



Style A Closed

There's our big absolutely exclusive feature, the **spun metal vibratory horn**. It gets a clear, resonant, soft, penetrating, beautiful tone and aids and abets *our own* exclusive, acoustically perfect, **thin model sound box** in accurately reproducing the voice or instrument of the recording artist.

The motor, made in *our own* plant, under the personal supervision of the inventor, is a mechanical wonder and never causes the slightest variation of pitch because of uneven operation.

The **Fulton Cover Support** is a delight. A touch raises the cover. It stops at any desired position, does not warp the lid and cannot fall, injuring sensitive fingers.

We make *our own* cases and they are models of artistic cabinet work.

In other words the **Fulton Fonograf** is made by us in its entirety. We stand behind it in every respect.

The **Fulton Fonograf** looks different and is different.

It's a natural leader and with it you cannot fail to capture the best trade and the best paying trade in your community.

Better write for full information today. Agencies are being established rapidly and you cannot afford to miss the one best bet in the talking machine field today.

FULTON-ALDEN COMPANY

Factory and General Offices, WAUKEGAN, ILL.

Chicago Warerooms: 305-309 E. Jackson Blvd.



Style A Open

INFLUENZA EPIDEMIC DEMORALIZES CLEVELAND TRADE

Dealers Pleased at Better Outlook—Death of Henry N. Brainard—The Wamlink Sale—Talking Machine Dealers' Association to Meet Late This Month—Records for Soldiers—Other News

CLEVELAND, O., November 4.—Cleveland's talking machine dealers were hard hit during the last two weeks of October and the first few days of November because of the epidemic of influenza, which caused the health authorities to close retail stores at 5 p. m. daily, Saturday included.

The closing order kept thousands of people employed away from music and other stores. The short noon hour did not afford time for shopping. The early store closing Saturdays and other days barred these people from stores during work hours, so retailers of talking machines as well as concerns offering other lines of goods found themselves without patrons.

Talking machine dealers took the new turn of ill-events as a part of conditions.

The closing ban hit hard the slogan for early holiday shopping being sounded by all talking machine dealers, but the ban of the health moguls will probably be lifted in a week and members of the Talking Machine Dealers' Association of Northern Ohio say they will then get into the fight for early holiday orders with a vim.

The Brunswick-Balke-Collender Co.'s Huron road store reports a good run of business in its talking machines during October. "Business has been hard hit by the epidemic," said Manager W. F. Young, "but we are preparing for an unusually large holiday trade and are booking many orders for Christmas delivery."

Charles K. Bennett, president of the Talking Machine Dealers' Association of Northern Ohio, announces that the concert proposed by the organization has been postponed on account of the "flu" epidemic. The concert was originally scheduled for about the middle of November. No date has been set, although steps had been taken by a committee to make the concert an interesting one.

The epidemic also knocked out the October meeting of the association members. The November meeting has been fixed for the third Thursday at 6 p. m. Dealers are urged to attend to discuss ways and means of getting early holiday trade.

The Conrad-Baisch-Krohle Co., Euclid avenue furniture dealers, are using talking machines as trade attractions. The firm's present window

display of machines and records is almost equal to that of any talking machine dealer in the city.

"We find these machines excellent trade producers," said a member of the firm, "and our sales of machines are constantly increasing. Often in fitting out homes we include a talking machine and several records. Machines are now regarded by many persons as household furnishings, and newly wed's accept this new condition and buy accordingly."

H. L. Garford, the head of the Garford Mfg. Co., makers of talking machines, in Elyria, O., has given most of his time to the district draft board in Cleveland during the past year. Mr. Garford's financial sacrifice has been heavy, but he has entered no complaint. His usual midwinter trips to his Pacific Coast home have been cut out for two winters and he is still on the job at the old court house, this city, almost daily. Few Ohio men of his means have been more self-sacrificing in the cause of winning the war.

The Harmony Music Shoppe Co., which recently took over the piano, player-piano and talking machine business of the Hart Piano Co., has added a novel and attractive show window booth to the "shoppe" in the Arcade. President W. S. Raeder, of the company, reports good business and an expansion of the talking machine features of his business.

Because "music is a war weapon" Mayor Harry L. Davis has named a committee consisting of James A. Taylor, Joe Folkman, William H. Krippendorf, Charles Henderson and John A. Doan to take steps to collect as many talking machines and records as possible to be sent to training camps for soldiers. This action was taken in response to the national movement to provide more music for soldiers and others engaged in war activities. Talking machine dealers of the city have promised their co-operation in this new movement.

Henry M. Brainard, seventy-four, for over fifty years the head of the Brainard Sons Co. music store, died October 27. The store was founded by his father, Silas Brainard, one of the city's pioneers. The store was well patronized.

The Collister & Sayle Co., Victor retailers, staged one of the best Hallowe'en window decorations of the city. The night, however, was not observed on account of the epidemic, which caused a cessation of all public meetings in the city.

"Let this Christmas be one of good music and good cheer" is the message the music department of the May Co. is sending to patrons this year. Manager Dan J. Nolan, of the company's big music department, is pushing the early sale of talking machines, records, player-pianos and other musical instruments. He reports an unusually large number of early bookings for Christmas delivery.

The purchase recently of the entire stock of the J. T. Wamlink & Sons Piano Co. by the Starr Piano Co. caused the passing of a music house established by J. T. Wamlink in 1835. The Huron road store of the Wamlink house was also taken over by the Starr Co., whose district manager is E. G. Taylor, who came to Cleveland twelve years ago from Johnstown, Pa. He now has charge of four stores in Cleveland, the main house, in Huron road, that of the Wamlink concern, a new branch in Prospect avenue, and another at Woodland and East Fifty-fifth street, besides stores in Elyria, Akron and elsewhere in northern Ohio. Eugene Wamlink has gone with the Starr people. The stock includes a large number of talking machines, records and other instruments which are being disposed of at special sales.

Buescher's store is pushing Victrola war records through local advertising and otherwise getting a fair share of business.



No. 1410 Rim Table for Victrola IX or IXA Mahogany Holds 5 Victor Albums

INCREASE RECORD SALES WITH UDELL CABINETS

AN attractive, solidly built, efficiently fitted cabinet encourages machine owners to buy more and better records, and protects those records. It doubles the practical value of the machine.

It takes little salesmanship to convince a customer of the facts and every cabinet sale means a two way profit on the cabinet itself and on the new records sold.

Make UDELL Cabinets keep up your profit average.

A catalog—free on request—will help you decide.



TRADE MARK

THE UDELL WORKS
1205 W. 28th Street
INDIANAPOLIS INDIANA

"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 ATLANTA, GA.



"The Quality Phonograph"



An Enlargement of the Pathé Sapphire Ball and Pathé Record Grooves

The best selling point is better than ever today!

EVER since its origin, the Pathe Sapphire Ball has been the best phonograph selling point for the dealer. Because it is *exclusive*, permanent—does away with needle changing altogether—produces pure natural tone and gives long life to records.

Today, with needles rising in price by the minute and rapidly disappearing from the market, this big exclusive Pathe feature is not alone a better selling point than ever before. It insures the dealers against a possible future stoppage of his phonograph sales.

Right now, when we can assure you immediate and full deliveries of Pathe Phonographs, get in your orders.

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

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, N. Y.

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

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.



Sheraton Model

Satin Mahogany Finish
\$215

Other Models \$32.50 to \$1000



MURATORE

Principal Tenor
Chicago Opera Company



At Least one thousand times

“What! *Guaranteed* Records?”

Well, that certainly means “easier to sell” Records, doesn't it?

Especially when—

It further means the latest American music before out on other records and a complete selection of the “old world's” music never out on other records.

Read the Pathé Guarantee :

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

And don't miss any more of the sales this Guarantee alone makes for the dealer. Write for Pathé Dealer's proposition today!

Pathé Frères Phonograph Company

20 Grand Avenue

Brooklyn, N. Y.

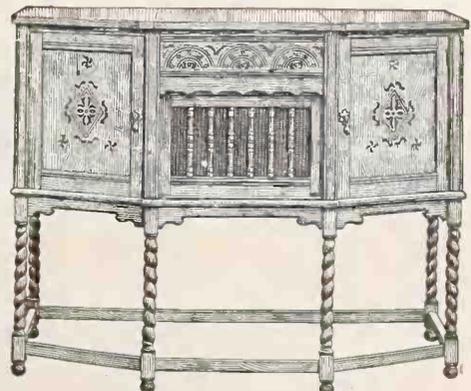
The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto



ALL MURATORE'S Records are Pathe Records



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



Jacobean Model

SUBSCRIBE \$6,632,550 TO FOURTH LIBERTY LOAN

Talking Machine Industry Helps New York's Allied Music Division Go Over the Top by 50 Per Cent.—How Talking Machine Men Worked to Roll Up the Tremendous Total

Music again came to the forefront in New York and vicinity during the recent drive for the Fourth Liberty Loan, when the Allied Music Division, in which the talking machine industry was strongly represented, went "over the top" with a total of \$6,632,550, more than 50 per cent. over the quota of \$4,350,000 set for the division.

Inasmuch as all divisions of the music trade and profession combined in rolling up the record for Allied Music, it was not regarded as a matter of policy to announce the subscriptions from any one section and thereby provide opportunities for comparison, but it can be said that the talking machine industry, which subscribed something like \$1,000,000 to the Third Liberty Loan, observed strictly the injunction to double up the Third Loan subscription for the Fourth Loan, and then went a little bit further. There is at least one subscription of \$500,000, and another for \$400,000 from talking machine companies that were credited to the Allied Division, and subscriptions of \$100,000 or \$200,000 were surprisingly plentiful, despite the fact that war with its consequent effect upon production has been a severe strain on the finances of the trade.

To single out any of those working on committees who garnered the talking machine men's subscriptions and who were most largely responsible for the result would prove a somewhat difficult task because everyone put forth a maximum of effort for the common end. Although Mark P. Campbell was chairman of the Allied Music Division, J. Newcomb Blackman was vice-chairman of the division, and in direct charge of the campaign in the talking machine trade, those assisting him being H. L. Willson, who looked after the subscriptions for the manufacturers; Roy J. Keith, who had charge of the jobbers and wholesalers' section; Edward L. Boykin, who was responsible for the

MICA

NO STAINS IN OUR
DIAPHRAGMS OF BEAUTY
THE INTERNATIONAL MICA COMPANY
Factory, 37th and Brandywine Streets Office and Sales Department, 1228 Filbert Street
PHILADELPHIA

subscriptions of the dealers, and C. G. Child, through whose efforts Galli-Curci, Caruso, McCormack and Heifetz were secured for the great rally at Carnegie Hall on September 29, the details of which were given in *The World* last month.

As vice-chairman of the entire division Mr. Blackman had a big job on his hands, and realizing the fact thoroughly, simply forgot his regular business for the three weeks' period and gave all his thoughts and energies to helping Uncle Sam. In the talking machine trade proper the sub-chairmen and captains also forgot business for the nonce, and enlisted their selling abilities in the cause of the loan, with results that speak for themselves.

ORGANIZATION IS MOST TIMELY

President Reis, of the Tri-State Victor Dealers' Association, Speaks of Postponement of Their Regular Meeting and Also Why Dealers Should Get Together and Work Together

ST. LOUIS, Mo., November 3.—The Tri-State Victor Dealers' Association, announced to meet in this city October 23, was a victim of the influenza quarantine. President Val Reis and Secretary J. F. Ditzell have announced that the meeting will be held later, probably some time during November, and that they will make every effort to arrange a more elaborate program than they had in mind for the October meeting.

This greater program idea is partially due to the fact that for the October meeting the Caruso concert was a strong attraction. This was to have taken place on the evening of October 22, and the officers of the association believed that every Victor dealer would be greatly interested in this concert and would come a day ahead to hear Caruso, who has done so much for their record list. But the Caruso concert has gone

over to April or May, because of opera engagements, so it cannot well figure in the Tri-State annual meeting.

"We must hold this meeting as soon as possible," said President Reis, "or the members will begin to think that this is sort of a private association for the benefit of the St. Louisans who happen to be officers. Nothing is further from our minds. We want every dealer interested and helping to solve the many problems that confront every Victor dealer, as well as other talking machine dealers. We feel that it is up to the Victor dealers to take the first step in this line, as they always have been the leaders in the trade and should maintain that position.

"Further than that, we believe that this is the proper time to cement organizations. Just now the trade is on a higher plane as to credits, cash payments, abolition of free service and freedom from other evils than ever before, and we feel that if we can get all the members together now, we can take important steps toward holding dealers of the country in line when machines become more plentiful, and the old evils are again likely to arise in the trade.

"I have been thinking much of late about these things, and it appears to me that the musical instrument trade is making a serious mistake at present by not taking up the matter of local organizations now while practically everybody is falling in line with the best ideas of credits and limit of free service. Now, while all hands can agree, would be the time to talk it over and get together and there would be a much better opportunity of keeping these agreements. All dealers now know the advantage of having business done in a businesslike way, and it is not hard to bring them together on almost any reasonable proposition.

"Here in St. Louis I happen to know that the man who formerly was the freest with credit now is getting even higher payments than some of his competitors. He boasts now of this. It would be much easier to get them all in line now and after they get in practice while there are no temptations they might stick indefinitely."

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TALKING MACHINE MAN MURDERED

D. P. Proodian, who has conducted for the past five years a thriving business in talking machines at 158 North Main street, Providence, R. I., was recently murdered in his store by a man who attempted robbery. The assailant has been captured and will face a murder charge.

M. Welte & Sons, Inc., who a short time ago took on the Cheney talking machine in their studios on Fifth avenue at Fifty-third street, report much success with the line. The tone value and attractive cabinet designs of these talking machines provide a fitting side line for the particularly high-grade line of pianos and autograph pianos produced by this company.

The Wide Awake Phonograph Dealer

Knowing that the diverting of raw materials by the government for war purposes has curtailed the output of all Phonograph Manufacturers, is concentrating his effort on other sources of revenue than the selling of new Phonographs.

He is Increasing His Record Sales

The "BLISS" Reproducer, with its treated silk diaphragm, affords an incomparable aid to the dealer in selling Phonograph records.

The "BLISS" Reproducer eliminates that unnatural sharpness of mica—it reproduces with better articulation, tone quality, and volume.

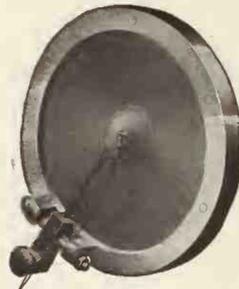
Phonograph owners who have become tired of the unnatural reproduction of their phonograph records would again become enthusiastic purchasers if the merits of the "BLISS" Reproducer were brought to their attention.

Every standard make of Phonograph can be improved if fitted with a "BLISS" Reproducer.

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 Diamond and Sapphire Points, 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





UNICO

Designs and Construction
Patented

SYSTEM

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 adaptable
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
N
I
C
O**
- DEMONSTRATING ROOMS
 - RECORD RACKS
 - RECORD COUNTERS
 - CEILING DECORATIONS
 - ARCH TREATMENTS

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



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

THE UNIT CONSTRUCTION COMPANY

RAYBURN CLARK SMITH, President

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

A STRIKING COLUMBIA WINDOW DISPLAY FOR DECEMBER

The dealer service department of the Columbia Graphophone Co. has prepared a December window display which will amply fulfil dealers' Christmas requirements this year. With a Grafonola or two, and a set of brilliantly lithographed cards and cut-outs, a complete holiday offering is covered, and the dealer's store front rendered an attractive spot which reflects the Christmas spirit and makes the passer-by realize

record cut-outs may be artistically arranged in the foreground. The large window streamer worded, "Which Grafonola Will You Buy," may be affixed to the glass slightly above the eye, while the "Dance Hits" and "Song Hits" cards will balance it on either side, also pasted to the glass. The two half-sheet cards, "Songs of Yuletide" and "Barrientos and Lazaro Duet," can be placed at either side of the window as shown, while the four smaller cards and five



A Holiday Window Prepared by the Dealer Service Department of the Columbia Co.

what is the most seasonable of gifts. The central figure in the window is the Columbia magazine ad for December, which points out to the public that the dealer's store is the market place for the extensively advertised Grafonola. Here an opportunity is afforded the dealer of becoming an active part of the vast publicity campaign, and cash in on the big expenditure of the Columbia Co. in newspaper and magazine mediums.

The display is technically described as follows: Fifteen cards and cut-outs, all equipped with easels and ready to be exhibited in the

record cut-outs may be artistically arranged in the foreground.

Five record display holders, each listing one of the new Columbia December records and illustrated by means of a flap attached, offer a novelty which is pleasing to the eye and quite unusual. In connection with these holders the Columbia metal window display records may be used to excellent advantage, and the commercial product spared from damage by the sun, which is liable to occur at this season of the year, when awnings are not used.

A popular E series record has been allotted

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT
 Iley'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.
 Put up in 1, 5, 10, 25 and 50-pound cans for dealers.
 This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of
EUREKA NOISELESS TALKING MACHINE LUBRICANT
 Write for special proposition to jobbers.
ILSLEY-DOUBLEDAY & CO., 229-231 Front St., New York

a cut-out for a prominent place in the display. "The Gold and Silver Waltz," combined with "While I Am Crying for You," by the Gypsy Orchestra, is a record of great interest, and its prominence in the window display material is an indication of how the public is receiving this new form of music which bids fair to rival the Hawaiian craze of a few years ago.

The Columbia monthly window display service will be continued through the year 1919 along even more elaborate lines.

PROPOSED FLOOR TAX CONDEMNED

Executive Committee of Talking Machine Men, Inc., Passes Resolution Protesting Against Floor Tax Clause in New War Revenue Bill

A meeting of the executive committee of the Talking Machine Men, Inc., was held on October 25, 1918, at the office of the president, James T. Coughlin, 487 Eighth avenue, New York City. A motion was made and seconded that a resolution in regard to the new floor tax be adopted, which read as follows:

"Whereas, The new floor tax, Sections 909-910, as now contemplated is unfair, unjust and detrimental to the interest of our members and that the legal committee be instructed to continue their efforts with the Senate Finance Committee in order to have this new impost eliminated; inasmuch as a tax has already been paid on the goods; further

"The proposed tax would work a grievous injustice on nearly every talking machine dealer, who in order to do business must of necessity carry a complete catalog of records, many of which are slow sellers and almost dead stock; furthermore for the reason that

"The trade is at present laboring under severe difficulties occasioned by reduced discounts and a serious shortage of stock. This association, however, favors a tax which can be collected at the factory or source of supply."

The executive committee also recommended that the association apply for membership in the Music Industries Chamber of Commerce.

The session of the association was a short but highly important one.

AMERICAN



No. 22



No. 5

The AMERICAN gives satisfaction, and stays sold when delivered. We are able to supply our dealers for some months to come. The name, the design and the grade of merchandise are important factors, and a line of six models in two woods demands your attention. The AMERICANS go entirely on their merits.



No. 8



No. 9



No. 10



No. 11

American Phonograph Co.

39 Fountain Street
GRAND RAPIDS MICH.



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.

SUPPLY THE DEMAND

For Latest Broadway Hits

85c.

In Canada 90c.



SUPPLY THE DEMAND

With The Record of Quality Hill-and-Dale Cut

IMMEDIATE DELIVERY OF THE BIG SELLERS

Your customers are asking for Smiles, Belgian Rose, and other big Broadway hits.

Can you supply the demand? Turning customers away does not help build up your business. Handle OKEH Records, and give your customers what they ask for, when they ask for it.

The American public wants what it wants when it wants it.

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.

LET YOUR EAR BE YOUR JUDGE

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.....



Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note.—This is the twenty-first 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.]

MUSIC STUDENTS AS PROSPECTS

We may resist the truth as much as we will, but we cannot stay its progress. We may pretend to ourselves that the next few years will be as past years have been, that the world will wake from its dream of torture to go back to old ways and ideals without a spasm of change, but we know when we say it that we are talking nonsense. The world can never go back, and it would be a most unfortunate thing for the world indeed if it could.

Business

Now, among other things, which will never be again as once they were, is undoubtedly the business of selling musical instruments, especially those elaborate and relatively expensive embodiments known as the talking machine, the piano and the player-piano. The talking machine or phonograph, whatever one calls it, is at the moment passing through a very grave and very important crisis in its adventurous career. The days of promotion are decidedly past. The days of public indifference are gone for good. The days of blind acceptance are gone, too. In a word, the formative period has been left behind and we find ourselves facing a public grown strangely critical yet strangely desirous. We find before us a demand for music such as the world has never known before, and along with it a critical taste and judgment, which, with all it must yet learn before it is approved perfect, is nevertheless daily becoming more acute and exacting.

New Ideas

Such notices as that of the new reproducer which the Pathé people have just announced, such improving, refining and developing as we see all round us indicated in the advertising columns of this paper, point alike to the opening of a new and splendid era. They point also to a recognition by the trade of the need for higher and more critical standards, to support and meet the needs of a more exigent public.

It is evident indeed that we have much to learn. We are faced with the necessity for bringing before the public a more convincing story. We must have a new tale to tell and one which shall charm minds no longer fascinated by any sort of sounds ground out from any sort of machine. We have to find new and better retail methods, and find them now.

An Objection

But is it not true, some one will say, that the great difficulty just now is to get the goods? Is there the slightest difficulty in selling such machines and records as we can get? Assuredly not. There is no difficulty to-day, but things may be quite different to-morrow. However long the last stretch of the road to victory may be, the end is actually now calculable. Victory is coming. And with victory will come the manifold problems of demobilization, of reconstruction and of readaptation to ways of peace. It will therefore be more than ordinarily necessary for us to have in preparation for these times new and better machines, new and better records, new and better methods of selling.

A New Field

Much could be said on this subject that belongs better to articles on salesmanship, but there is one special point to which I should like to direct attention. When you come to think of it, the musical possibilities of the talking machine should always furnish the basis for any selling scheme whatever. Already the far-sighted and enterprising work of the Victor Co., to take one prominent example, has brought the message of the talking machine's musical

values to the attention of the people through the schools, those gardens of our social relations, and it now remains for us to carry on this work in even more intensive ways. Among the many possibilities which have not as yet been cultivated to any extent, but which are worthy of the closest investigation nevertheless, is that of linking up the talking machine with the definite and serious study of music. As yet, indeed, the details are not completely clear in my own mind, but I do not speak at random. The subject has been before the attention of musicians and of practical talking machine men and has the utmost importance and value.

For the moment it is possible only to lay down certain general ideas, from which perhaps may be evolved later more specific rules. But if the general principle can be established there will be no trouble about working out the details in due course.

For the Student

The point I should wish to press to the utmost is that the talking machine can be promoted, advertised and sold as a definite aid to the definite and serious study of music; an aid which is quite unique and which stands quite by itself, neither taking the place of any other method or implement or susceptible of supersession by any other. The assertion is also made here that by taking up and working out this idea in practical form, the retailing of the talking machine may be put into a stronger position for the strenuous times which we shall have to expect during the post-victory period. It is not, and is not asserted to be, the only new idea needed, but it is asserted to be one of the good and practical ideas needed by the trade.

Consider a few broad aspects of the question. We have all the elements and nothing is lacking save their due correlation. The study of music may be considered under two aspects, as professional work and as work in appreciation. Nine persons in every ten will be more interested in the second branch of the subject. But the tenth person will, of course, be the more serious one relatively and keenly interested. What can the talking machine give to the serious student of music?

The Question of Style

Whether the subject of study be voice, vio-

lin, 'cello or piano, the talking machine can always give one thing in unlimited quantity. It can give an unlimited number of examples of style. To the vocal student the opportunities for comparison of styles, of delivery, of phrasing and of general artistic conception are very numerous indeed, and become more numerous every month. Almost any branch of vocal study and vocal art can now be subjected, through the talking machine and its records, to close comparative study. It is literally as if one had the opportunity to take lessons in the art of singing from a whole regiment of the best singers.

The Student as a Sales Field

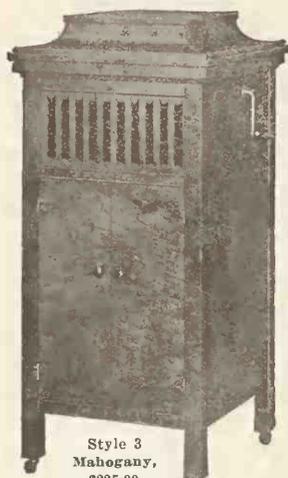
It seems to me that this side of the question has not yet been handled with sufficient intensity. The general public have heard much about having Caruso at home and all that sort of thing, all of which has been good and useful in its way. But the music student has not yet been made the object of definite sales work designed to bring him or her into close vital contact with the talking machine as with an improved weapon for his study and improvement. It seems to me that we are neglecting the enormous number of music students and their teachers.

What is true of the vocal student is also true of the violinist or 'cellist. The recording of the 'cello is one of the triumphs of the art and the same may be said to-day of violin records, which are now more than ever true to life and faithful representation of the loveliest musical instrument of all. More and more, the art of recording begins to approach complete fidelity. More and more, therefore, it is up to us to take advantage of every situation and of every strong point that is brought forward. These strong points multiply as the records and the machines improve and as the list of great artists becomes ever greater in size and importance. We are missing great opportunities if we fail to seek out, develop and enlarge every field of sales opened up as new fields always will be opened up with every improvement in manufacture. One of these opportunities is sketched out here. I shall hope to set it forth in complete detail during some subsequent articles in this paper.

7th Floor
New York City

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

229 Fulton Street
Phone. 1678 Cortlandt



Style 3
Mahogany, \$225.00
Walnut, \$245.00
Height, 51 inches.
Depth, 25 3/4 inches.
Width, 24 inches.



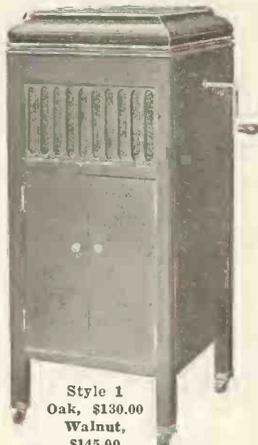
Style 4
Mahogany, \$260.00
Walnut, \$280.00
Height, 51 inches.
Depth, 25 3/4 inches.
Width, 24 inches.



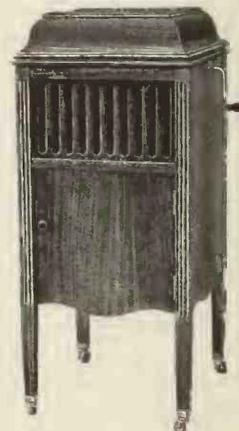
Style 2
Mahogany, \$155.00
Walnut, \$170.00
Height, 46 3/4 inches.
Depth, 24 inches.
Width, 21 3/4 inches.



Style 00
Retail at \$60.00
Mahogany or Oak



Style 1
Oak, \$130.00
Walnut, \$145.00
Mahogany, \$130.00
Height, 46 1/2 inches. Depth, 21 1/2 inches. Width, 19 1/2 inches.



Style 0
Mahogany, \$95.00
Oak, \$85.00

THE BUSH & LANE PHONOGRAPH

BUILT by men who have made a life-study of tone-production, the Bush & Lane Phonograph combines the principles of the piano's sound-board with the highest ideal of case architecture and of constructional workmanship. It is an instrument of UNIQUE, not of ordinary or usual, good qualities. It stands in a class by itself; for it is among PHONOGRAPHS what its famous NAMESAKE is among PIANOS.

For prices, and pertinent compelling facts, get in touch with

BUSH & LANE PIANO COMPANY

HOLLAND, MICHIGAN

AN IMPORTANT U. S. COURT DECISION ON PRICE FIXING

In Dismissing Federal Indictment Against Colgate & Co., Charged With Violating Sherman Law, U. S. Circuit Court Expresses Valuable Opinions on Price Maintenance

The members of the talking machine trade who are involved in, or who have some direct interest in, cases now in the courts regarding the rights of a manufacturer to fix retail prices, as well as to refuse to sell to dealers who fail to maintain prices, have received with considerable satisfaction the announcement that Federal Judge Waddill, in the United States Circuit Court for the Eastern District of Virginia, sitting in Norfolk, Va., on October 29, dismissed an indictment returned against Colgate & Co., the soap and toilet powder manufacturers, for alleged violation of the Sherman Law. This action was on a demurrer by the company, which the Court sustained.

Judge Waddill sustained the contention of Colgate & Co. that a manufacturer, provided he is not in conspiracy with other manufacturers of similar products, has the right to fix and enforce the maintenance of reasonable and fair prices and that such a manufacturer is violating no law in refusing to sell again to a retailer who fails to maintain such a fixed price.

Price cutting demoralizes business, the Court declared, and the public is not always benefited by temporary reductions in prices if the article is not a necessity and if no monopoly exists in its manufacture.

It is expected that the action of Judge Waddill will have a material effect upon other cases of a similar nature now in the courts.

In analyzing the decision, Charles Wesley Dunn and Mason Trowbridge, of counsel for Colgate & Co., first referred to the fact that after the courts had pronounced illegal the old system of price maintenance contract between manufacturers and distributors, the manufacturers were forced to adopt other means, one of the plans being to attach a notice to a copyrighted book or patented article prescribing the price at which it could be resold, another plan being to license the use of the article by the dealer and by his customers as well. Authority to adopt both of these plans is held to be vested in the manufacturer under the Patent Law, but both methods were held to be illegal by the courts and therefore had to be abandoned, the most famous case under the licensing method being that of the Victor Talking Machine Co., with which the trade is familiar.

After reviewing the failure of various attempts to fix resale prices, the Colgate & Co. counsel said in part:

"This left but one remedy to a manufacturer still unforbidden by the courts. He might simply refuse to sell to any dealer who would not charge the prices the manufacturer suggested. Various concerns had adopted this policy, but probably none of them had employed it so long as Colgate & Co. or had stuck to it so consistently. This company maintained it continuously in some of its lines for forty years or more. The policy has become so far identified with them as to be very generally known in the trade as the 'Colgate plan.'

"In 1917 Federal District courts—in three cases between private litigants in which they passed upon this sales plan as used by other companies—instructed juries that this, too, created a combination in restraint of trade, and was contrary to the Sherman act. Thereupon the Attorney General informed Colgate & Co. that they would be indicted if they did not abandon the policy. It was not an agreeable thing to invite a criminal prosecution, especially in the face of these adverse rulings, but the company felt that they were fighting for a principle and that it was due to themselves and their customers to see the thing through.

"They stood for the fundamental right of all owners of property to sell or not as they please. The right of a dealer to resell Colgate products which he had bought and paid for, at any price he saw fit, was recognized fully by the company. But it claimed for itself a similar right with respect to goods it had not yet parted with;

the right to dispose of them as it saw fit, or, if it chose, not to dispose of them at all to merchants whose methods were injurious to itself, its distributors and the public.

"The company, therefore, accepted the indictment, and filed a demurrer to it, asking that it be dismissed. This demurrer has now been sustained and the indictment quashed in a sweeping decision upholding all of the company's contentions.

"The opinion states the vital issue raised by the indictment to be 'how far one may control and dispose of his own property,' and affirms the right of any owner of goods to sell them or not as he sees fit.

"The court recognizes the vital interest which a manufacturer has in the prices at which his goods are resold and the injurious effect upon his business which may be caused by price-cutting. It notes that the public is not by any means necessarily benefited by price cutting, but that a price cutter, after he has demoralized

the market for a product, may raise the price upon it again and individually profit by the operation. The court says: 'What the public is interested in is that only reasonable and fair prices shall be charged for what it buys, and it is not claimed that the defendant's manner of conducting its business has otherwise resulted.'

"Pending this decision the Federal Trade Commission had adopted the view of the Attorney General and in a large number of proceedings before it held that a refusal to sell to dealers who do not adhere to indicated prices violates the Sherman Law, although it has also expressly ruled that selling below cost is an unfair and unlawful method of competition.

"Between these various conflicting rulings the law will not be finally established until the matter comes before the Supreme Court. The present case is the only proceeding of any kind before a Federal tribunal, squarely presenting this issue, in which any opinion has yet been handed down, and stands as the most carefully considered and deliberate expression of judicial opinion thus far uttered. The company is confident that it will be sustained by the Supreme Court."

FINE NEW QUARTERS IN PORTLAND

Hyatt Talking Machine Co. Now Settled In Fine New Home In That City

PORTLAND, ORE., November 4.—The Hyatt Talking Machine Co. are now permanently located in their handsome new quarters at 350 Adler street, where no expense has been spared in making the establishment one of the finest in the city, if not in the State, devoted exclusively to the sale of talking machines.

The equipment includes twelve soundproof booths for the demonstration of machines and records, all of them arranged with a view to both general attractiveness and convenience of both employes and patrons. Ample record space is provided and the record department is readily accessible from any of the booths. The booths are furnished with handsome rugs and draperies to match and supplied with commodious upholstered wicker chairs and tables. The display rooms have a capacity of about seventy-five machines.

The Hyatt Co. handle a well diversified line, including the Victrolas, Edison Diamond Discs, Edison Amberolas, Grafonolas and Brunswick phonographs, as well as a large stock of records for the various types of machines.

NEW "CONVERTO" MODEL

Just Announced by the Lundstrom Mfg. Co. to Accommodate Latest Victrola "VI"

The C. J. Lundstrom Mfg. Co., of Little Falls, N. Y., manufacturer and patentee of the well-known "Converto" cabinets for the small Victrolas, have announced a new model in the mahogany finish to accommodate the latest mahogany Victrola "VI" just out.

The Lundstrom Co. has also recently announced a new policy of distributing these cabinets through the jobbers only to the retail trade for the protection of both its wholesale and retail contingents.

The large representative list of wholesalers now handling the "Converto" cabinets is strong evidence of the merits of this unique cabinet. They have proven a tremendous success wherever introduced and offer an exceptional opportunity for Victor dealers in these times when cabinet machines are almost unobtainable.

The Chicago Talking Machine Co., who have been sending folders to their dealers, listing every record in their stock which they can ship at once, have received appreciative letters regarding this move.

PRESS THE BUTTON—

THE MOTOR STARTS

No Winding, No Noise, No Spring Trouble
THAT IS

THE VEECO 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 delivery.

THE VEECO COMPANY

248 Boylston St.

Boston, Mass.

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



Over There

Are given a few of the facts pertaining to a very remarkable opportunity.

If you wish to greatly increase your business this winter, with profits increased in proportion—

Sign the coupon printed below and mail same to us at once.

THOS. E. WILSON & CO.,
701 North Sangamon St.,
Chicago, Illinois

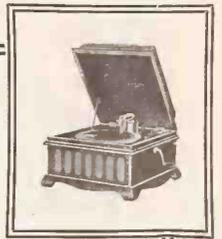
Gentlemen:—

Please send me particulars pertaining to your special proposition on Wilsonian Phonographs. I understand that this request places me under no obligation whatsoever.

Signed

Address

Sign This Coupon
And Mail It
To Us
To-day



A Complete Line

Backed By One Of The World's Greatest Trade Marks

WILSONIAN PHONOGRAPH

Seven Superb Models

Each of the seven instruments included in the Wilsonian line is designed and priced to appeal to a distinct buying class.

You will have a phonograph for each prospect if you handle the complete Wilsonian line

Wilsonian Prices Range

- \$ 45.00
- 55.00
- 80.00
- 100.00
- 115.00
- 135.00
- 165.00

There is a Wilsonian for every home.

Plays Any Record

The Wilsonian plays all makes of disc records with wonderful clearness and beauty of tone. It is not necessary to make annoying mechanical changes when varying styles of records are being played.

We are also National Distributors for, and always carry a complete Stock of, Paramount Records

Write To-day For Our Dealer Proposition

It Means Money To You



25 West
45th Street
New York

701 North
Sangamon Street
Chicago

Wilson & Co. branches are in all principal cities including:

Pittsburgh
Boston
Philadelphia
Baltimore
Salt Lake City

Buffalo
Detroit
Rochester
Cleveland
New Orleans

Denver
Omaha
Dallas
Atlanta
Los Angeles

Kansas City
Charleston
Memphis
Spokane
Minneapolis





NEW!

The Columbia Record Catalog is out—the New one! And it's new all through—typography, pictures, material, arrangement. New and better.

**Columbia Graphophone Co.
NEW YORK**

BIG DEMAND CAUSES EMBARRASSMENT IN MILWAUKEE

Stock Shortage Makes Dealer's Problem One of Allotment Rather Than of Selling—Looking Forward to Post-War Period—Badger Co. President Honored—General News

MILWAUKEE, Wis., November 9.—The talking machine trade of Milwaukee is convinced that it is an unerring law of the business world that at a time when the demand is best the supply is shortest. That seems to be the outstanding feature of the situation at this time. In the face of probably the broadest and most urgent demand for talking machines and phonographs that has ever been known, not only are stocks in the hands of retailers low, but jobbers and wholesalers have practically nothing on their floors, and, to cap the climax, manufacturers have been requested to make a further curtailment of production.

This is not a rosy outlook on its face, but the prospect that within a short time the war-torn world will be delivered from great evil offers such encouragement that talking machine men are glad to make further sacrifices at the moment with the knowledge that they are on the threshold of a new wonderful era for their business.

The demand that has been created is not going to be dissipated very soon, in the opinion of local dealers and jobbers as well. There is every indication that it will far outlast the present period of short stocks and will manifest itself when that day comes when manufacturers again find themselves able to return to normal production. Therefore there is no gloom in the talking machine trade in Milwaukee.

"The demand for Victors unquestionably is the best and broadest in our experience," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., Victor jobber. "Supplies are perhaps the lowest they ever have been. On top of that we received notice a few days ago of further curtailment of production. That makes it a question merely of distributing such stocks as we can get in the most equitable manner. Our dealers must be satisfied to get delivery in the proportion that we are supplied. All of them, I think, understand the situation."

Mr. Goldsmith, like other keen students of conditions, looks forward to a post-war period of the greatest development of the talking machine business since this form of musical instrument was invented.

"Brunswick business is splendid" is the comment of Thomas I. Kidd, manager of the Brun-

wick-Balke-Collender Co.'s local branch. "If we had the goods I believe we could sell twice as many machines. Our dealers throughout Wisconsin and Upper Michigan report the largest sales ever known."

Charles J. Orth, distributor of the Puritan in Wisconsin and Upper Michigan, is conducting one of the most striking advertising campaigns this city has ever known. Mr. Orth is looking after the retail interests of the Puritan in Milwaukee and immediate vicinity and scarcely a day passes without the appearance of an Orth-Puritan ad. Mr. Orth is personally responsible for the "copy," which is distinctly new and attractive. He is co-operating with his retail representatives throughout the territory and furnishing them with similar "copy" suited to their peculiar local needs.

Frank H. Hochmuth, Victor dealer, 347 Third street, is receiving the sympathy of the talking machine trade at the death of his eldest son, Hans W. Hochmuth, who succumbed to pleuropneumonia, the outgrowth of Spanish influenza, at the base hospital at Camp Custer, Mich., on October 21. Mr. Hochmuth spent nearly three weeks at the bedside of his son to minister to his wants. The young man was thirty-two years of age and entered the military service in September, 1917. Previously he was his father's chief assistant in the store.

George F. Ruez, president of the Badger Talking Machine Co., Victor jobber, has been honored by Bishop Henni Assembly, Fourth Degree, Knights of Columbus, by election as faithful purser, or treasurer. Mr. Ruez is an active worker in the ranks of the K. of C. and has done some particularly effective work in the war camp activities of the order.

Many Milwaukee talking machine dealers located in the outlying sections are entering enthusiastically into the work now being done to co-ordinate the various neighborhood business men's associations into a central body known as the Milwaukee Federation of Local Commercial Associations. Community clubs to the number of eighteen already have joined the new body. This will greatly facilitate the administration and enforcement of rules and regulations issued by Governmental authorities to promote conservation of light, fuel, man-power and other

economies during the remainder of the war period and the era of readjustment and reconstruction afterward.

The new Aeolian-Vocalion records issued by the Aeolian Co. are becoming increasingly popular in Milwaukee under the vigorous representation given by the Edmund Gram Music House. Miss Julia Wolf, manager of the Aeolian-Vocalion department at Gram's, is doing splendid work in the promotion of both machine and record sales.

WISCONSIN SONORA DEALERS MEET

Seventy-five Sonora Retailers Guests of Yahr & Lange Drug Co. at Second Annual Convention Held in Milwaukee Recently

MILWAUKEE, Wis., November 2.—The second annual convention of Sonora dealers of Wisconsin and Upper Michigan was held in Milwaukee on October 23, at the invitation of the Yahr & Lange Drug Co., wholesale representative in this territory. Because of the ban placed upon public assemblages of all kinds by the health authorities to combat the spread of the epidemic of Spanish influenza, the convention was planned along less elaborate lines than originally intended, before the disease gained such a foothold as to virtually "close up" the entire city and State. Nevertheless, about seventy-five dealers were present and profited by the business sessions and enjoyed themselves at a dinner party. Frank E. Coupe, director of sales and advertising for the Sonora Co., was the guest of honor and contributed much to the success of the convention.

Business meetings were held at the Yahr & Lange wholesale house, and the dinner at the new Milwaukee Athletic Club. Fred E. Yahr, secretary of the company, who is giving his personal attention to the Sonora department, acted as toastmaster. H. M. Hahn, Sonora sales manager, was master of ceremonies. At the dinner Mme. Marie Yahr, wife of a brother to Mr. Yahr; Edna Boddin-Hahn, and Miss Audrey Eisendrath, all of Milwaukee, were soloists. Accompaniments and solos were given on the Sonora. Fleetwood Diefenthaler accompanied Mme. Yahr, who is a soprano of national note, in her principal selections. The convention was voted a great success, and every one who attended returned to his home much enthused and even more aggressive a booster for the Sonora than when he came. The gathering emphasized once more the good will existing between the Yahr & Lange Co. and its dealers, and the splendid spirit of co-operation that is making the Sonora known in every part of the Badger State.

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
VICTOR DISTRIBUTORS MILWAUKEE, WIS.



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.

ONE GERMAN SOLDIER IS HATLESS

L. C. Mountcastle, Formerly a Talking Machine Man in Pittsburgh, Sends Back the Helmet of a Prussian Guard as Souvenir

PITTSBURGH, PA., November 4.—The Standard Talking Machine Co. has just received a most interesting Boche souvenir from its former road man, L. C. Mountcastle, now a sergeant in the 103rd Field Signal Corps in France. The helmet is particularly interesting, inasmuch as it was worn by one of the Prussian guards, the crack German military organization, which re-



Sergt. Mountcastle's Souvenir

cently received such rough treatment at the hands of the American soldiers.

In sending the helmet Mr. Mountcastle wrote: "Thought maybe the office would like a German souvenir, so I am sending to-day a helmet worn by one who at one time belonged to the famous Prussian guards, the Kaiser's crack troop. Bill sent them against the boys from Pennsylvania and we showed 'em a new road to hell. You will notice the helmet is camouflaged, and it has the Prussian guard insignia on the side. Officers and men wear the same helmet these days. Only the most valuable troops are given helmets at all. Suppose Fritz is shy on metal.

"Never had so much money in my life. They pay us regular, but we have nothing to spend money on. Ouil if I ever hit Paris with all these francs, what a time I'll have!"

The new J. H. Remick Co. store in Cleveland will handle the Columbia line.

UNSOLICITED BUSINESS IN ATLANTA

Many Sales of High-Priced Instruments Made to People Who Close Deals on First Visit to Stores—What the Leading Houses Report

ATLANTA, GA., November 8.—The talking machine business in Atlanta and the Southeastern territory for the month of October was very satisfactory. The shortage of goods in all leading lines is affecting business to some extent, but at the same time sales are more easily made than ever before in the history of the industry. The purchases are made spontaneously, the case of one dealer being typical. He sold seven \$100 grade talking machines in one morning, and he had never heard of nor seen any of his customers before. Another dealer also sold a \$200 instrument and a \$115 instrument for cash to persons whom he had not solicited nor pressed to buy.

The Haverly Furniture Co., Grafonola and Pathé dealers, say that their business for October was indeed gratifying. Mr. Wilson, the manager, states that as fast as he can get Grafonolas opened and on display they are sold, placed on a truck and delivered. Practically all sales are from \$100 up. He states that the record business is large and growing all the time. The Haverly Co. report that all of their stores in Georgia, South Carolina, Alabama, Tennessee and Texas are doing a nice volume of business.

The Atlanta Talking Machine Co., Columbia and Aeolian dealers, report business as substantial in volume and satisfactory as to cash sales, first payments and monthly terms. They expect a continued large volume of business. There is an inclination to stiffen first payments and monthly terms all along the line. Geo. P. Howard, president of this company, is very optimistic for the future.

The Atlanta Phonograph Co., of whom it was recently announced in these columns that they had taken on the Columbia line, are reported as doing a fine business. They are fortunately located in a section of the city where there has never before been an aggressive, active dealer in any make of talking machine, and have an excellent location from a strategic standpoint. Mr. Riley, proprietor of the store, is highly pleased with his success with the Columbia line, and is looking forward to a most satisfactory winter and holiday trade.

The Cable Piano Co., exclusive Victor dealers, are doing as much business as they can with the amount of goods they are able to get. It is stated that they could in all probability sell any quantity of Victrolas that could be secured. Their record business is very large and all records are in active demand, the popular selections at 85 cents going literally like "hotcakes." Their business in Red Seal records is possibly the largest in the city.

Your correspondent in passing along the streets can see almost every day some new dealer in talking machines. All the old line companies are not qualifying any new dealers, but there are any number of new makes on the market, and some of them are of merit.

The Atlanta district went several million over the quota in the last Liberty Loan campaign, the city of Atlanta being about \$2,000,000 over.

At a recent meeting held in Atlanta there was formulated a plan for materially strengthening the stand retail merchants are making for large cash payments and greatly shortened terms on retail sales. Many merchants (talking machine dealers as well) have been for some months selling on shorter terms, and if the talking machine dealer could sell, as most other merchants do, on thirty, sixty and ninety days' time, it would possibly be the greatest step forward in the recent history of the industry, for the time has passed when the phonograph was a curiosity and those long years of approvals, cut-throat terms, and almost impossible competitive conditions, even for the largest and strongest dealers, have practically passed. It is very generally hoped that the new idea will take root and grow.



Phono-Grand

The Perfect Instrument for to-day's Musical Needs

A Reproducing Piano

and

A Splendid Phonograph

Beautifully and compactly combined; shape and size ideal for apartment or bungalow homes.

Piano uses QRS expression rolls. Phonograph Plays all Records.

Everybody is delighted with it, everybody wants it.

The Phono-Grand is the one best proposition for a big and quick seller this winter.

Write Now for Facts

J.P. Seeburg Piano Co.

209 South State St.
419 West Erie St.

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 Bldg., 2 West 45th Street, New York

HOLIDAY ADVERTISING CAMPAIGN ON IN INDIANAPOLIS

Talking Machine Dealers After Christmas Trade—Pearson Piano Co. Has Vocalion Line—How Epidemic Helped Record Sales—E. B. Knight Wounded—News of Month

INDIANAPOLIS, IND., November 6.—With the taking over of the entire line of the Aeolian Co. here, the Pearson Piano Co. will handle four makes of talking machines—the Victor, the Edison, the Cheney and the Vocalion.

The closing of Aeolian Hall at 237 North Pennsylvania street will be missed by Indianapolis music lovers. The entire building of three floors and a large basement was given over entirely to musical products, among which was the Vocalion. The securing of the line by such a prominent house as the Pearson Co. will, however, go far to fill the gap.

The bans issued by the city board of health in the effort to prevent the spreading of influenza and pneumonia have been lifted, much to the satisfaction of talking machine dealers, although this class of business was not hit as hard as some other lines of retail business for the reason that many people bought records to entertain themselves at home, everything else being closed up.

As soon as the board of health had issued its order closing theatres, schools, churches, etc., and also ordered that retail stores in the business district should not open up before 9.45 a. m. and close at 6.15 p. m., George F. Standke, of the Brunswick Shop, took advantage of the situation and inserted an advertisement in the newspapers directing the attention of the public to the drastic closing orders with the suggestion that talking machine owners lay in a stock of records and that persons not having a machine should make a bee line to the Brunswick shop and get one at once. The results from the appeal were gratifying.

Word has been received of the wounding in France of Emerson B. Knight, formerly advertising manager of the Stewart Talking Machine Co., wholesale jobbers for the Victor line here. Mr. Knight is with the marines in France.

The latest word from Mr. Knight is that he is recovering in an evacuation hospital. Knight was sent into action two weeks after his arrival in France. In a letter describing the event, Knight said the company of marines he was with were sent to assist some shock troops. He said the boche artillery was sending shells over rapidly and that his squad finally reached an abandoned German trench. Shortly after Knight said something hit him and that he knew no more until he awoke on a hospital cot. He was wounded in the shoulder and said he expected to be out of action for several months.

The talking machine and music dealers have joined together in an advertising campaign for the Christmas season. In page advertisements the dealers are appealing to the public among general musical lines, the names of the dealers being placed at the bottom of the advertisements. "Music is the spirit of Christmas" is the headline on the latest advertisement. The appeal also is made for early Christmas shopping.

HOW BUFFALO WENT 'OVER THE TOP'

BUFFALO, N. Y., November 6.—The talking machine and piano men of Buffalo went considerably over their quota, which was \$215,000 in the Fourth Liberty Loan drive, and officially received an expression of gratitude for the fine work from the general managers of the campaign. Previous to the drive there was a get-together dinner at the Hotel Statler, presided over by William H. Daniels, which helped materially toward the unification of the allied music forces. A feature of this dinner was the reelection of the following officers of the Talking Machine Dealers' Association of Buffalo: President, Thomas A. Goid; vice-president, E. G. Emens; secretary, Harry G. Towne, and treasurer, Mr. Biesinger.

R. W. GRESSER'S NEW POST

Has Become Associated With the Southern California Hardwood & Mfg. Co., With Headquarters in Los Angeles

R. W. Gresser, formerly sales manager of the Delpheon Co., Bay City, Mich., manufacturer of the Delpheon phonograph, has resigned from this position and has become associated with the Southern California Hardwood & Mfg. Co., Los Angeles, Cal. Mr. Gresser left for the Coast the end of last month, and according to present plans will have an important announcement to make regarding his new connection in the very near future.

In his present post in Los Angeles Mr. Gresser will have charge of the phonograph division of the Southern California Hardwood & Mfg. Co., and will have under his direction the manufacturing and merchandising of this company's popular line of phonographs. Mr. Gresser's past experience in the trade well qualifies him to assume this important position, and his intimate familiarity with every detail of talking machine manufacture will undoubtedly enable him to achieve pleasing success in Los Angeles.

While associated with the Delpheon Co. Mr. Gresser made frequent trips throughout the country, visiting the dealers and the leading jobbers. He made a careful study of the dealers' requirements, and left nothing undone to give the dealers 100 per cent. service from a manufacturing and sales standpoint.

The Southern California Hardwood & Mfg. Co. occupies the largest and oldest wood-working plant in the West, this plant covering eleven acres. The company has been achieving splendid success with its line of "Hawthorne" phonographs, and under Mr. Gresser's able direction the popularity of these products will undoubtedly advance steadily.

The Kaiser has not invested in War Savings Stamps. Are you like the Kaiser?

YOU LOSE

An opportunity, Mr. Dealer, unless you learn the MERITS and BIG FREE OFFER on

The ORIGINAL and Only SAFE POLISH, CLEANER and REVIVER for PIANOS, TALKING MACHINES and Delicate FURNITURE

"Not a Floor Oil"



Space will Not Permit the Explanation of the Wonders



PIANO CREAM Will Accomplish

A Distinctive Preparation for the Musical Instrument Trade

Packed in 15c., 30c., 50c. Tubes—also larger Packages. Write your Jobber at once for BIG FREE OFFER or communicate with

MASTER MFG. & SPECIALTY CO.
CAMDEN, N. J.

Special Representative—Clement Beecroft



RECORD CABINETS

Record Envelopes

"Ready Files"

For Records

CLEMENT BEECROFT

309 West Susquehanna Avenue
PHILADELPHIA, PA.



A Talking Machine Needle Without a Fault

Rush Coupon for FREE SAMPLE!

Something brand new! Something infinitely more pleasing and satisfying! A real scientific discovery. A graphophone needle that draws forth such beauty and clearness of tone as has never been equalled. A needle that *doubles* the value of the phonograph—that *trebles* sales of needles! records!—machines!—that *quadruples* your profits! That will make your

store stand first and foremost in your locality. Don't put off! Send coupon NOW for *free* samples and price of the latest sensation—the greatest of all phonograph needles, the *Tonofone!*

BETTER STILL: Order a supply today. Increase your *Christmas* Sales of machines and records. We will give you the right wholesale price. Our *money-back* guarantee protects you ABSOLUTELY.

“Tonofone”

The Talking Machine Needle That Puts Magic in Music

The Tonofone is made on entirely new principles, of entirely different materials. Instead of skipping or jumbling many of the finer microscopic undulations vibrated into the groove when the record was made, the smooth, resilient, platinum-like Tonofone point gets them all.

Nor does this wonderful needle dig into and mutilate the walls of the groove and so impair the record itself and the volume and quality of the reproduction. On the contrary, it preserves and prolongs the life of the record.

It transmits each separate tone in all the fullness and quality of the original rendition. It loses nothing—confuses nothing. It marks a dis-

tinct advance in phonograph music—a new epoch in the phonograph world.

Gone is the scratch—the twang—the squeak. Gone is the last lingering blemish to phonograph music! All is eliminated by the Tonofone. All is replaced by a beauty, a clearness, a matchless and mysterious *purity* of tone that has amazed listeners everywhere—that can be produced, positively, by *no other needle.*

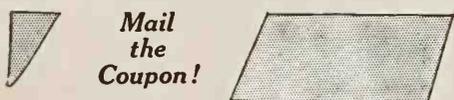
Tonofone needles play all records, both vertical cut and lateral cut. Can be used on all modern phonographs and talking machines. Each needle plays from 50 to 100 records *faultlessly!* Sell at retail—4 for 10c in attractive package, 100 packages in a display carton.

Don't Be Hide-Bound by Precedent! Blaze New Trails—Sell What the People WANT!

Be progressive! Be alive to fresh opportunities! Get in at the *beginning*—when ideas are *new*—when sales and profits are *luscious.* Put Tonofone needles in stock and sell the people what they want. One demonstration will suffice! Manufacturers, dealers, critics and public all crazy about Tonofone results. Send the *Coupon* and see for yourself.

Money-Back Guarantee If, for any reason, you do not find Tonofone needles as represented, and entirely satisfactory, you may return them at our expense and we will refund full purchase price.

PROMPT DELIVERIES No sales-losing delays—no profit-losing waits—not when you order TONOFONES. Immediate deliveries anywhere.



Mail the Coupon!

FREE Show-Me-A-Tonofone Coupon

Name..... Address.....

Gentlemen:—Without obligation to us, send to above address samples of TONOFONE Needles, prices and full details of selling plan.

R. C. WADE CO.
29 S. La Salle St.
CHICAGO



By George!
George Cohan wrote it. George MacFarlane sings it. It's some record—"When You Come Back." Everybody's buying it—How are you fixed for a supply?

**Columbia Graphophone Co.
NEW YORK**

TWIN CITY DEALERS MAKING BEST OF WAR SITUATION

Members of Retail Trade Appreciate the Problems of the Factories and Make Allowances for Stock Shortage—Foster & Waldo Take on Sonora Line—Jobbers Flooded With Orders

MINNEAPOLIS and ST. PAUL, MINN., November 4.—Unless all indications fail every talking machine sent to Minneapolis and St. Paul before the holidays will be sold and the dealers will be yelling for more and more. As a matter of fact they are complaining already, and if it were possible to sour the nature of a talking machine man some of them would be quite bitter by this time. The dealers, however, are making the best of the situation, hoping to reap the reward later on of their present virtue.

"We realize fully that the Victor Co.'s loyalty in participating in the Government's wartime program has greatly diminished their output of talking machines and thereby greatly reduced the supply available for dealers," said E. F. O'Neill, of the Beckwith-O'Neill Co. "Their letters of September 13 and October 30, outlining their position, have been favorably received by the Northwestern dealers as unusually frank and able statements of the true situation, and the men in the trade are making the best of an unavoidable condition. From a wholesale standpoint it is now possible only to distribute machines and records in exactly the same ratio as we receive the same from Camden and to view the future with an optimistic mind. We are convinced that the end of the war will find the Victor Co. unimpaired from a manufacturing

standpoint and will be able to divert its organization immediately to the regular channels."

Foster & Waldo have added the Sonora line to their stock of Victor, Edison and Columbia machines. This house already is doing a holiday trade in talking machines, and the addition of the fifth line, the Brunswick, for instance, is in the range of possibility.

"We are helpless in the situation that confronts us," declared George Mairs, manager of the talking machine department of W. J. Dyer & Bro. "We are receiving orders from hundreds of points in the Northwest, which we are unable to fill."

The big Pathé stock of machines and records held by G. Sommers & Co. for distribution throughout the Northwest is going rapidly, according to Jay H. Wheeler, the manager. He reports that he already is barren of the popular No. 7 and No. 12 styles, and only has a fair supply of the other styles. Seven men are on the road throughout the Minnesota and Dakotas territory, and they virtually are swamping the headquarters with orders.

It's the same story with the Columbia Co.'s Northwestern headquarters. The road men are turning in such large orders that the local supply nearly is exhausted, and the producing factory fails to meet the incessant calls. The

year's business already is far in excess of the total for 1917 or any other previous year.

Excellent business is being done by the Cheney shops in St. Paul and Minneapolis.

A letter from Robert Souders, once Northwestern manager for the Columbia Co., to E. F. O'Neill conveys the information that the writer is having the time of his life. He is in charge of the Y. M. C. A. hut for officers in Winchester, England, and declares that it is a great privilege to work for the men who are putting the Huns on the run.

Skinner Chamberlain & Co., the big music house at Albert Lea, Minn., announces that it will confine its phonograph business to the Victor line, preferring to suffer a present sacrifice and have its full compensation later on.

The Edison sales in the Northwest, both in the retail stores in St. Paul and Minneapolis and the interior towns, already have exceeded the 1917 totals in the number of machines disposed of. The money value, of course, is far and away above the figures of last year.

Boutell Bros. are pushing the Brunswick line with characteristic energy and cleverness. The demands of the war have taken George M. Nye and his Brunswick shop is closed, at least temporarily.

F. A. DENNISON APPOINTED MANAGER

Takes Charge of Columbia Co. Branch in Buffalo, Succeeding O. M. Kiess, Who Enters Y. M. C. A. Overseas Service

Fred A. Dennison, formerly manager of the Columbia Graphophone Co.'s San Francisco branch, has been appointed manager of the company's Buffalo branch, succeeding O. M. Kiess, who has resigned in order to enter the Y. M. C. A. overseas service. Mr. Dennison is one of the "veterans" of the talking machine industry, and his host of friends throughout the country will be glad to learn of his appointment to the management of the Buffalo branch. He has for some time been desirous of residing in the East, and his wish is now gratified. Mr. Kiess, who has achieved signal success as Buffalo manager, will undoubtedly be a valuable addition to the Y. M. C. A. Overseas Corps, and in all probability will leave for France shortly.

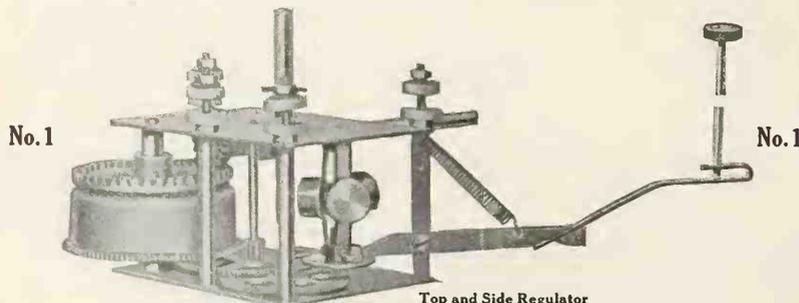
SOLDIERS APPRECIATE MUSIC

Major-General Shanks Writes of Pleasure Given by Edison Machines on Troop Ships

In a letter recently received by Thomas A. Edison, Inc., Major-General David C. Shanks comments upon the contribution of the recently donated Army and Navy models to the contentment, not only of the troops en route, but also of the seamen and gun crews who are subjected to the constant hazard of crossing the sea.

General Shanks remarks also on his pleasure in the interest which the American people take in the moral welfare and wholesome entertainment of our men. He feels that such efforts are thoroughly appreciated by the soldiers.

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

FURNITURE STORES FEATURING TALKERS IN PORTLAND

Prominent Establishments in Oregon City Give Much Attention to That Department and Handle Leading Lines—Stock Shortage Still a Problem—General Trade News

PORTLAND, ORE., November 4.—Nearly all of the big furniture stores of Portland are selling talking machines. Powers' sells the Victrola; Jennings' the Columbia Grafonola; Calef Bros. the Pathé; Gadsby's the Columbia, and Edward's the Columbia. All these are prominent furniture stores doing a big business in regular lines and delighted with the success of the different talking machines carried by them. All report good and increasing sales.

The demonstration rooms of the department in Powers' furniture store are very pleasing to the eye. Rose-colored carpets and curtains, easy chairs, beautifully shaded lamps make an attractive place to spend an hour or so listening to the records that are so willingly played for customers by W. B. Maxwell, in charge of the department.

The talking machine business at Wiley B. Allen Co.'s is doing remarkably well. Paul B. Norris, manager of the department, is keeping up his reputation as an excellent salesman. The Brunswick machine, which has recently been added to their stock, met with instant favor.

A Sonora has just been sold by James L. Loder, manager of the Bush & Lane talking machine department, to Captain Rouselite, of the French motor ship "Pecheny," a boat which was built in Portland. Captain Rouselite, who is an accomplished musician, was delighted with the Sonora as soon as he heard it. The transaction was for cash—the Sonora costing \$375. Since this sale there have been three, other inquiries from boats in the harbor as a direct result of the sale.

Leonard Streibig, who has taken charge of the talking machine department of Wm. Gadsby & Sons, is having a successful fall trade. The Columbia Grafonola is sold by this house.

Mrs. Z. Baker, in charge of the record department of Sherman, Clay & Co., has been very ill, but has returned to work in her department. Miss Llewellyn, of the record department, has resigned and gone to the Sherman, Clay store, of Seattle.

H. E. Cress, who has occupied positions with several music houses, is now working for Bush & Lane Co. in the talking machine department.

The last Saturday in September was the biggest record day the Hyatt Talking Machine Co. has ever had. Business is rushing in their new location.

Edward's furniture store is having a good talking machine trade, said M. W. Davis, who is in charge of the department. This store carries the Brunswick, Vitanola and other machines.

W. H. Burr, who has been manager of the talking machine department of Gadsby & Sons, retired on account of ill health and has been succeeded by Leonard Streibig.

W. E. Dodds, who has been in charge of the talking machine department of Powers' furniture store, has enlisted in the navy and is in the radio branch of the service in San Francisco.

"We are away behind in orders," said L. E. Gilman, manager of the Stradivara Co. "Business couldn't be better. The new OkeH records are in and dealers are exceptionally well pleased with them." Mr. Gilman has placed a new agency in Seattle with the Standard Furniture Co.

By a unique method G. F. Johnson, of the G. F. Johnson Piano Co., has arranged his windows in a manner that displays a hundred feet of Victor records at one time. The effect is highly pleasing to the eye, and Mr. Johnson says it has resulted in large increase of record sales. Robert Callahan, who was head of this department, has gone to the Officers' Training Camp at the University of Oregon, his place being filled by Miss Hayes.

J. L. Loder, in charge of the talking machine department of Bush & Lane, is convalescing from an attack of influenza, as is H. E. L'Ange, manager of the Remick Song Shop.

The phonograph department of the Meier & Frank Co. is doing an excellent business. J. H. Matney is head of the department.

Miss Florence Isaacs, of Lipman, Wolfe & Co.'s sheet music and Victrola departments, reports a big record business. The Victor is the only machine carried by Lipman, Wolfe & Co.

A fine business is being done by the Brunswick-Balke-Collender wholesale house. This company furnishes Brunswick machines to dealers all through the State, and has six dealers in Portland. A. K. McKinley is manager of

the Portland branch, and A. W. Wettler is the credit man.

"The Record Shop" is a new institution in Portland. This little shop is situated in the Heilig Theatre Building—a most desirable location—and is conducted by C. H. Williams. Columbia records are on sale exclusively.

L. D. Heater, manager of the Columbia Graphophone Co., says they have all the business they can take care of, but few machines. There are plenty of records and that part of the business is better than ever. Frank Dorian, who has been appointed manager of the Seattle branch, is due in Portland in a few days.

Good advertising is force applied at the right point.



REG. U.S. PAT. OFF.

Paramount Records

New Releases Now Ready

| | | |
|-------|---|----------------|
| 30074 | { Smiles—Fox Trot, Dance Orchestra Djer Kiss—Waltz, " " | |
| 30076 | { K-K-Katy—Baritone Solo, Arthur Fields When You Come Back—Tenor Solo, Henry Burr | |
| 50006 | { Oh, How I Hate to Get Up in the Morning—Medley One Step Rock-a-bye Your Baby—Medley Fox Trot | } Roger's Band |

Dealers and Jobbers

*Good Profits:
Real Sales Cooperation:
Prompt Deliveries:
Are You Interested?*

**MUSIC
ON BOTH
SIDES**

**NEW YORK
RECORDING
LABORATORIES**
Port Washington
Wisconsin

**65¢
TO
\$1.25**

WE ARE CLOSING
JOBING RIGHTS
AND TERRITORY
VERY FAST

What About You?

HOFFAY IS PROVED
TO BE THE HIGHEST
QUALITY LINE THERE
IS TODAY



During 1917 our increase of
sales over 1916 was
1808%

See Talking Machine World issue March 15, 1918

During the first 10 months
of 1918 we have sold
Nine Times As Much
as during 1917

**HOFFAY TALKING
MACHINE CO., Inc.**

3 West 29th Street, New York City

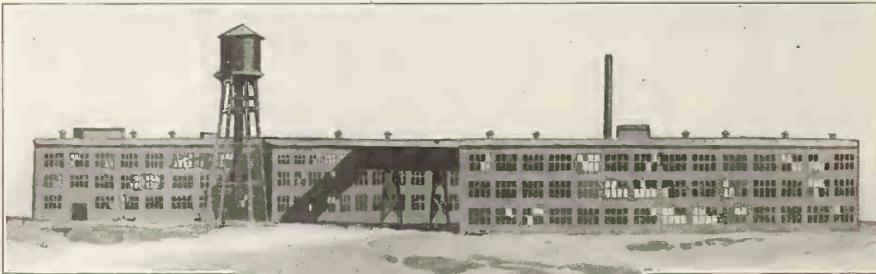
PLANT IN WHICH THE PARAMOUNT RECORDS ARE MADE

CHICAGO, ILL., November 9.—Perhaps many people in the trade still fail to realize that within ninety miles of Chicago we now have a modern talking machine record plant of large capacity and where the dealer desiring to be posted intelligently regarding the product he handles can witness the pressing of records under the most favorable circumstances.

As can be seen by the accompanying illus-

tration, the plant in which it is located, is but eight miles from Port Washington, Wis., where the general offices of the company are located.

The recording laboratories are located in New York, where the largest possible opportunity for securing instrumental and vocal talent exists, and is under the direction of Walter Rogers, a man of years of experience in the selection of recording talent. Both the laboratory experts



The Factory of the New York Recording Laboratories, Grafton, Wis.

tration, the plant in which the Paramount records are made is ideally adapted for the purpose. It is literally a daylight factory and is admirably located so far as labor supply is concerned; in fact, the company has experienced no inconvenience whatever in this respect. Transportation facilities are of the best, and

and the capable superintendent of the pressing plant at Grafton are men who were secured by the Paramount interests after years of experience with the old Eastern record producing concerns. Remarkable progress has been made in the organization of the distributive channels, and the sales manager, M. A. Supper, has re-

Geo. A. Lowe Co.
OGDEN, UTAH

Sole Distributors of
HOFFAY PRODUCTS

for the State of Utah, Eastern Nevada, Western Wyoming, Southern and Eastern Idaho.



cently added a number of prominent concerns to the already formidable list of distributors. The demand for Paramount records has grown so rapidly in the last few months that it has required the installation of a number of new presses at the Grafton plant.

A PLEASING SOUVENIR

The Brilliantone Steel Needle Co., Marbridge Building, New York City, are distributing throughout the trade a very handy and attractive souvenir in the form of a leather-covered perpetual memorandum book, which will be found invaluable to recipients.

Pathéphones for holiday gifts are commanding a ready sale at the A. F. Koenig Piano Co.'s store in Buffalo, N. Y.

THE RESURRECTONE



(Trade Mark Registered)

Read the Trade Mark carefully,
hear the machine, and you'll
agree that it is truly
The World's Musical Instrument
Improves All Records

\$125



"A music lover will never hesitate to pay \$10 for a reproducer that trebles the musical value of his records."

Is the only reproducer giving sounds proper intonation and rhythm, combined with such naturalness and "warmth" of color as to make them a true *resurrection* of the original.

Using loud tone needle it gives greater clearness and volume of sound and fully 50% less surface scratch than any other reproducer; with a soft tone needle or fibre needle the beauty of the reproduction is just what it should be.

Prominent dealers, upon testing this supreme reproducer, state that they had not heard their records before. Superb in voices—colossal in instrumental, orchestras and bands. The "Resurrectone" makes your records more salable.

One model fits Victor Victrolas, Sonoras, and attachment for Edisons. Other model fits Columbia machines exclusively. Send for samples. Unless our claims are justified, return at once. Fully guaranteed. Net dealers' prices, \$5.40 nickel plated; \$6.75 gold plated. Retail prices, \$10 and \$12.50, respectively.

Write for exclusive territory proposition.

HOFFAY TALKING MACHINE CO., INC. 3 WEST 29TH ST.
NEW YORK CITY



Height, 44
Width, 20 1/4
Depth, 20 1/4
Other Models
\$175, \$225, \$275

VICTOR TALKING MACHINE CO.'S WAR STATEMENT NO. 2

Governmental Action in the Matter of Curtailment Output Set Forth and Commented Upon on Statement Sent Out Under Date of October 30 for Benefit of Dealers

Following the issuance of their first "War Statement" to the trade on September 13, which, incidentally, aroused much interest, the Victor Talking Machine Co., over the signature of Ralph L. Freeman, its secretary, issued "War Statement No. 2" on October 30, setting forth the report of the conferences between the representatives of the industry and the members of the Priorities Committee and the Conservation Division of the War Industries Board and the rulings regarding curtailments and other matters that had been issued as a result. The statement in full reads:

War Statement No. 2

To the Trade—The numerous appreciative and very intelligent letters received in response to our "War Statement" of September 13 leave no room to doubt that the trade is intensely interested in developments due to the war which affect manufacturers of talking machine products, and we therefore issue this additional statement covering the period since September 13.

On September 14 the Priorities Committee of the War Industries Board of the Council of National Defense gave a courteous and prolonged hearing to the War Service Committee of the Talking Machine Industry, at which conference the needs of the Government for its war program were stated and full confirmation was given to our

previously announced belief that the administrative officers of the Government would not curtail or in any way injure our own or other important industries beyond the point made absolutely necessary by the requirements of the war program. At the same time it was pointed out that substantial sacrifices through reduction in volume of output would be required of all industries except actual producers of vital war materials to the end that labor, materials, fuel, transportation and capital may be diverted in sufficient volume to the purpose of making a thorough and quick job of winning the war.

Following the conference above referred to, the Commissioner of Priorities under date of September 30 issued a ruling which applies to all manufacturers of talking machines and of which the important features are as follows:

1. A reduction of 60 per cent. in consumption of iron, steel, copper, brass and aluminum in manufacture of instruments during the last four months of 1918 as compared with a similar period of 1917.

2. Permission to purchase the materials necessary for the new schedules of manufacture will be furnished to manufacturers on condition that they and their customers will observe the required pledges as to economy in use thereof.

Schedules for next year are to be the subject of further conference with the War Industries Board, but a comparison of the restrictions now imposed upon the manufacture of talking machine products with those in force

against other commodities encourages us to believe that the War Industries Board has a comprehensive view of the situation and will be as considerate in arriving at future decisions as the necessities of the case will permit.

Conferences have been also had with the Conservation Division of the War Industries Board for the purpose of deciding upon practical economies in our industry. At this point it should be borne in mind that upon the degree of our co-operation with the Conservation Division depends in a large measure the consideration that we may expect to receive from the War Industries Board, which is the controlling body. As a result of these conferences manufacturers will be asked to make many changes calculated to conserve the essentials mentioned in the second paragraph hereof. You will be fully informed of these changes as soon as they are definitely determined upon, and we have the greatest confidence in your willingness to co-operate in this means of service to the Government.

A report by the War Service Committee of the talking machine industry covering some of its activities to date and including the order of the War Industries Board is being printed. This report, while prepared for the manufacturers, will doubtless be of interest to wholesalers and retailers and we have, therefore, ordered sufficient copies which we will mail, soon as received, to our valued customers. We bespeak your careful perusal of this report, from which it will be seen that the interests of the trade have not been overlooked.

We feel that it would not be proper to encourage too optimistic a view of the future and would be inclined to suggest that dealers prepare for a possible continuance of the curtailment in volume of Victor output, but we feel justified in pointing out the obvious facts that (a) the forehand acts of the Victor Co. in obtaining Government contracts is distributing our carrying expenses over a much greater total output than would otherwise be possible and thus continues in a measure our economical methods of manufacture; (b) the unavoidable confusion connected with curtailment of a manufacturing program has, with us, been passed; (c) the continuance of our organization is assured and this will place us in an advantageous position at the cessation of hostilities; (d) all these benefits to the Victor Co. accrue also to its trade, who will quickly see the advantage to all concerned of carefully considering the entire situation before indulging in experiments with substitute lines of goods.

NEW HEINEMAN REPRESENTATIVES

Miller & Bloch, New York, Appointed Jobbers in Greater New York for Heineman and Meiselbach Products, Including OkeH Records

The Otto Heineman Phonograph Supply Co., New York, has announced the appointment of Miller & Bloch, 110 East Twenty-third street, New York, as jobbers for Heineman and Meiselbach products in Greater New York. This firm has already started an energetic campaign in behalf of these products and particular attention will be paid to the development of Heineman "OkeH" record business.

Both Mr. Bloch and Mr. Miller have spent several years in the talking machine industry, and are well known in the local trade. Mr. Bloch has called upon the dealers in Brooklyn and Long Island for several years past, and is familiarly known as "Will" to the great majority of the local trade. He is an indefatigable worker and thoroughly appreciates the importance of rendering the dealers efficient service and co-operation. "Dave" Miller will take care of the Manhattan

side of East River and the Jersey side of the Hudson, and Mr. Miller is planning an intensive campaign in his territory.

Miller & Bloch are firm believers in the value of efficient transportation service, and their dark red delivery wagons are already winning considerable popularity in the local trade. One of these wagons is shown herewith, and the "OkeH" record sign gives the body of the truck a distinctive and artistic appearance.

In addition to motors, tone arms, records, re-



Messrs. Miller and Bloch and Their Delivery Wagon

pair parts, etc., Miller & Bloch will also handle a complete line of music rolls, and this important branch of their business bids fair to assume large proportions in the very near future.

VICTORY LOAN MESSAGE ON RECORD

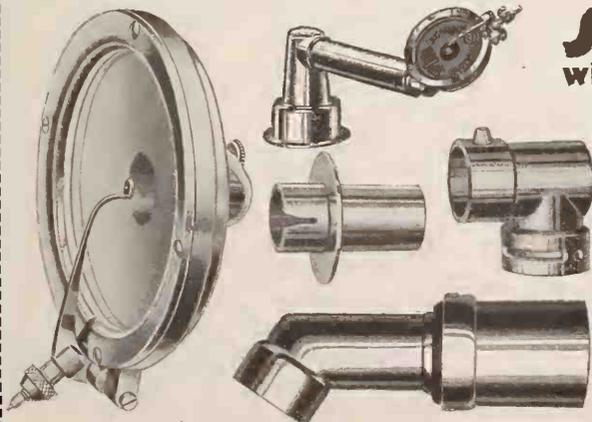
Canadian Minister of Finance Makes Record In Support of Recent Loan Drive

TORONTO, ONT., November 2.—One of the features of the recent Canadian Victory Loan drive was the manner in which the talking machine aided in bringing the message of the loan to machine owners in every part of the Dominion. Just before the opening of the loan drive Sir Thomas White, K. C. M. G., Canadian Minister of Finance, made a special "His Master's Voice" record for the purpose of actually informing the public, in his own voice, concerning the need for the second Victory Loan. Many thousand records of Sir Thomas' speech were distributed.

EDISON DEALERS ENLARGE

The C. F. Murray-Smith Co., of Wilkes-Barre, Pa., are enlarging their Edison department. The contemplated changes will make the department some fifty feet in length with two booths on each side, and a disc and Amberola display in the center.

Do your "two bits." Get another Thrift Stamp.



Superior Die Castings will Cut Your Costs and Increase Your Sales

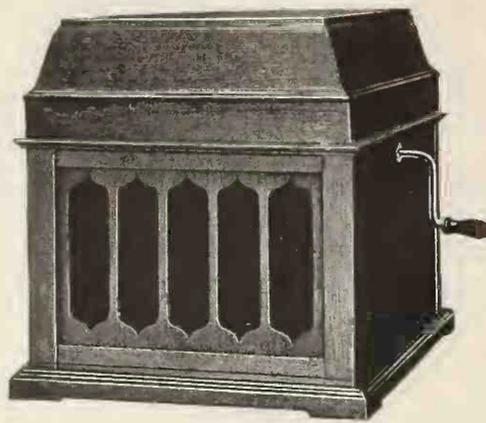
Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois



THE NEW EDISON DIAMOND AMBEROLA
MODEL 50

A MODERN JACK THE GIANT KILLER

Sixty-five Phonograph experts faced a
curtain behind which were a

New Edison Diamond Amberola

and a \$200.00 "Talking Machine" of well-known make. Unseen, the instruments alternately played the same selection. A vote was taken that *unanimously* favored one of them. It was the Edison Diamond Amberola that had defeated its much higher priced rival.

This is only one of many similar tests, always with the same result, that have earned for the New Edison Diamond Amberola the title of "Giant Killer."

THOMAS A. EDISON, Inc.
Amberola Department
ORANGE, N. J.

TWO NEW VOCALION RECORD ARTISTS

First Recordings of Maurice Dambois, Famous Belgian Violinist, and Colin O'More, the Irish Tenor, Announced by Aeolian Co.

The Aeolian Co., New York, made two important announcements of new Aeolian-Vocalion artists last week; these two additions to the Vocalion record library being Maurice Dambois, the famous Belgian violinist, and Colin O'More, the gifted Irish tenor. Both of these artists will record for the Aeolian-Vocalion



Colin O'More
A great future awaits this splendid young tenor, whose voice of extraordinary beauty will be recorded exclusively for Vocalion Records.

Following his recital at Aeolian Hall on Saturday, October 19th, Colin O'More is engaged for a recital tour which will cover the principal musical centers of America and will familiarize thousands of music-lovers with the delightful charms of his artistry.

COLIN O'MORE
The Gifted Irish Tenor
WILL MAKE VOCALION RECORDS EXCLUSIVELY

COLIN O'MORE possesses one of those rare voices that make you glad to see and hear the spirit of the song ditties. This talented young tenor adds new beauties of tone and

Announcing the O'More Records

library exclusively, and their first records are now ready for presentation to the trade.

In accordance with its usual custom of introducing its artists to the general public through the medium of attractive advertising, the Aeolian Co. carried artistic large-sized advertisements in the leading New York newspapers advising music-lovers that these two artists have joined the Aeolian-Vocalion library. These advertisements are shown in part, and the dignity and quality of the Aeolian-Vocalion phonograph and record library is reflected in this advertising.

Maurice Dambois, who has won international



The Famous Belgian Cellist

MAURICE DAMBOIS
WILL MAKE VOCALION RECORDS EXCLUSIVELY

MANY critics have pronounced this distinguished young artist the greatest cellist of our day. Certain it is that the Vocalion Record of his art are the most beautiful phonograph reproductions of cello music ever heard. Appealing and sympathetic as the cello is always, the Dambois Vocalion Records bring out in perfection the sweet beauty of the instrument and present a wonderful tone-picture of the playing of this master cellist.

The AEOLIAN-VOCALION

The Dambois Announcement

fame in musical circles, was born in Belgium in 1889. Like most musical artists who are entitled to be called "great," his extraordinary talent became evident at a very early age. He made his debut before Her Majesty Queen Marie-Henriette of Belgium at Spa, playing the Saint-Saens concerto in "A" minor, and at the age of fifteen was acclaimed a virtuoso. He had won unlimited praise from the leading critics here and abroad.

At a recent recital which he gave in Aeolian Hall the local newspapers spoke of his per-

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.

formance enthusiastically, one well known critic stating in part as follows:

"For beauty of tone as well as mastery of the resources of his instrument Maurice Dambois, who held the interest of a large audience at Aeolian Hall last evening, is scarcely surpassed by the great Casals himself, while the young Belgian player has greater warmth of temperament. Maurice Dambois makes his violoncello both sing and dance, and occasionally discourse in eloquent and moving speech, and there is no fine tone effect which seems impossible to him."

Musical critics who have had an opportunity of listening to Colin O'More, the young Irish tenor, predict that a great future awaits this splendid young artist, who possesses one of those rare voices which give new beauties of tone and interpretation to the old familiar ballads that everyone loves. His artistry is both finished and spontaneous, and his Vocalion records have reproduced Colin O'More's voice with remarkable fidelity. His first Vocalion records include "I Hear You Calling Me," by Marshall, and "Bonnie Sweet Bessie," by Gilbert, and there is no doubt but that Vocalion dealers will find a wide demand for these records.

It is interesting to note that following his recital at Aeolian Hall on October 19, Mr. O'More was immediately engaged for a recital tour which will cover the principal musical centers of America and which will give thousands of music-lovers a chance to familiarize themselves with the delightful charms of his voice.

REVIVAL OF THE "CHANTEYS"

Records of Famous Old Sea Songs Coming Into Favor With Thousands of Boys Who Are Being Trained for the Merchant Marine

WASHINGTON, D. C., November 7.—In these times in fact landlubbers may see "counterfeit presentments" of sea sights and hear sea sounds, very near the real thing, without going far from their own firesides, or if they may not do so to-day, the time is not far off when they will, for a concerted effort is being made to bring home to the people all that may be "canned" of the movement and accents of sailors' life.

In this educational effort—for it is such, purely, undertaken from various angles by various people, but under authority of the United States Shipping Board, official sponsor for the Merchant Marine—some novel effects are being worked out.

For example, in due time it may be expected that sailors' songs and sailors' chanteys—as sung in forecables and at tasks on deck when Jack, the Merchant Mariner was a personage afloat and ashore, as he is getting to be again—will be reproduced in the records of the family phonograph.

Chantey singing is being revived in the Merchant Marine, at least on the training ships which are preparing Young America, at the rate of 4,000 lads a month, for service on our vast new commerce fleets, and under the new order of things it will be possible for Bangor, Maine, and Mesa, Arizona, to hear in the same hour the actual notes and phrases of such famous chanteys as "Shenandoah," "Bound for the Rio Grande" and "Blow the Man Down," for the record may have them hard and fast before spring flowers bloom again.

Even the nautically classic songs of Charles Dibdin, the song-writer par excellence of the sailor, may not be counted too old, in spite of their 150 years, to find a place beside Caruso, and Galli-Curci in the family cabinet of talking machine records.

Quite in keeping with the times, in fact, will be the rolling chorus of that noble sentiment to "The Lass Who Loved a Sailor"—that old-time favorite with men of the sea:

But the standing toast that pleased us most
Was "The wind that blows and the ship that goes,
And the lass that loves a sailor."

Immediate Deliveries

The Charmaphone

**An Instrument of Supreme Value,
Tone and Quality**



Immediate Deliveries Guaranteed

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.

BOOSTING RECORD BUSINESS DURING THE HOLIDAY SEASON

Record Gift Certificates Prepared for Use of Victor Dealers a Most Successful Method of Developing Record Trade—Convenient and Time Saving for the Dealers

One thing the trade can apparently be sure of is that the Christmas demand for talking machine records for gift purposes will be fully equal to that of other years regardless of whether sufficient stock will be available to take care of the demand. Many factors combine to make the giving of talking machines and talking machine records appeal to the average buyer. The scarcity and advanced prices in all the usual lines of Christmas goods, coupled with the

feel just sure of that friend's desires, a gift certificate will prove particularly convenient. The certificate calling for records of a given value, and of the recipient's own selection, means that the recipient is going to get just the records that he wants, and that he will feel most appreciative both of the gift and of the spirit of the giver.

To the talking machine dealer the certificate will save the sale of a customer who wants to

gift certificate, illustrated herewith, the success of which the past years has warranted its continued use.

MILITARIZING THE HOME

A Chicago Imperialist Would Employ the Talking Machine as a Factor to Attain This End

A writer in the "Hit or Miss" column of the Chicago Daily News conceives the happy idea of militarizing the householder by the following method:

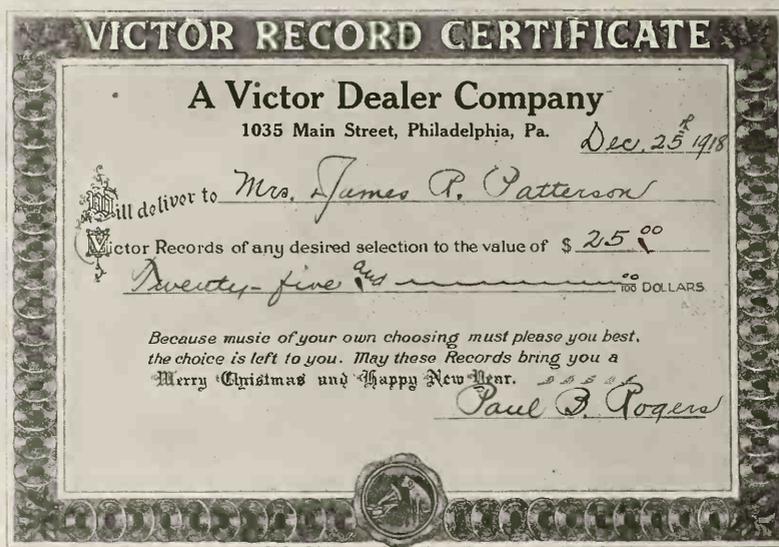
"Some time ago we discovered that by rigging up the alarm clock to the phonograph so that the latter played 'The Star Spangled Banner' we could induce the family to stand up at a proper hour of the morning and, at the same time, we could take the horror out of the alarm clock's wild shrieks. In this way there is nothing personal in this matutinal summons. There is the big idea—you can set up a mechanical tyrant, a just one, to be sure, as inexorable as the law of the Medes and Persians, and yet escape blame. It smacks somewhat of socialism and Prussianism, but in these times we must fight the junker with fire. The army bugle calls serve admirably in a phonograph-alarm clock ordered household. From reveille to taps there is a signal for almost everything, a mechanical reminder of duties to be done. Of course, somebody must adjust the alarm clock right along and change the records, but we expect the manufacturers of phonographs to take up this idea and give us soon a clockwork phonograph that will need but one winding a day. With one of these in every home life should be one grand, sweet, mechanical something or other."
Righto! But hasn't our friend just observed the result of the militaristic policy in Germany? Cause of real war! In these days when the world is "fighting for democracy" we doubt if this militaristic scheme of making home life one grand, sweet sob will go "over the top."

A GIFT FOR CHRISTMAS DAY-- AND EVERY OTHER DAY

THE VICTOR GIFT CERTIFICATE eliminates the difficulties of selecting suitable gifts for your family and friends. Properly endorsed, this Certificate enables the recipient to choose Victor Records from the Victor Catalog comprising more than six thousand selections.

This year above all others music will prove a source of inspiration and comfort in millions of homes.

Sign your name on lower line, the recipient's name on top line and return to us, specifying the amount. The Certificate will be mailed to any address you direct, timed to arrive on Christmas Eve.



Form of Gift Certificate for Use of Victor Dealers

Government's request that Christmas giving be confined to useful articles and not simply special holiday goods, will turn the thoughts of many to music, particularly in view of the prominence that music has assumed in the affairs of the country to-day.

The campaigns now being carried on to influence Christmas buying will, of course, and for that matter are, having their effect, but, although these campaigns may serve to spread Christmas buying over a more extended period than usual, there must undoubtedly be expected some holiday rush. To offset this rush and to make the strongest appeal to the person who desires to make an acceptable gift to a friend who owns a talking machine, but who does not

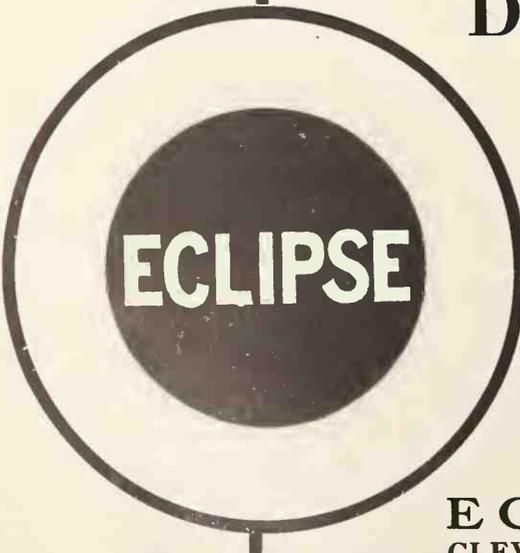
give records, but hesitates about selecting them himself. It likewise means that the records called for in the gift certificate will be selected after Christmas, and after the bulk of the holiday rush is over, thus insuring a considerable saving of time in selling records for direct giving during the week or two before Christmas, when the time of the salesman is most valuable.

The gift certificate for records likewise brings the recipient to the store with which he perhaps has had no previous business dealings, and opens up for the live salesman a chance for booking a new record customer.

The Victor Talking Machine Co. has as usual provided for the use of its dealers the attractive

hold. From reveille to taps there is a signal for almost everything, a mechanical reminder of duties to be done. Of course, somebody must adjust the alarm clock right along and change the records, but we expect the manufacturers of phonographs to take up this idea and give us soon a clockwork phonograph that will need but one winding a day. With one of these in every home life should be one grand, sweet, mechanical something or other."

Righto! But hasn't our friend just observed the result of the militaristic policy in Germany? Cause of real war! In these days when the world is "fighting for democracy" we doubt if this militaristic scheme of making home life one grand, sweet sob will go "over the top."



Don't Lose the Business Momentum

It's Harder to Start and Gain Speed Than It Is to Keep Going—Don't Put on the Brakes

We are putting forth every effort to back up our dealers, not only with available stock, but with sales promotion material and exploitation plans that will keep the pep in their business until conditions become normal.

Our Business Now—and Always—Is to Help as Well as Wholesale

ECLIPSE MUSICAL CO.
CLEVELAND OHIO

HIGHER PRICED MODELS SOUGHT IN CINCINNATI

Jobbers Have Hard Work to Get Machines to Satisfy Demands of Dealers—Big Vocalion Business—Wurlitzer's Victor Trade

CINCINNATI, O., November 8.—Buyers in the Middle West are seeking the higher priced models, this being the feature of the trade during the latter part of October and will continue throughout November, according to a number of the jobbers.

Just now there is a wild scramble on the part of the jobber to get all goods possible. Each and every member of the trade looks forward to a complete clean-up of the stock which can be accumulated between this week and the holiday season. Dealers are using all kinds of schemes to increase their supplies, but the material is not available.

The Phonograph Co., for one, is now receiving freight in less than carload lots and some shipments by express, this being a novelty. Muncy Bros., Richmond, Ky., and the John B. Carlisle Co., Lebanon, Ky., have taken on the Edison line.

C. L. Byars, of the Aeolian Co., reports the closing of the biggest October business in the Vocalion department in the history of the local Aeolian store in Cincinnati. Over 50 per cent. of the business was cash business, and most of the instruments sold were of the larger types.

Each of the five salesmen in his department was given a quota for the last ten days of the month, and there was considerable rivalry among the salesmen in their efforts to exceed their quota. The last four days of the contest closed up in regular holiday fashion. With the Liberty Loan drive closed and the epidemic conditions rapidly improving, we have every reason to expect November to be a big month.

T. Sigman, Victor department, The Rudolph Wurlitzer Co., reports excellent business during October and the first few days of November, saying: "Mostly all of our dealers reported excellent business for the month of October, considering the great shortage of Victor Victrolas and records, to say nothing of the influenza epidemic. Accessories helped both the wholesale and retail departments of the Wurlitzer Co. to relieve the machine and record shortage somewhat. A special drive was made on record albums, record cabinets, fibre needle cutters, record lites, and books of the opera with excellent results.

"Buy now" was the Wurlitzer slogan for the past month and the early shoppers were very much in evidence. A marked increase in the sale of Red Seal records was noticeable and we are looking forward to the November and December months to be the banner Red Seal record months."

Restrictions are not bothering the Crystola Co., which expects to close the year with absolutely clean stock floors. The Cincinnati company finds it easiest to ship to all points of the compass but due East. Albert Swing, president, declares the outlook to be most favorable.

Many of the dealers in the Cincinnati district were looking to the Cable Company to dispose of its stock of Victrolas from the Cincinnati store in chunks, but such is not the case. All supplies have been shipped to the store at Atlanta.

DEATH OF HERBERT MACK

Prominent Music Dealer of Indiana Passes Away After a Brief Illness

Herbert Mack, owner of the Sonora Music Shop, Elkhart, Ind., and also owner of music stores in South Bend and Laporte, Ind., died at his home in Laporte recently after a brief illness following an operation for appendicitis. In addition to owning the music stores Mr. Mack was assistant purchasing agent for the Rumley Co. in Laporte. He was forty years old and is survived by a widow.

MR. "VICTOR" DEALER JUST THINK THIS OVER

These are strenuous times and the DEALER who has his Christmas stock on hand is indeed fortunate. As usual there will be a great demand for cabinet type machines. *Are you prepared to meet this demand or do you intend to go through the most profitable season of the year WITH A LIMITED STOCK?*



Patented December 11, 1917

TALKING MACHINE CABINET

has already solved the Christmas problem for thousands of DEALERS. These cabinets are made to accommodate the small Victrola models and double your profits when sold in connection with same. It also enables you to place a cabinet type machine at a moderate price within the reach of a class of people who will not consider any other make than a VICTROLA with all of the advantages of the more expensive models.

Present owners of the small Victrolas will readily appreciate the advantages of the "Converto" and by circularizing this field in connection with your record business you will easily revive interest in your line. "CONVERTO" sales will result in increased RECORD sales.

The C. J. Lundstrom Mfg. Co., Little Falls, N. Y.

LUNDSTROM "CONVERTO" CABINETS are broadly covered by patents. Infringements will be promptly prosecuted.

STRONG SELLING POINTS

Lundstrom "Converto" Cabinets are made in OAK and MAHOGANY FINISHES and convert the small Victrola into a handsome cabinet type.

Protects machine and records from dust.
Provides receptacles for new and used needles.

Places a genuine VICTROLA with the cabinet type effect into the hands of the user at a price less than is usually charged for cabinet machines of unknown make.

Place Your Order Promptly Through Your Wholesaler



Setting Victrola into Cabinet

Sound Doors Open for Playing

Converto Wholesale Distributors

| | | | |
|----------------------|----------------------------------|-----------------------|------------------------------|
| Austin, Tex..... | The Talking Machine Co. of Texas | Milwaukee, Wis..... | Badger Talking Machine Co. |
| Baltimore, Md..... | Cohen & Hughes | Mobile, Ala..... | Reynolds Music House. |
| Birmingham, Ala..... | E. F. Droop & Sons Co. | Newark, N. J..... | Price Talking Machine Co. |
| Boston, Mass..... | Talking Machine Co | New York, N. Y..... | Emanuel Blout |
| Brooklyn, N. Y..... | Oliver Ditson Co | | I. Davega, Jr., Inc. |
| Buffalo, N. Y..... | The Eastern Talking Machine Co. | | S. B. Davega Co. |
| Burlington, Vt..... | W. D. & C. N. Andrews. | Omaha, Neb..... | Mickel Bros. Co. |
| Butte, Mont..... | American Phonograph Co. | Peoria, Ill..... | Putnam Page Co., Inc. |
| Chicago, Ill..... | Orton Bros. | Philadelphia, Pa..... | The George D. OrNSTEIN Co. |
| Cincinnati, O..... | Lyon & Healy | | Penn Phonograph Co., Inc. |
| Cleveland, O..... | The Rudolph Wurlitzer Co. | Pittsburgh, Pa..... | H. A. Weymann & Son, Inc. |
| Columbus, O..... | The Collister & Sayle Co. | | W. F. Frederick Piano Co. |
| Dallas, Tex..... | The Perry B. Whitsett Co. | | C. C. Mellor Co., Ltd. |
| Denver, Colo..... | Sanger Bros. | | Standard Talking Machine Co. |
| Elmira, N. Y..... | The Knight-Campbell Music Co. | Richmond, Va..... | The Corley Co., Inc. |
| El Paso, Tex..... | Elmira Arms Co. | | W. D. Moses & Co. |
| Kansas City, Mo..... | W. G. Walz Co. | St. Paul, Minn..... | W. J. Dyer & Bro. |
| | J. W. Jenkins' Sons Music Co. | Syracuse, N. Y..... | W. D. Andrews Co. |
| | Schmelzer-Arms Co. | Toledo, O..... | The Whitney & Currier Co. |
| Memphis, Tenn..... | O. K. Houck Piano Co. | Washington, D. C..... | Cohen & Hughes |
| | | | E. F. Droop & Sons Co. |

DETROIT'S BEST YEAR WERE IT NOT FOR STOCK SHORTAGE

Good Reports From All Sides—Campaigns for Early Holiday Buying—Visits of Artists Help Record Sales—Hudson Co.'s Talk-O-Gram Service—The Month's Interesting Budget of News

DETROIT, MICH., November 6.—Only a shortage in the production of talking machines stands in the way of making this the best year for the dealers. This statement is made after careful interviews gathered from the leading men in the industry in Detroit and throughout the State. It is also true that piano dealers are enjoying good business, but nothing as compared to the talking machine dealers. It has been a fight with dealers to secure enough stock, both machines and records, but it has been a fight worth while because the people have certainly taken to talking machine products as never before in their history.

Under the auspices of the Detroit Retail Merchants' Association a campaign has already started, urging people to buy early for the holidays and to carry home where they can do so, as well as to carry home parcels unwrapped. Quite a number of talking machine dealers have contributed to the fund. The campaign has already made good in co-operation with efforts along similar lines by the dealers. For instance, it is no uncommon sight to see people carrying new records in the envelopes unwrapped; dealers also report that during October they took deposits on more machines than ever before—and all were for holiday trade, people making deposits to assure getting them.

Grinnell Bros. and the J. L. Hudson Co. took an active part in the recent campaign to gather records for the soldiers. They made window displays of the records brought in and even sent after large quantities. At the Hudson talking machine shop old records thus received were first put through the cleaning process.

S. E. Clark, general manager of Grinnell Bros., says his company is short on talking machines as well as records, but that they are doing everything possible to get more stock. Grinnell Bros. are the only Michigan Victor

jobbers. Besides they have a talking machine department in all of their branch stores. At their main Detroit store nearly forty booths are given over to demonstrating records.

The visit to Detroit by Caruso in October stimulated the sale of his records very materially. His concert here was a tremendous success, thousands being turned away after every available inch of standing room was disposed of. On November 11 the noted Gallucurci is scheduled for a recital, and already we have noted a number of attractive window displays featuring her records.

The influenza epidemic, which hit Michigan for three weeks in October, resulted in many talking machine stores shortening their hours of business. The State Board of Health put the ban on amusements, public gatherings, etc., but this had a good effect on the sale of talking machine records, as people were at home more than ever. The State ban was removed on November 6.

Max Strasburg, 74 Library avenue, is winding up his best year. Mr. Strasburg has a large stock of machines, having prepared for the apparent shortage months and months ago. This has been ideal golf weather, and so Mr. Strasburg has been spending considerable time in the afternoons out on the links.

Wallace Brown has opened his fall advertising drive on Brunswick phonographs. Mr. Brown is having a big fall trade, and he has been driving home several excellent thoughts to his patrons. One is that "music at home is the best and most economical way to enjoy the evenings during the coming cold winter months." Another point he brings out is that the shortage is getting serious in phonographs, that prices will soon advance, and that now is the time to buy. We must give every credit to Mr. Brown for the timeliness of his advertising—it is not

the stereotyped which is so apparent in a great deal of talking machine and phonograph advertising.

William H. Goldblum, formerly manager of the Story & Clark Piano Co., is now manager of the music department at the People's Outfitting Co. He handles the Victrola and Stradivara in talking machines.

The J. L. Hudson Music Store is enjoying its customary good business in both machine and record departments. This institution handles the Victrola, the Sonora and Cheney lines of phonographs. Half of the first floor is exclusively for record sales.

The J. L. Hudson Co. has inaugurated the Talk-o-Gram Service on the mezzanine of its main store on Woodward avenue. There is a charge of 75 cents for four four-minute messages and the same number of replies, plus a 6-cent charge on each message for transmission. The records can be shipped to soldier boys at Camp Custer, and later the company plans to extend the service to other camps in the United States. This service is a feature of the Hudson Military Shop, and is operated in conjunction with the Dictaphone branch of the Columbia Graphophone Co.

R. B. Alling, manager of the Edison Shop and the Phonograph Co., of Detroit, is now at Camp Taylor, Louisville, Ky., in the Officers' Training School. During his absence Frank Faul will look after his interests in the above companies.

Letter received by The World correspondent indicates that Private Peter C. Sweeney is now with Battery A, 328th Field Artillery, American Expeditionary Forces, somewhere in France. Mr. Sweeney was for three years connected with the Edison Shop of Detroit, as manager of retail sales.

J. Henry Ling, of the Ling Piano House, who handles the Columbia line, is showing samples to his trade of a replayer, which he will soon put on the market. It is Mr. Ling's own invention.

The Grosse Pointe Furniture Co., Grosse Pointe, a suburb of Detroit, is using street cars

Tone must be the prime factor in a musical instrument

STRADIVARA

Art Phonograph

PATENTED

"KNOWN FOR TONE"

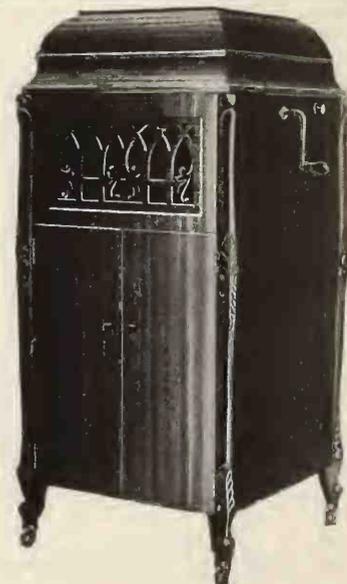
An instrument of such rare artistic Beauty in Design, Workmanship, and Tone that won first place by sheer Merit.

From \$60.00 to \$250.00 with substantial discounts on a strictly one-price policy, fully guaranteed.

Full advertising service, of course.

The Compton-Price Company, Ltd.

Coshocton, Ohio



No. 200

to boost the Edison line, which it handles exclusively in that millionaire residential section.

A number of jobbers for various lines of talking machines declare that business is good, and that right now they are not as anxious to put on everybody without first conducting a rigid investigation relative to credits. "It's no trouble to sell your goods if you can get what the customer wants," is their contention.

Wallace Brown is now handling the Emerson records, featuring them at 65 cents.

During the month of October, through the co-operation of the Phonograph Co., of Detroit, quite a number of recitals were given in Detroit and through the State by Glen Ellison, baritone, for the Thomas A. Edison Co., Inc., the purpose being to create new interest in the Edison phonograph. In Detroit three recitals were given before large crowds at churches and at the Masonic Temple, under the auspices of Frank A. Bayley, of Bayley's Music House, and R. B. Alling, of the Edison Shop. Some of the dates set for the recitals through the State had to be canceled on account of the ban on public gatherings due to the influenza. However, a series of these concerts will no doubt be given during November now that the ban is removed.

EXPLOITING DECALCOMANIE

Samples and Information Regarding That Product Being Sent to the Trade

The Globe Decalcomanie Co., Jersey City, N. J., are sending out to the trade a new pamphlet showing the number of samples of their products. Prices of various quantities of name plates are also included, as well as an untransferred sample, which can be used in an actual demonstration. In speaking of business conditions affecting their industry this season one of the officers of the above firm recently said: "The demand for decalcomanie products during the past few months has been quite heavy. Manufacturers, of course, always place their name upon their products and there are but few dealers today who have not taken advantage of the benefit a name plate gives them in keeping their business before the purchaser.

PATHE ARMY AND NAVY MODEL

The Pathé Frères Phonograph Co. was recently advised by the United States Government that its Army and Navy model had been selected for the U. S. S. "St. Francis," one of the new members of the United States Navy. This instrument was chosen after keen competition, and the Pathé Frères Co. is naturally gratified to learn that its Army and Navy model was the ultimate choice for this new United States warship.

The VIVITONE

Gives New Richness of Tone to Your Favorite Records

This Tone Controller is the 1919 wonder of the Talking Machine World.

Insert Vivitone in the needle post of the sound box. You will be delighted with the vivid, pure, vibrant tone that results.

Shut your eyes and you imagine you are hearing the living voice of the singer or the actual music of the instrument.

The Vivitone can be used with all phonographs that use either ordinary steel or Tungsten needles.

Each package contains four tubes, playing thousands of records. Retail for 50 cents per package.

Sample free to Dealers who write for proposition on their letter head.

Vivitone Controller Company

400, 401, 402 Bell Block, Cincinnati, O.

CONCENTRATE ON RECORD SELLING

The Development of Foreign Record Business Can Be Made Profitable—Timely Pointers

The shortage of records of what are termed the popular sort having practically forced many dealers to work more intensively on the selling of records of the standard sort now in stock or available, which in the past did not frequently receive their full share of attention, has also brought about a more general appreciation of the opportunities for developing business among the foreign element of the population.

Regarding the development of foreign record business, "The Voice of the Victor" for October says: "There's a reason why every dealer should handle a foreign record business; a reason that jingles merrily to the tune of a bag of silver dollars. Yes, there's money in it—more to-day than ever before, and unless you're afraid of the income tax you'll take our tip and get these catalogs in circulation.

"They'll bring the business all right, and it's mostly cash business. The foreigner is, as a rule, not prone to intrust his money to a bank. He prefers to hide it in a stocking and pay for what he buys when he buys it. And his stocking is just bursting out at toe and heel, and bulging all over with bills and silver, for it's wages that have advanced by leaps and bounds, and the foreigner is a wage-earner. But not all of the contents of his weekly envelope goes into the family bank. No; a good share of it is being distributed among different merchants for luxuries and comforts he has always cherished and could never before afford. If you're not getting a share of it, it's because you haven't told him of the hundreds of his native songs, marches and folk dances he can have on Victor records.

"So first find out what nationalities are included among the foreign population of your city, and then order catalogs in those languages. Get one into the home of every foreigner in town, for they're all music-lovers, especially of the music of their native land.

"Put yourself in the foreigner's shoes for a minute. Imagine you're in a strange land where you seldom if ever hear English spoken. As you're walking about the street you suddenly hear some such song as 'Carry Me Back to Old Virginny.' How would it affect you? You'd be pretty sure to stop and listen, and then—you'd find out the source of that familiar music. If you discovered that it was a record you wouldn't hesitate long to buy that record, and a Victrola, if you could afford to. The foreigners in your city would be affected the same way by hearing a song as typical of their country as 'Carry Me Back to Old Virginny' is of America, and, remember, they can afford to buy Victrolas and records.

"If one song is prized so highly by a stranger in a strange land, think what the effect will be upon the foreigner when he gets a catalog listing many such songs. Songs which recall happy memories; patriotic marches that make his blood course more merrily through his veins, and folk dances that bring back the nimbleness of youth to worn and tired bodies.

"Maybe you thought it was necessary to speak the different languages to deal with these people, but you don't. The ready reference labels are printed in English, and the Supplements in both English and the foreign language. Then, too, remember numerals look the same in all languages except Chinese, so the foreigner has merely to point to the number of the record to make his wants known."

Some interesting information then follows regarding the new and complete foreign record catalogs just issued in twelve languages.

A feature of the recent 37th anniversary sale at J. N. Adam & Co.'s store in Buffalo was the celebration of "Victrola week." "The real purpose of this event," said the company, "is to acquaint you with our fine Victrola headquarters."

What Qualities Do You Demand In A Cabinet?



Harponola

Appearance?
Individuality?
Finish?
Strength?

THE CELINA CABINET has all these qualities. It is a cabinet the excellence of which is readily recognized. Made by furniture specialists. That is why it stands out from others.

Use the CELINA cabinet and make your line distinctive. They come equipped or unequipped. A special proposition for dealer, jobber or manufacturer.

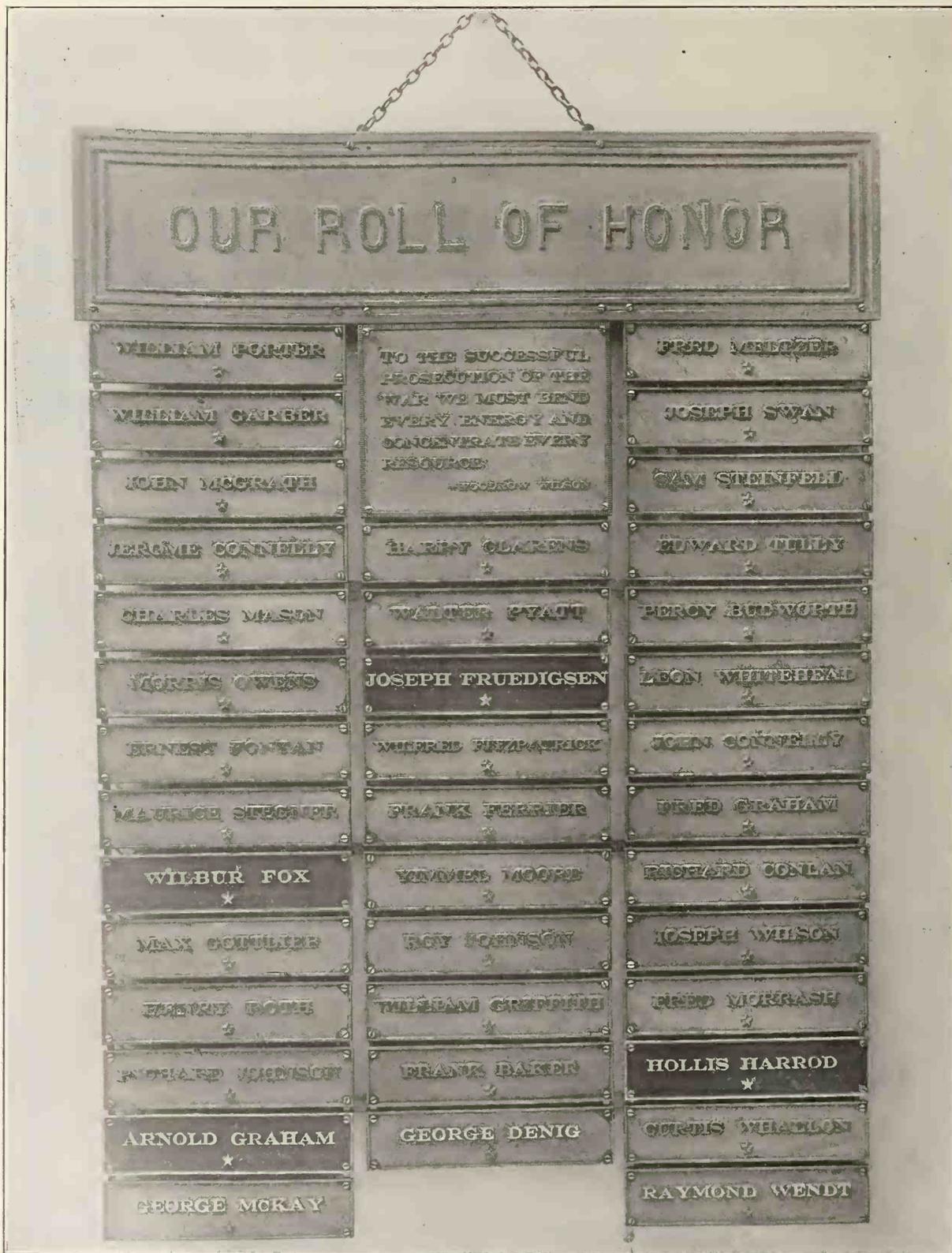
We will be glad to send you all information

CELINA FURNITURE CO.

CELINA

OHIO

TO THESE, WE AND OUR COUNTRY GIVE HONOR AND THANKS



New York Talking Machine Company
 119 West Fortieth Street
 NEW YORK

Chicago Talking Machine Company
 12 North Michigan Avenue
 CHICAGO

FROM OUR CHICAGO HEADQUARTERS

E. P. VAN HARLINGEN,
Manager

World Office
Republic Bldg., 209 South State St., Chicago
Telephone: Wabash 5774

CHICAGO, ILL., November 8.—Much activity is seen this month throughout the wholesale trade of Chicago due to the final spurt in making preparations for the rapidly approaching holiday season. Many instruments have been manufactured during the past few months and set aside in anticipation of a heavy demand. The demand is now beginning and nearly all manufacturers are prepared to deliver the goods. Some of them were very fortunate in anticipating the new curtailment, which only permits the making of six models. These particular manufacturers had been industriously working to get down their models to no more than six types, and so were in a measure prepared for the curtailment order, which went into effect October 28. Some of them formerly had as high as a dozen types of instruments, but somehow or other they got the idea into their heads that an entirely new line containing only six models would be permitted and they had worked accordingly. They are now having no difficulty in complying with the Government's request. It is the general opinion that the new order will bring wonderful results in the talking machine industry.

For instance, consider the matter of finish. Formerly it has been the custom to have perhaps half a dozen different finishes, the object being to satisfy a trade that wanted to match instruments up with parlor curtains, portraits, etc. The new order, however, permits the use of but three finishes, mahogany, oak and fumed oak. The mahogany must either be red or brown, but not both. This in itself will go far towards saving necessary coloring material.

The record situation is slightly improved. The greatest change of all is announced in the December advance list of the Victor Co. This company has issued a notice that in lieu of the usual list of monthly records they are pressing an especially selected list of best sellers. It is, however, expected by the majority of the wholesale record men that even though their monthly receipts are larger they will not be able to fill the demand which they expect to be made upon them during the next two months.

The retail trade is moving nicely, and these men are in a fair way to take care of their demands for both instruments, records and accessories. Many of the retail dealers who former-

ly paid no attention to accessories, such as needle cutters, electric lights, etc., have wakened to the fact that there is money to be made by handling such parts, and have been laying in a supply of them. The popular patriotic records are still leading features.

Establish New Empire Agency

J. H. Stiff, of Atlanta, Ga., has been appointed Southeastern representative for the Empire Talking Machine Co., and will look after the States of Georgia, Louisiana and Alabama.

Representative Stiff writes the Empire Co. that there is a constantly growing demand for both the Empire talking machines and the Empire records throughout that territory. This is confirmed by the Empire Co. from the numerous inquiries which they have received from that section. Mr. Stiff is a man of high standing throughout his territory and has had long experience in the wholesale phonograph and piano business. He recently received his first shipment of Empire samples, and in writing to the company acknowledging receipt said that he was greatly pleased with both the instruments and the records, and that they have more than fulfilled his expectations. Since his appointment as Southeastern representative of the Empire Co. Mr. Stiff has closed quite a number of new deals for the Empire black-faced records.

Six Best Sellers

The Victor Co. announce the six best sellers for the month as follows: "La Ronde des Lutins" (Dance of the Goblins), "Love's Garden of Roses"; "A Dream of Love" and "Madame Butterfly"; "Oriental" and "Dodola"; "For Your Boy and My Boy" and "When You Come Back"; "When You Sang 'Hush-a-Bye Baby' to Me."

The Columbia Co. offer the following six best sellers: "De Molay Commandery March" and "Invercargill"; "Indianola" and "Oh, You La! La!"; "Everything Is Peaches Down in Georgia" and "You're in Style When You're Wearing a Smile"; "How I Hate to Get Up in the Morning" and "Let's Bury the Hatchet"; "The Yanks Are at It Again" and "We Don't Want the Bacon"; "Pickaninnies' Paradise" and "Everything Is Peaches Down in Georgia."

The six best sellers announced by Pathé for the month are: "Beale Street Blues" and "The

Weary Blues"; "Then You'll Remember Me," from "Bohemian Girl" and "Serenade"; "For-Your Boy and My Boy" and "Freedom for All Forever"; "You'll Always Find a Lot of Sunshine in My Old Kentucky Home" and "After You've Gone"; "Rock-a-Bye Baby" and Witmark's "Hit Medley"; "Hindustan" and "Frivolity."

The six best Edison sellers for the month are: "Just Like Washington Crossed the Delaware, General Pershing Will Cross the Rhine" and "Makin's of the U. S. A."; "Indianola" and "Down in Jungland"; "Dixieland Memories, No. 1" and "Dixieland Memories, No. 2"; "Rigoletto Selections, Part 1" and "Rigoletto Selections, Part 2"; "I'll Think of You—the Rainbow Girl" and "Rainbow Girl Fox-Trot"; "Zampa Overture," 1 and 2.

The six best Emerson sellers for the month are: "When You Come Back and You Will Come Back" and "When I Get Out in No Man's Land, I Can Be Bothered With No Mule"; "Oh, How I Hate to Get Up in the Morning" and "Our Country's in It Now, We've Got to Win It Now"; "When I Send You a Picture of Berlin" and "Oh, Frenchy"; "I'm Sorry I Made You Cry" and "I'm Always Chasing Rainbows"; "General Pershing" and "April Smiles"; "Smiles" and "Since I Met Wonderful You."

The latest offerings of the Okeh library are: "Sing, Ling, Ting" and "Oh, Lady"; "Alimony Blues" and "Three Pickaninnies"; "National Emblem March" and "Naval Reserve March"; "Keep the Home Fires Burning" and "There's a Long, Long Trail"; "Hearts of the World" and "When You Come Back"; "Good-bye, Alexander" and "Mammy's Chocolate Soldier."

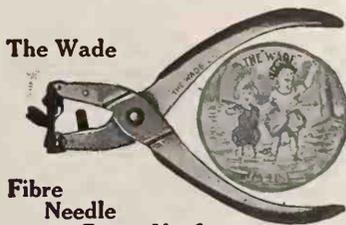
Columbia Gleanings

W. C. Fuhri, manager of the Chicago branch of the Columbia Graphophone Co., in reviewing the status of the Western trade for the month of October stated: "The business transacted was the greatest in our history. The tendency is towards higher-priced models in machines, while the popular records continue to be the leaders. We are in excellent shape to take care of the holiday business."

The Chicago branch of the Columbia Co. has recently installed a new department, known as the city order department, which is in charge of

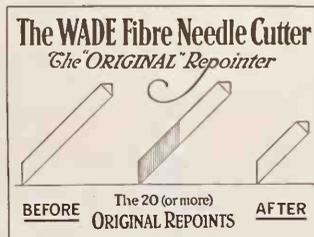
(Continued on page 73)

NEW PRICES ON THE "WADE" FIBRE NEEDLE CUTTER



The Wade

Fibre Needle Cutter No. 1
Price \$2.00



The WADE Fibre Needle Cutter
The ORIGINAL Repointer

BEFORE The 20 (or more) ORIGINAL REPOINTS AFTER



The Wade

Fibre Needle Cutter No. 2
Price \$2.50

Write for samples and Trade Discounts
or Order from your regular Distributor

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



This 24-sheet poster now ready for distribution. Ask for prices.

Every Woman wants a Victrola, but does she know that yours is the best place to get it?

☐ A store is judged by its advertising just as a person is judged by his clothes.

☐ Half the battle is won by "dressing" your advertisements attractively. This you can accomplish with the aid of the services we provide.

☐ Just one sale will pay the cost of any of these services for a year.

Lyon & Healy Victrola Advertising

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.

Victrola Newspaper Advertising Half Service consists of 26 advertisements per year, complete, at \$4.17 per month.

Victrola Art Window Cards. 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.

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.

Victrola Galli-Curci, 24-sheet Posters. Lithographed in colors with name strip, \$2.30 each in lots of five or more. Specify quantity.

Victrola Record Fairy, 24-sheet Poster, \$2.30 each in lots of five or more. Specify quantity.

Victor Record and Knitting Bags. Made of Kraft paper with string handles, 12c each in lots of 100 or more. Specify quantity.

Small Instruments Newspaper Advertising Service, thirty-six illustrations per year, \$4.17 per month.

Piano Newspaper Advertising Service. Forty-eight illustrations per year, free to Lyon & Healy dealers.

Soldier Song Books. Featuring the latest patriotic songs, 2c each; a splendid advertising novelty. Specify quantity.

TEAR OFF HERE

No charge for this Record Fairy Cut-out. We will send six of these 50c. cut-outs with each order for our advertising services received this month. Lithographed in full color, size 12x10.

Messrs. Lyon & Healy,
Chicago.

Please send me the -----
----- service and 6 cut-outs.
My name is -----

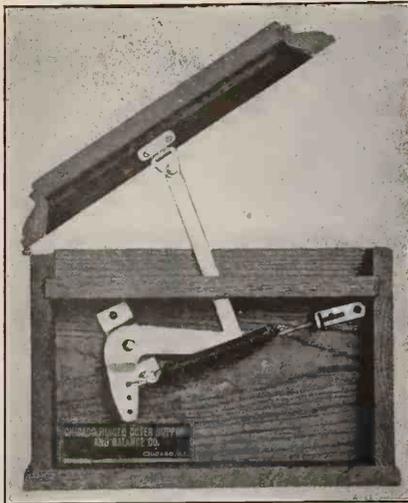
My address is -----



LYON & HEALY

Victrola Distributors

CHICAGO



(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 71)

G. I. Stanton. It is entirely separate from all the other departments in the Chicago branch, such as country business, etc., the idea being quick and efficient service for those who call personally for their orders.

Frank Dorian, of the New York executive offices of the Columbia Co., passed through Chicago recently on his way to Seattle. He was accompanied by his family and in future will make his home in that city.

A. G. Decker, manager of the trade promotion department of the Columbia Chicago branch, announced the arrival of a young lady at his home the other day.

Miss Florence Bell, who was formerly W. C. Fuhri's secretary, has arrived safely in France with the Red Cross contingent. Her place in the Chicago branch is being occupied by her sister, Bessie.

Happenings at the C. T. M. Co.

L. F. Geissler, general manager of the Victor Co., and R. J. Keith, vice-president of the Chicago and New York Talking Machine Cos., passed through Chicago a few days ago en route to the East from a week's hunting trip in Canada. Both gentlemen had a lively time during the hunt and managed to bag a number of fine ducks. Mr. Keith stated that there were eleven varieties of ducks in their bag.

Walter Geissler, assistant credit manager for the Chicago Talking Machine Co., received a wire from his brother, E. A. Geissler, general manager for the Geo. J. Birkel Co., Los Angeles, that the latter's son, Ted, had died of pneumonia several days ago.

Corporal Emmett O'Connell, who was formerly connected with the record department of the Chicago Talking Machine Co., was reported killed in action during activities in the St. Mihiel salient.

Mastered a Difficult Problem

The Chicago Talking Machine Co. showed

some wonderful speed and ingenuity in getting out of a perplexing predicament recently caused by the delay of their November shipments of records. The records were several days late and for a while no trace could be found of the cars. However, after much long distance telephoning, the shipment was located on a car repair track at Ft. Wayne, Ind. After much wrangling with the railroad company the shipment was finally moved as far as the Burnside Yards. This was on the night of October 31, and the records were to be on sale the following day. It was then that D. A. Creed's ingenuity came to the front. He got off a dozen or more large motor trucks and with the caravan made a quick ride of about thirty miles to the Burnside Yards. The train was already hooked up and waiting orders to pull into Chicago. Mr. Creed located the cars that contained his shipments, backed his trucks up to them, unloaded them and sped back to the Chicago warerooms. Everyone in the office worked all night sorting the records, and at about 8 o'clock the next morning the same were delivered and on sale.

Wade & Wade Announce New Prices

Wade & Wade, manufacturers of the well-known Wade fibre needle cutters, announce their new prices, which went into effect November 1. They are \$2 retail for No. 1 and \$2.50 retail for the No. 2 Wade cutter.

New Wilson Manager

Philip S. Ridgway, for many years connected with the Victor department of Sherman, Clay & Co., in San Francisco, and for the past two years manager of the Victor department of the Cable Company, is now manager of the phonograph department of Thos. E. Wilson & Co., succeeding the late Arthur L. Spring. Mr. Ridgway has wide experience in both the wholesale and retail branches of the trade. He is thoroughly conversant as regards the manufac-

turing of talking machines and is therefore a valuable asset for the Wilson house.

Now General Manager of Fulton-Alden Co.

John R. Fulton, whose photograph is reproduced herewith, has just resigned as cashier of the People's Bank of Waukegan, Ill., of which he was the organizer and a heavy stockholder,



John R. Fulton

to become general manager of the Fulton-Alden Co., of that city, manufacturers of the Fulton talking machine. Mr. Fulton organized the People's Bank in 1900, prior to which time he had been connected with the First National Bank for ten years. He has been associated as a stockholder with the Fulton-Alden Co. for some time, and he has been naturally in close touch

(Continued on page 75)

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.

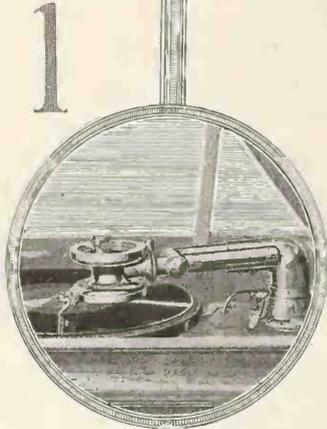
YOUR NAME, Mr. Dealer, on every machine brings the owner back to you for records and his friends to you for a machine.

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



The Ultona—

a unique feature of The Brunswick Method of Reproduction. Now you can play all makes of records at their best.

THE 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

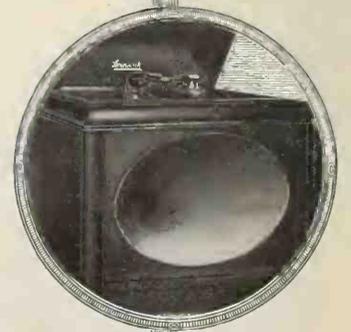
2

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 73)

with his brother, Robert Fulton, president of the company, and has seen the development of the Fulton machine with its fundamental vibratory horn. He will very easily adapt his broad business knowledge to the organization of which he is now an executive.

As the readers of The World already know, the company recently purchased the business of the Metal Specialties Co., of Benton Harbor, Mich., manufacturers of motors, and W. R. Everett, who founded that concern, will be the superintendent of the Fulton industry. The company are also preparing to make their own sound box, for which great tonal merit is claimed, and of a new cover support. A week ago the company established a Chicago office at rooms 309 and 311, 20 East Jackson boulevard. President Robert Fulton will be in personal charge of the office. While, of course, a full line of the company's machines will be on exhibit and he will always be glad to meet visiting dealers, he will devote a great deal of time to marketing the company's motors, sound boxes and cover supports with other manufacturers of talking machines.

Secure Protection of Console Type of Machine

A great deal of interest has naturally been created in the trade by the announcement in last month's World that the Windsor Furniture Co., of this city, has been granted a patent on what

ment. This they did to a remarkable degree, but it is not surprising that the case was sacrificed in some degree to the instrument. The second development of importance was the departure from the old external horn type to the cabinet type of machine, in which the horn was made an integral part of the cabinet and took the function of a tone chamber beneath the operating parts of the machine. It was some time before any material change in type of cabinet was made, but in the meantime the furnishing of homes of comparative wealth and refinement had undergone a distinct change, and the various period types had developed. Naturally this company, which was primarily a furniture manufacturing concern, was in touch with these changing modes.

"We produced the first cabinet without the slightest intent on our part of going into the business in a commercial way. My mother had a machine in her home, and one day asked me if I couldn't make a new cabinet for it so that it would harmonize with the Louis XVI style of furniture in her living room. I got working on the idea, and, as a result, we built our first console type, which was the progenitor of this type in the talking machine field. It is a very logical development. The console is, of course, in no sense a table. It is primarily an ornamental piece of furniture, intended to stand against the wall. Its utility as a container for magazines, bric-a-brac and what not is only secondary. It occurred to me that by introducing the console type of talking machine it would simply fit in beautifully in the decorative scheme of a room and thus avoid the introduction of another piece of furniture. That in short was the genesis of the idea with us, and it was not long before we approached a few of our customers who had been buying art furniture from us for many years. People like the Tobey Furniture Co., of Chicago, grasped the idea eagerly, and the popularity of this type has steadily grown. Of course, there will always be a large demand for the upright machines, but it is very apparent that the demand for the console type of machine is rapidly growing among those who can afford to furnish their homes in the most artistic manner."

Start Window Dressing Contest

The Talking Machine Shop of Chicago is noted for original methods of attracting business. One of the latest stunts is to inaugurate a window trimming contest. They have inserted in the local daily papers a pen drawing of their building and announce that they will pay \$200 for the best suggestions as to how to

trim their main show window. The prizes are divided into five lots, the first being a \$100 Liberty Bond, the second a \$50 bond, the third being \$25 in War Savings Stamps, the fourth \$15, and the fifth \$10.

It was also announced that this unique and straight-forward proposition is open to everyone except to employees of the Victor Co. and the Talking Machine Shop.

They request in their ad that their regular form of rules be applied for. The rules are then sent out printed on a large sheet of paper containing space for applicant's name and address, etc., and numerous lines to guide the writer in making his suggestion.

Of course the main idea of this contest is to get prospects for the sale of talking machines. Therefore a small blank is attached to the end of the paper on which it is suggested that if the contestant knows of anyone who is considering buying a Victrola, will he or she please mention their names and addresses on the blank.

The list of prospects already received by the Talking Machine Shop is amazingly large.

The "Self-Service Record Cabinet"

Another new business-getting idea is the recent installation of what is known as a "self-service record cabinet." This is a cabinet containing sixty-three compartments, each compartment measuring three inches wide by twelve high and twelve deep. The total length of the cabinet is approximately sixteen feet.

The purpose is twofold. The first is that records of which there is a plentiful supply can be placed in the cabinet. The customer is at liberty to make his own choice without waiting for the attendant and he may then go back to the demonstration room and try it over for himself. In this way much time is saved, the purchaser selects more freely and is apt to purchase proportionately.

Again this "self-service cabinet" comes into good effect in the following manner. At times, in this store, as in all stores, more customers come in than can be taken care of by the salesladies. The saleslady cannot wait on more than one at a time, whilst the customers are in a hurry to make their purchases and leave. As is well known in cases of this kind, the impatient customer will generally walk out without waiting his turn. There the "self-service cabinet" comes to the rescue, the purchaser takes advantage of the liberties offered him and goes down the line of records, chooses the one he wants and takes it to the wrapping counter himself.

Over each compartment of the container there is a little sign telling the price and names of the selections on both faces. The results obtained during the three weeks or more that this cabinet has been in service have more than paid for its cost.

The Victor Co., it is said by C. L. Davidson, (Continued on page 77)



The Windsor Harmonizing With Surroundings

is known as the console type of cabinet talking machine, covering the location of the record file alongside of the machine itself. It is, according to H. C. Moyer, president of the Windsor Furniture Co., the first mechanical patent granted on a talking machine cabinet. The patent was applied for something over three years ago and was finally allowed on September 24 of this year.

"To my mind the development of the console type of machine marks a distinct step in the progress of the talking machine industry," said Mr. Moyer. "As I understand it, for very many years the whole effort by the three great firms who are the originators of the industry was to develop the machine itself as a musical instru-



UNIVERSAL TONE ARM



**NO SPRINGS
NOR WEIGHTS
TO ADJUST**

**MADE IN
FOUR
LENGTHS**

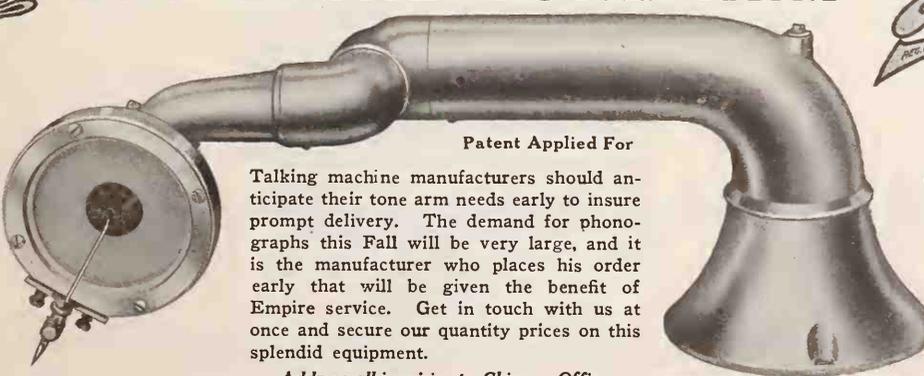
Patent Applied For

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

A Great Sales Power

FOR EVERY

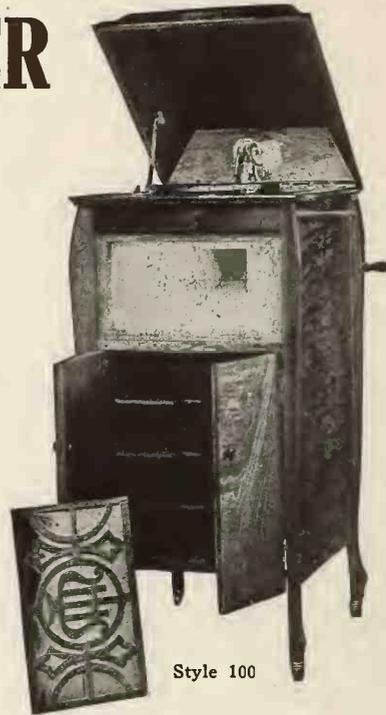
PHONOGRAPH DEALER

Every Hiawatha you sell means more sales.

They act as an endless chain.

Honest merchandise can always repeat.

Every Hiawatha Phonograph can be sold with your



Style 100

stamp of approval and backed up with your business reputation.

Prepare for your Fall business.



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 75)

were very much impressed by this cabinet and took the trouble to send one of their representatives to the Talking Machine Shop to find out just how it worked.

Vitanola Co.'s Activities

As may be seen elsewhere in this paper the Vitanola Co. is formally announcing to the trade that in compliance with the conservation request of the Government it is limiting itself to six models, five cabinet machines and one art model.

S. S. Schiff, general manager of the company, has made several announcements as to this new line during the past four months, as he had convinced himself that a new curtailment order would limit the number of designs to be manufactured by any company. He believes that he is very fortunate in anticipating the Government's desire. For the past four months the Vitanola Co. have been working along with their new models, and have a plentiful supply on hand to take care of their trade. The models sent out up to the date of curtailment were only the six that had been manufactured previously. The six models being offered at present are entirely new in design and construction. Methods of conservation of material have been followed in their construction to a maximum and a large stock has been accumulated in preparation for the Christmas trade. All of the old styles are now discontinued.

During the past few months Manager Schiff has been ceaselessly toiling for the benefit of Vitanola dealers. In fact, he has been working so hard that he has gained the soubriquet "double service," due to his initials S. S., from his associates. If he hears of a new idea being employed by some dealer, he goes over it thoroughly and gives it an acid test, determines its merits, and then sits down and gets out a circular letter making it known to all Vitanola dealers. He has done much good for Vitanola dealers by circularizing their territory for them, writing up ads for their local newspapers, and, in fact, doing everything possible to help them get business. He has recently made a contract with a national bill posting concern and has laid out copy for a new twenty-four sheet poster. These posters will be employed in vicinities adjacent to Vitanola dealers' warerooms.

A Timely Talk on a Timely Topic

G. C. Fricke, vice-president of the Lakeside Supply Co., believes that legitimate talking machine dealers are seriously hampered in their work by warehouses and auctioneers, who get hold of a cheap machine of flashy design, equipped with extra cheap motor and tone arm, a machine that will sell from appearances only, rather than quality. "We are constantly receiving requests," said Mr. Fricke, "for repairs and repair parts of motors and tone arms for these mushroom machines, especially those placed on the market by dealers whose only object is to get hold of a few customers, make some sales and forget whether the trade suffers or not. Some of these motors and tone arms are brought in by people who want them repaired. Actually a legitimate dealer would be ashamed to offer such stuff to the public even as equipment of a \$10 machine. Nevertheless, these dealers are getting prices similar to those being asked for the best make of machines. Whenever we get a request for these type of motors or tone arms from some new company we always turn them down, and we also turn down requests for repairs on these parts.

"We believe that an association of jobbers should be formed with a central office, and then whenever a jobber receives a request for these cheap parts from any manufacturer the name and address of that company should be turned over to the association and its members warned not to have anything to do with them. The sole object of such people is quick money. We know of instances where these fellows go from town to town, start up under new names, get a lot of goods on thirty days and then disappear, leaving a bunch of cheap machines in their wake and a bunch of sorrowful purchasers as owners.

"The time is ripe now for manufacturers and jobbers to get together and form an association for mutual protection. These mushroom companies show themselves time and time again to be skips and bill evaders, and if record were kept of them it would not only protect the jobbers and manufacturers, but would prove of great benefit to the small company that is just starting up."

Mr. Fricke made the announcement this week that his company has made a fortunate purchase of three thousand Stewart phonographs. These instruments have been made since July 1, and the Stewart Co. asserts, according to Mr. Fricke, that they are the only ones that will be made by that company until after the war.

Pseudo Soldier Arrested

According to an item which recently appeared in the Chicago Examiner, Robert Nicholson, formerly connected with the Cleartone Phonograph Co., 327 South LaSalle street, was turned over to the Federal authorities charged with posing as a soldier. Incidentally, he is said to have admitted the theft of several phonographs from the Cleartone Co. Nicholson is quoted as leaving his position a few days previous to his arrest. He was followed by detectives when

it was learned he had sold one of the Cleartone instruments that he appropriated. The detectives later found him at the home of one of the waitresses, Mrs. Helen Tracy, where he was enjoying a selection being played on one of the missing instruments. Nicholson had told the woman that he was a veteran of both the Philippine and Mexican campaigns and proudly pointed to a number of medals he was wearing. Later he confessed that he bought these medals for ten cents each.

J. B. Schiff in Service of United States

The trade of Chicago has once more asserted its patriotism and has given another of its well-known members to the service of Uncle Sam. The latest recruit is Jeffrey B. Schiff, who was



Jeffrey B. Schiff

called to the colors on Tuesday, October 29. About four months ago Mr. Schiff enlisted in the U. S. Naval Forces and made application for entrance to the Ensign Naval Training School on the Municipal Pier, Chicago. He was formally notified on Tuesday to present himself at the Great Lakes Naval Training Station and begin a three weeks' term of detention. His first day in detention brought him, as he states, under terrific bombardment. The first attack was from a hypodermic needle, as usual, and then as soon as he got out of the surgeon's office he was sent to the Quartermaster's Department. As he was walking along he was hit with a mattress. He picked the mattress up, as per instructions he received from the donor,

(Continued on page 79)

We Distribute at Wholesale the OKEH RECORDS

Hill-and-dale cut. Double face, 10-inch size. Retails at 85c.

We Can Fill Your Orders

Monthly Bulletin Mailed Free for the Asking

Write Us Now!



A Full and Splendid Line of Patriotic Music, Popular Songs, Dance Hits, Musical Comedy, Grand Opera, Standard, Sacred.

GREAT ARTISTS!!

NOW READY

Magnola Talking Machine Company

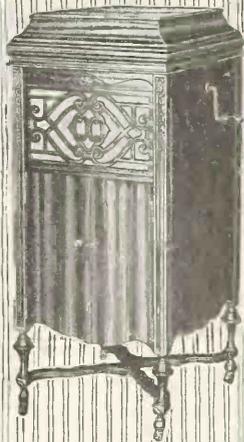
General Offices
711 Milwaukee Avenue, Chicago

OTTO SCHULZ, President
CHICAGO

Southern Wholesale Branch
1530 Candler Bldg., Atlanta, Ga.



VITANOLA 17, \$300.00
Brown Mahogany



VITANOLA 16, \$200.00
Mahogany or Oak

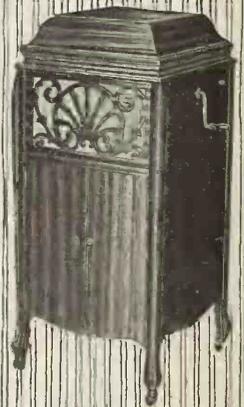


VITANOLA 14, \$180.00
Mahogany or Oak

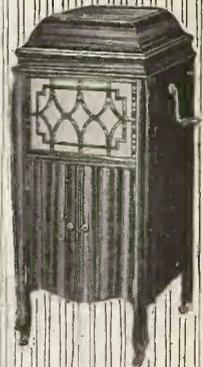
THE NEW LINE OF
VITANOLA
TALKING MACHINES



VITANOLA 12, \$160.00
Mahogany or Oak



VITANOLA 10, \$120.00
Mahogany or Oak



VITANOLA 8, \$90.00
Mahogany or Oak

Announcement

The Vitanola Company

announces the complete new line of Vitanolas—a new phase in the development of sound-reproducing instruments. New models, with many new and valuable improvements—and just in time for the holiday season.

The exquisitely designed cabinets, the enlarged and voluminous tone chamber, the improved motor, the new tone arm and sound box are all incorporated in our new models.

Write for Prices and Terms

VITANOLA TALKING MACHINE CO.

501-509 W. 35th St.

Chicago, Ill.



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 77)

and he went on a few feet further and was struck by a pair of navy brogans. He was continually bombarded for a half hour with various items of clothing and equipment and then assigned to his bunk. The latest reports show that he is getting along very nicely and is tickled to death with his new undertaking.

Mr. Schiff is a nephew of S. S. Schiff, general manager of the Vitonola Co., and M. C. Schiff, president of the company. Since his first connections with the Vitonola Co., shortly after his graduation from Notre Dame University in 1915, he became active with the Vitonola interests and was soon appointed secretary of that company. His work was of the highest caliber, for he is an excellent advertising man, as well as correspondent.

Helping the Dealer

"The traveling salesman who keeps tab on just what his dealers are doing is the fellow who can help his company in a large measure," said F. W. Clement, manager of the Chicago branch of the Emerson Phonograph Co. "He is continually confronted in calling on his dealers with problems as to why records are selling or why they are standing still, and it is up to him to spread the good news in one case and lend a helping hand in the other. If he calls on a dealer, and that dealer is making a phenomenal success with his records, it is an easy matter for him to go over the latter's plans and find out just how he is achieving that success. Then when he comes to the dealer who is practically standing still he can help tremendously by going over the situation and suggesting some of the plans of the successful dealer. In this manner he aids, not only the slow dealer, but his company and himself.

"For example, I will relate a case that may sound out of the ordinary to talking machine dealers," he continued. "Nevertheless it can be tried out very successfully in a small town and wonderful results can be obtained. One of our men reported how an Emerson dealer in a small town in Indiana, who was asleep on the job, woke up one day and began to sell records. This dealer had a very nice jewelry store and he carried a side line of talking machines and Emerson records. No one ever came into the place except an occasional man wanting a watch or a clock fixed, but they never bought records. The dealer looked out of his door one day and saw business going on in the other stores around him. The grocery store on the corner was busy and out on the front sidewalk they had a stand displaying their wares. The same case with the furniture dealer. His wares were also on the sidewalk. The dealer then looked around his own store and made the discovery that his talking machines and records were in the back part of the place, almost entirely hidden from view. A happy idea struck him. He took them out from the back and put a few machines on the sidewalk, with a record rack as well. One of the machines was started to work and soon there were several people around it listening to the music. The dealer then put the customary window hangers in his window, and soon the whole town was wise to the fact that they could buy talking machines and Emerson records in that store."

Seven Wilson Styles to Select From

The loss of A. L. Spring, whose sudden death was such a shock to the local trade, has been deeply deplored by the entire staff of Thos. E. Wilson & Co. But his successor, P. S. Ridgway, is setting out with a firm determination to carry on worthily the work so well begun by Mr. Spring. The Wilsonian phonograph line now includes seven models, and the company is in a position to fill all orders to a reasonable extent. In their advertising to the trade they are laying stress on the fact that the line is "backed by one of the world's great trademarks," meaning by this, of course, the famous "W" design of the Wilson house, which is so familiar throughout the Middle and Western sections of the country.

Fletcher Reproducer News

The Fletcher-Wickes Co., 6 East Lake street, find their principal trouble these days to be how to frame excuses for slow delivery to customers who wait impatiently. At the moment of writing we are informed that a release of some more steel has now been obtained and that many orders which have been held up for want of material can now be filled at once. Without discussing the special acoustical claims made for the Fletcher reproducer, it may be said candidly that the reproduction secured by its installation on various machines we have had the opportunity to hear is decidedly remarkable, especially in respect of bringing out low bass tones, in clarifying orchestral detail and in making piano accompaniments distinct and clean instead of muffled and half inaudible. The Fletcher constitutes, in fact, a definite advance in reproducer construction.

Woodard With Emerson

C. J. Woodard, one of the best-known wholesale representatives in the Chicago trade, is now associated with the Chicago branch of the Emerson Phonograph Co., and is looking after the territory comprised by Chicago and suburbs. Since his connection with the Emerson Co. Mr. Woodard has opened quite a number of new accounts throughout his territory, and Manager F. W. Clement is more than pleased with the results of his work. His most recent achievement has been securing the well-known piano firm of Julius Bauer & Co. as an Emerson account. This firm will handle the new 75-cent Emerson double-faced records.

Brunswick Shown at Fair

One of the most interesting and attractive booths at the recent County Fair held at Can-



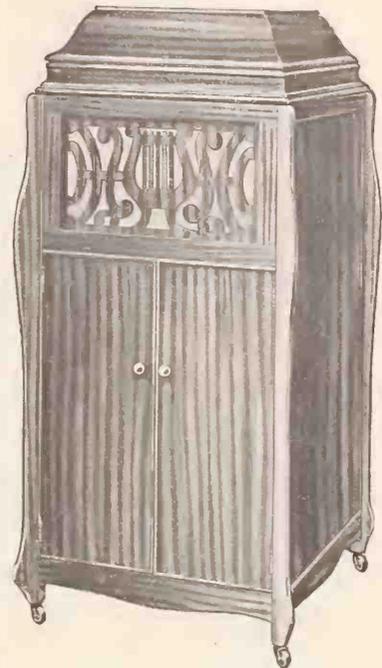
Kenny Bros. Co.'s Exhibit

ton, Ohio, was that of the Kenny Brothers Co., of that city. The booth, as will be seen from
(Continued on page 80)

"The Blackstone"

(CONCERT MODEL)

"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.

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.

We Have Purchased from the Stewart Manufacturing Corporation 3000 Stewart Model "C" Phonographs



All these machines have been built since July 1, 1918, and so have all latest improvements including brass bearings on motor, ground shafts, cut gears, etc.

The retail prices are \$8.50 east of the Rockies; \$9.00 west of the Rockies; \$9.50 in Canada and \$10.00 in Western Canada. (Write for Wholesale Prices.)

Packed in individual cartons, 5 or 6 to a case

When present stock is exhausted no more of these machines will be available till after the war.

We can supply you with phonograph hardware, mica diaphragms, tone arms and motors. We maintain an expert repair department and can supply parts for nearly all types of motors and tone arms.

LAKESIDE SUPPLY CO., Inc., 202 South Clark St., CHICAGO, ILL.

PHONE, HARRISON 3840

FROM OUR CHICAGO HEADQUARTERS (Continued from page 79)

the illustration on page 79, was artistically decorated and contained a full line of pianos, player pianos and Brunswick talking machines handled by that company.

R. W. Kincaid, manager of the company, is seen in the right hand side of the booth. In commenting upon the success of the fair, Manager Kincaid, stated that the County Fair held in Canton each year is one of the very biggest events, and as a general rule all business men take advantage of the opportunity to show a line of their wares. "We are advertising the Brunswick line extensively in the newspapers and have had some wonderful results through this medium, but I found that by taking ad-

vantage of a booth at the fair wherein we could show our goods directly to perhaps more people than the newspapers reach, we obtained results that were far beyond our expectations.

"The Brunswick made quite an impression on visitors to our booth because of the fact that thousands of visitors were enabled to have an actual demonstration. Its beauty of design and fine tonal qualities favorably impressed those who heard it, and as a result we made numerous deals while the exhibition was on. Not only were we successful with our Brunswick demonstration, but our piano demonstration—and we handle a good line of pianos, the Gulbransen and Brinkerhoff—also received considerable attention."

Western News Co.'s Expanding Business

The Western News Co., of this city, report excellent developments in their wholesale trade during the past month. Agencies for the company are being placed, and already have been established in the States of Nebraska, New York, Ohio, California, Minnesota, Illinois, South Dakota, Indiana, Connecticut, Alabama, North Dakota, Texas, Oklahoma and Mississippi. The company is offering special advantages at this time to responsible corporations, firms and individuals who desire to tie up to a large progressive and completely organized institution, which is able to produce and actually is producing a phonographic musical instrument of the most splendid type, containing an array of real talking points and built under conditions which absolutely guarantee the finest mechanical and musical results. The Tel-O-Tone, which is the name of the company's phonograph, is being produced now in adequate quantities and in five styles, which retail from \$85 to \$200. The popularity of the line is becoming thoroughly established and all who have seen and heard it are loud in its praises.

When the Western News Co. undertook to go into the phonograph field they also determined to go into their new undertaking so thoroughly well that from the start they should have only the best, without comebacks. They chose to make a high-class article, mechanically and acoustically right, beautiful to listen to and beautiful to look at. The motto of the Tel-O-Tone, "The Soul of Music Dwells Within," is appropriate in every sense. The company's retail warerooms in Chicago are in the famous Republic Building.

Why Advertising Literature Should Be Used

A simple method of advertising that pays was brought to the attention of the Chicago office of The World recently. The story is as follows:

Up on the North Side there is a company that

operates a chain of drug stores, and handles well-known brands of talking machines and records which are extensively advertised. Since taking on the line the company had been doing a little business, but not in sufficient amount to satisfy the manager. After investigation the management came to the conclusion that it was not worth their while to go into the talking machine business as a side line and were on the point of throwing the instruments and records out entirely. Then they made the discovery that the business was on the increase in one of their stores. So they watched this store for a couple of weeks. The business kept on increasing.

Their curiosity was aroused and they made a further investigation. Then they found that one of the boys who wrapped up the packages and made deliveries of goods was making use of the talking machine record circulars that were under the counter.

It seems that both the talking machine company and the record company had sent out to all of the stores a supply of small leaflets, advertising the instrument and records, and these were supposed to be sent out in the monthly mailing list or else kept on the counter. They had been placed, however, under the counter where no one could see them, and in this particular store the errand boy was making use of them to wrap up packages. As a result everyone who had a package delivered from this store received a couple of circulars, and this in turn resulted in calls on the drug store for both records and machines. Of course, the boy was un-

"Orotund" and "Superior" Attachments, Tone Arms and Jewel Points for PERFECT TONE

Recommended by all expert dealers and manufacturers.

The "Best" because they will play all makes of records perfectly, with the least mechanical and surface noise, also most safely.

"Orotund" and "Superior" attachments are scientifically made and perfect in action. The only attachments which will give satisfaction when operated according to instructions.

All up-to-date dealers should handle attachments as there are many favorite records in the world's library made in both hill and dale and lateral cut lines.

Attachments made to fit all standard makes of talking machines.

Write for prices and descriptive circular.

Combination Attachment Co.

20 E. Jackson Boulevard
Chicago, Ill.

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 81)

R. C. WADE CO. INTRODUCES THE "TONOFONE" NEEDLE

Newly Organized Company With Ample Capital and a Strong Business Organization Formed for the Purpose of Manufacturing This New Needle, Which Is the Invention of R. C. Wade

CHICAGO, ILL., November 4.—The R. C. Wade Co., incorporated under the laws of Illinois, makes its formal bow to the talking machine industry this month and announces that it has finally perfected its new needle, to be known as the "Tonofone," and that it is now ready for the market. It is the invention of R. C. Wade. It is worthy of mention that this Tonofone needle is not just an accident, but a product of long, intelligent study and the result of tireless, patient experimenting.

Mr. Wade is an electrician, a clever machinist, a mechanical genius, and withal a great lover of music. As long as four years ago he became interested in the possibilities of the phonograph needle as a medium of sound reproduction. He conceived the idea of a needle "that would be semi-permanent, that would bring out tonal qualities impossible by means of the ordinary steel needle and, at the same time, eliminate those extraneous sounds that so greatly mar phonograph reproduction." The longer he worked the more enthusiastic he became and the perfected Tonofone needle is the result.

This needle is made of a combination of musical metals, specially treated for the purpose. The shank metal is adapted, both musically and mechanically, to receive and carry the needle point proper, which, by process of the Wade construction, is so securely embedded in and fastened to the shank as to make the entire needle practically one piece. The needle point is both ductile and resilient and is burnished smooth and so shaped that it follows the groove of the record, picking up and transmitting, separately and distinctly, the most minute undulations or sound waves—without scraping or scratching on the bottom of the groove. In a word, Mr. Wade contends that the Tonofone needle is mechanically and musically correct.

Mr. Wade's first needles were necessarily crude and, while satisfactory in a measure, being made by hand, the process was slow and the cost prohibitive. This, again, brought Mr. Wade's inventive genius into play and he invented and has developed an automatic machine, on which patents are pending, which turns out the perfected and completed needles at a rate that permits of their being sold in competi-

tion with the other and ordinary needles now on the market.

The company, as will be noted by its advertising, has sufficient confidence in the merits of the needle to give an unqualified "money-back-guarantee." It claims that the needle will play all records, both vertical cut and lateral cut, and says "fix the needle securely in the sound box and without readjustment play record after record." But for best results it advocates playing not more than about fifty records with each needle—which, however, is by no means the needle's limitations.

Meanwhile, the proposition grew beyond Mr. Wade's financial means and, after enlisting the interest of two or three immediate friends, a corporation was formed to provide the necessary additional capital and to carry on the business. Mr. Wade was honored with the presidency, W. W. Gorham was made vice-president and Dorchester Mapes secretary and treasurer. The original incorporation was for \$2,500, which has now been increased to \$50,000, with something over \$30,000 paid in in cash, machinery, general equipment and patents. The issued stock is all in the hands of the original investors and the balance is held in the treasury. The company is offering no stock to the public.

Mr. Gorham, the vice-president, has had a wide practical experience in general merchandising and will devote such of his time as is required to the sales development of the business. Mr. Mapes, secretary and treasurer, has been connected with "big business" in Chicago for a long time. He was first and for many years in the employ of Franklin MacVeagh & Co., wholesale grocers, entering their service as office boy and graduating as head credit man and general office manager. He subsequently served in the latter capacity with the Simmons Co., the world's largest manufacturers of metal beds. Mr. Mapes is now president of the Platinum Mining & Milling Co., which operates the Rambler Mine in Wyoming, this mine having the unique distinction of being the only lode-vein, platinum-producing mine. He was one of the charter members of the Chicago Credit Men's Association and served on their board of directors for several terms. His affairs are now in such shape that he can and will give his first

attention to looking after the executive office of the R. C. Wade Co., Inc.

An extensive publicity and selling campaign has been inaugurated. In general the company purposes following established customs of the phonograph and music trade—it intends to work, first, through the jobber and distributor, but, until the entire field has been thoroughly covered through this medium, it proposes making sales direct to and opening accounts with the retail dealers, as a means of paving the way for the jobber.

In a recent letter to The World's Chicago office the Wade Co. states: "In general we propose conducting our business along lines that are strictly in keeping with good business ethics. We are convinced of the superior merit of our own product and, without disparaging or condemning any other, we shall try and try hard, by all fair means, to convince the public that Tonofone needles are all we claim for them."

The R. C. Wade Co. maintains a general office at 29 South La Salle street, and its factory is located at 538 South Dearborn street, Chicago.

WORLD PHONOGRAPH CO.'S PLANT

New Establishment in Chicago Well Equipped—Chas. Brown Is Superintendent

CHICAGO, ILL., November 10.—The plant of the World Phonograph Co., of this city, is unique



World Co.'s Factory

in being one of the few plants which to all intents and purposes manufactures the complete machine under one roof. The factory is a large five-story affair with basement, occupying the space of 50 by 125 feet, and laid out in such a way that each machine during manufacture is moved but a few feet at a time instead of being started on one floor and taken to an upper floor and then back



World Phono. Co.'s Cabinet Shop

to a middle floor before it is assembled. It is a daylight plant equipped with the most modern machinery.

The World Co. is very fortunate in securing



World Phono. Co.'s Cabinet Room

the services of Chas. Brown as factory superintendent. Mr. Brown is a man of long experience, having devoted practically all his indus-

Our Repair Department

WE ARE EQUIPPED TO DO REPAIR WORK OF ALL KINDS

Our experts are men of 20 years' experience in the assembling and repairing of all the mechanical parts of a talking machine and are capable of repairing and adjusting any kind of a motor, sound box or any other part of any make of machine.

All work guaranteed to be satisfactory in every respect.

Efficiency and quick service at all times, with reasonable prices.

Send us your repair jobs and they will receive prompt attention

INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.
Manufacturers of

SUCCESSORS TO:
Standard Talking Machine Co.
United Talking Machine Co.
Hornum Talking Machine Co.
O'Neill-James Co.
Arelino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.

227 W. Lake Street, CHICAGO, ILL.



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 82)

trial life to the manufacture of talking machines. Under his supervision the plant is rapidly being brought up to the highest efficiency.



World Phono. Co.'s Woodworking Shop

It is centrally located within ten minutes' walk of the loop, and is in the immediate vicinity of Chicago's greatest freight yard center.

The supervision of sales and general conduct

of the business is being looked after by Ernest G. Cook, who is secretary and general manager of the company. Mr. Cook is a man of long selling experience, the result of which is shown by the number of big houses he has landed as distributors for World phonographs in the comparatively short time he has been at the helm.

Since he has been associated with the concern he has sacrificed the quantity and not the quality of his models. For this reason he has confined his output to two models. These can be had in oak or mahogany. Mr. Cook believes that by concentrating the company's energies in this way he can reduce the cost of manufacture to a great extent.

The World Phonograph Co. have recently established two new branches, one at 202 Guardian Building, Denver, Colo. This branch will attend to the wants of the Western part of the country. The other branch was established at 4400 Euclid avenue, Cleveland, O., to take care of business in that section.

A. L. SPRING DIES SUDDENLY

Prominent Chicago Piano and Talking Machine Man Passes Away After Attack of Double Pneumonia—Had Long Career in the Trade

CHICAGO, ILL., November 4.—Arthur L. Spring, one of the best-known piano and talking machine men in the country, died at his home in Chicago on Thursday, October 17, of double pneumonia. Mr. Spring was one of the men in the trade whom everybody thought well of. He was said, by those who knew him, to be a friend of a kind that is few and far between. Every place he went, and he traveled the country for a good many years, he was always welcomed with a hearty handshake, as his lovable disposition was unforgettable.

He received his early training as a piano man with the firm of M. Steinert & Sons Co., of Boston, seventeen years ago. After several years with this firm he resigned and became associated with Denton, Cottier & Daniels, of Buffalo, with whom he remained for a period of four years. Upon severing his connections with this firm he went to St. Louis as sales manager of the Aeolian Co.'s branch in that city. He served in this capacity for about six years and then went over to the old Detroit branch of the P. A. Starck Co., where he remained for two years. He then returned to the Aeolian Co., and was connected with their wholesale Vocalion department up until about ten weeks ago, when he assumed both the wholesale and retail managerships of Thos. E. Wilson & Co., talking machine division. Two weeks ago he made a trip to St. Louis in the interests of this company. While in St. Louis he contracted the influenza, which caused him to return to his home.

He is survived by a widow and three children, one of whom is but three months old. His body was shipped to Buffalo, N. Y., where his wife's parents reside.

Be it said to the credit of his last employers, Thos. E. Wilson & Co., that everything possible was done by them to assist Mr. Spring and his family in his last hours.

VOCALION AGENCY FOR PEARSON CO.

Prominent Indianapolis Piano House to Represent the Aeolian Co.'s Vocalion Products, as Well as the Pianola in That City

An important announcement has been made by the Aeolian Co. to the effect that the agency for the Aeolian Co. line of Vocalions and Vocalion records in Indianapolis, together with the Pianola and piano lines, has been placed with the Pearson Piano Co., the old-established and prominent piano house of that city.

The arrangement comes at a most opportune time, inasmuch as the lease on the building occupied by the Aeolian Co. branch in Indianapolis will expire shortly, and in placing the agency with the Pearson Co. the Aeolian Co. will be enabled to close that branch, with the feeling that they will have most adequate representation throughout the territory. The Pearson Piano Co., in addition to its store in Indianapolis, also operates a half dozen successful branches in various parts of the State.

The Pearson Co., fully alive to the prestige that goes with the agency for the Aeolian Co. product, have arranged to devote their excellent facilities to the fullest degree in the exploitation of the Aeolian-Vocalion and Vocalion records. A special department will be devoted to Vocalions, for which there is a big field in Indianapolis and vicinity.

The Pearson Co. have arranged to take over the stock at present on hand at the Aeolian Co. branch, and the work of transferring the stock is already in progress.

The charter of the Quincy Phonograph & Art Co., 411 Hampshire street, Quincy, Ill., has been dissolved. The business was taken over last March by A. F. Odell.

Dealers, Jewelers, Phonograph Merchants

GUARANTEE your profits with satisfactory sales and gain the everlasting gratitude of your customers by acquainting them with the

BLOOD PHONOGRAPH PRODUCTS

That it is a BLOOD invention, manufactured under the personal supervision of Mr. Blood, ABSOLUTELY GUARANTEES the trade that it is of the best in the world.

BLOOD'S CONCERT REPRODUCER

created an immense sensation during the War Show in Chicago when it was estimated that over 250,000 people heard it. The result—75% of the first output was sold at retail from our own shop, with less than 2% returns. Every day brings happy expressions from purchasers.

MANY DEALERS in Chicago, some of the largest in the Trade, have proved that the BLOOD REPRODUCER is a "dead-sure" seller—in fact, sells itself upon hearing. When they feel that a talking machine customer is getting away, they slip on a BLOOD REPRODUCER and "clinch" the sale.

AS AN ACCESSORY, you will not alone "drive home" satisfaction on your own past phonograph sales, but also profit on the past sales of your competitor.

The BLOOD REPRODUCER does not "resurrect creation" but simply reproduces NATURAL AS LIFE, which makes it a ready seller at \$6.00 (Mica) and \$7.00 (Mica, Gold) when fitted with the proper flanges for the machine you wish to equip.

WATCH THIS SPACE

for other remarkable BLOOD Phonograph Accessories which will be announced from time to time.

Order Your Blood Reproducer NOW

Usual Discounts. Samples and Shipments sent C. O. D. to all

Phonograph Repair Shop 59 EAST VAN BUREN ST. CHICAGO, ILL.



Knights o' the Road
Your catalogs are your traveling salesmen.
They go into every home in your territory.
Get a supply of the New Catalogs and put
them to work for you.

Columbia Graphophone Co.
NEW YORK

MRS. E. J. BREWSTER IN CHARGE

Appointed Manager of Sonora Phonograph Sales Co.'s Fifth Avenue Salon

Mrs. Edmond J. Brewster, who has been assistant manager of the Sonora Phonograph Sales Co.'s Salons at Fifth avenue and Fifty-third street for the past two years, has been placed in charge of these handsome demonstration rooms.

Chas. S. Ellis, formerly manager of this establishment, has been called to fill the vacancy occasioned by the death of H. W. Bender, formerly manager of the Sonora retail warerooms at 279 Broadway.

Mrs. Brewster has been in charge at the Fifth Avenue Sonora Salons since October 1, and during the month of October her sales totals for the month were double the figures for last October. November has started in equally as well, and, judging from all indications, will show a substantial increase over last year. Mrs. Brewster is ideally qualified for her present post, and has achieved remarkable success in introducing the Sonora phonograph to the high-class Fifth avenue clientele.

WILL BUY TALKING MACHINES

War workers are flocking to Niagara Falls, N. Y., where homes to accommodate them will be built by the Government at a total cost of \$1,650,000. This enterprise spells the extension of the trade of the talking machine dealers of that city.



Ideal for Holiday Sales

In that period of uncertainty as to what to give, show your customers 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.

The Cortina Academy
 12 East 46th Street :: New York

NEW BOOK BY WM. MAXWELL

Vice-President of Thos. A. Edison, Inc., Completes Interesting Work on Salesmanship

William Maxwell, vice-president of Thomas A. Edison, Inc., has completed a new book on salesmanship which is to be published by the



William Maxwell

J. B. Lippincott Co., of Philadelphia, next January. The volume is entitled "The Training of a Salesman."

Mr. Maxwell's previously published volumes and his articles in Collier's Weekly and other magazines during the past two years have earned him a national reputation as a writer on the art of salesmanship. His business career justifies the authoritative tone of his writing, for he has conceived and executed some of the biggest and most successful manufacturers' selling campaigns that have ever been conducted in the United States.

COLUMBIA OFFICIALS ON SICK LIST

The influenza epidemic, and its twin brother, the plain but severe cold, served for a time to deplete seriously the staff of the executive offices of the Columbia Graphophone Co. H. L. Willson, general manager of the company, was confined to his home with a severe cold just when he was in the middle of his work of preparing his report on the priorities question as chairman of the War Service Committee of the Talking Machine Industry. Edward N. Burns, vice-president of the company, was also on the sick list, as was also Edmund F. Sause, export manager, who for a time was very seriously ill.

"There's no time like the present," said the opportunist sagely.

"There's no time but the present," said the other chap more sagely.

DORIAN COMBATS WAR REVENUE BILL

Chief Auditor of Columbia Graphophone Co. Spends Ten Days in Washington and Receives Promises of Favorable Consideration of Arguments Before Bill Is Reported to Senate

Marion Dorian, chief auditor of the Columbia Graphophone Co., returned recently from a ten-day stay in Washington in connection with the new War Revenue bill. Mr. Dorian appeared before the Senate Finance Committee, which now has the bill under consideration, and interviewed the different members of the committee as well as other members of the Senate, in the interests of the talking machine industry. Mr. Dorian stated that his arguments for a more favorable consideration of the talking machine interests were well received, and that the members of the committee promised to give them careful attention. The chairman of the Senate Finance Committee promised that the rate of tax on talking machines was to be taken up for reconsideration before the bill was finally reported to the Senate.

Mr. Dorian stated that there was considerable ambiguity about the action of the bill with respect to the floor tax, and said that suggestions had been made with a view to removing this ambiguity and at the same time reducing the floor tax to the lowest possible minimum.

Mr. Dorian went to Washington on October 29, and did not return to his desk until October 29. He was busy every moment while at the National Capital, and in addition to his work in connection with the War Revenue bill also lent assistance to the War Service Committee of the Talking Machine Industry, with a view to obtaining priority orders from the War Industries Board.

HURT AMERICAN MERCHANTS

German Agents Take Advantage of Trade-Mark Discrepancies

WASHINGTON, D. C., November 9.—German agents seeking to obstruct the expansion of American trade have taken advantage of the wide differences between trade-mark laws of North and South America and thereby have forced American merchants to pay ruinous prices for recognition of their wares in Latin-American countries.

This charge is made in a statement issued today by the International High Commission announcing that progress is being made in ratification by American nations of the convention establishing two trade-mark registration bureaus, one for North and Central America and the West Indian republics and the other for South America.

Instead of waiting until just before Christmas customers of Charles J. Hereth, the East Genesee street, Buffalo, dealer, have already begun to buy New Edisons from him. These are intended as holiday gifts.

ESTABLISH MANY AGENCIES

Burton Collver Doing Good Work for the Cheney in New York and New Jersey Territories Which He Controls—Trade Outlook Good

During the past few weeks Burton Collver, wholesale representative for the Cheney phonograph for New York and northern New Jersey, has established several important agency con-



Burton M. Collver

nections for this high-grade instrument. These agencies have inaugurated extensive campaigns in behalf of the Cheney phonograph, and judging from the enthusiasm of these representatives this line is meeting with signal success in this territory.

Mr. Collver has opened Cheney studios at 4 West Fortieth street, New York, where dealers are invited to call and thoroughly investigate the distinctive qualities of the Cheney. These studios are located in the heart of the Fifth avenue shopping district, and during the past month many out-of-town dealers have taken ad-

vantage of Mr. Collver's invitation to call at the studios.

Burton Collver is well known to the piano and general music trade throughout the country, as he was associated with the piano industry for many years before becoming wholesale representative for the Cheney phonograph. During recent years he occupied important positions with the American Piano Co., M. Welte & Sons and Grinnell Bros., and he has won the esteem and friendship of the dealers throughout the country. He is most enthusiastic regarding the future of the Cheney phonograph, and is now making plans whereby Cheney dealers in this territory will receive efficient service and co-operation during the coming year.

EDISON SALES ADVISORY BOARD

Ten Executives of Thos. A. Edison, Inc., Compose Board Which Will Help Edison Dealers Solve Various Problems in Their Business

Thomas A. Edison, Inc., has just organized a Sales Advisory Board, which will be at the service of Edison dealers throughout the country, and which will give advice and suggestions regarding selling problems, window displays, advertising methods and other matters of importance to retailers. The personnel of the board is as follows:

William Maxwell, consulting director of sales promotion; T. J. Leonard, director of sales forces; L. C. McChesney, advertising (general); A. P. Burns, general and technical questions and promoting sales; V. E. B. Fuller, public demonstrations—recitals, curtain tests; A. J. Palmer, advertising copy and sales letters; Harrison Durant, finances, instalment sales, etc.; Laura Scribner, window displays and interior decorations; E. Trautwein, mechanical problems; C. B. Hayes, musical matters, R. K. Cummings, secretary of the board.

Each member of the board is an expert in some one special line, and the services of a board of this kind will prove very valuable to Edison dealers everywhere.

WHAT TALKER INDUSTRY IS DOING

Excellent Points Made in Interesting Interview With H. L. Willson

There has been prepared and has appeared in various daily papers a most interesting interview with H. L. Willson, chairman of the War Service Committee of the Talking Machine Industry, regarding the work the industry is doing and the sacrifices it is making toward the winning of the war. The interview sets forth the fact that the Government has ordered a 60 per cent. curtailment in the output of talking machines, which will result in lost business amounting to about \$25,000,000 per year. In the interview Mr. Willson emphasizes particularly the great service that talking machines and records are rendering and have been rendering for the period of the war, in providing music for the entertainment and solace of the American fighting man at home cantonments, on ships and on the fighting fronts and in the hospitals in Europe, to say nothing about maintaining the morale of the war workers and others interested at home.

SECURE THE EDISON AGENCY

The Kesselman-O'Driscoll Co., well-known talking machine dealers of Milwaukee, Wis., has secured the agency for the Edison Diamond Disc phonographs, in addition to the Victor line, which they have handled for some time past. The company has a fine shop at 258 West Water street, Milwaukee.

REPORT ACTIVITY IN NEW YORK

The New York headquarters of the Brunswick-Balke-Collender Co. report brisk activity. Chester Abelowitz, now on a New England trip, is sending in very favorable reports from that section of the country. P. L. Deutsch, of the Chicago headquarters, paid a flying visit to the New York office last week.

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.**

A NEW VOLUME THAT STIMULATES MUSIC APPRECIATION

"The Lure of Music," by the Noted Writer, Olin Downes, Treats the Human Side of Music From a New and Most Interesting Angle—Columbia Records Used for Illustration

Once in ever so often a writer on musical subjects, especially a writer of books calculated to inspire musical appreciation, gets a genuine inspiration and leaves the beaten track in order to prepare and offer something that attracts attention, not only for its originality, but for its practicability. One of the writers thus inspired has been Olin Downes, the musical critic for the Boston Post, whose substantial volume, "The Lure of Music," has just been published by Harper & Bros., New York.

"The Lure of Music" depicts the human side of various great composers and offers stories of their compositions that will go a long way to put into the minds of those fortunate enough to read the book a new realization of the fact that music has a human side, the understanding of which, in many cases, means an understanding of music itself. It is the human element that really makes music understandable and interesting.

The most interesting fact is that Mr. Downes pays an unqualified tribute to the value of music as reproduced by mechanical means, and throughout the many chapters of his book refers the reader directly to records by the Columbia Graphophone Co. as illustrating the particular works of the various composers to which he refers in the text. For instance, not only are the human side of the Nocturnes of Chopin described most interestingly, but the reader is referred to Columbia records of the Nocturne in E Flat, and likewise the Nocturne in E Minor, as providing a means for illustrating the meaning of the text in actual music. The plan offers a new line of thought—a new and direct avenue for the development of musical appreciation that should not go unrecognized.

The idea back of "The Lure of Music" is perhaps best described in the author's Foreword, in which he says:

"A friend of mine had a graphophone which he occasionally enjoyed. He used to say that he 'wasn't musical, but he knew what he liked.' His repertoire was small, but pleasing to him, since, thanks to the records, he had become acquainted with some half dozen pieces of fairly good music, and could even whistle scraps of them from memory. 'He never knew how musical he was until he chanced one day on a paragraph, in a book his daughter was reading, about one of the compositions that he liked. He suddenly realized that this composition told the story of an episode in the life of another man, a human being who lived, struggled, rejoiced, and narrated his experience in the language of tones.

"Having read the story he played the record over again, and discovered that it meant far more to him than it ever had before. He wondered whether there were stories about his other records, and after much searching obtained a little information on the subject that now absorbed his leisure moments. He then invited a number of friends to his home and read them the stories of the records which he played. His friends were delighted and surprised to discover all that the music, thus explained, meant to them. 'When my friend told me this he convinced me that a great need of to-day is a book which shall bring to every home the treasures of the musical world.'

There is no question but that genuine appreciation of music comes only with a complete understanding of what music means. It is all well enough to tell a novice in matters musical that the hearing, or actual playing, of the works of the great composers will bring with it a familiarity, and consequently more or less appreciation, but we really appreciate only that which we actually understand, not that with which we simply become familiar. Under Mr. Downes' plan the reader is given a straightforward, unembellished, and readily understandable idea of what each particular selection means, the circumstances under which it was written, the mood which the composer was in at the time, and the impression he intended to inspire. With this knowledge the reader can take the Columbia record as designated and, knowing just what the music is all about, find a new interest, or perhaps his first interest, in the piece of music that until now would ordinarily not appeal to him in the slightest.

Mr. Downes' new book will also undoubtedly appeal strongly even to those who do not own a talking machine, for it is written in a manner that shows the intimate acquaintance of the au-

thor with his subject, and a knowledge of the facts that enables him to weave an interesting, and at times romantic, web about the composer and his works, which will prove very instructive to the musical novice. It also holds great interest for those who are well up in matters musical, who will find in Mr. Downes' treatment of the various composers and their works new ideas and thoughts that will add still further to their appreciation of the beauties of music generally.

In all, the characteristics and works of thirty-two of the world's leading composers are treated of by Mr. Downes in his book, each chapter being embellished with a crayon portrait of the particular composer drawn by Chase Emerson. The series begins with that most gifted American composer, MacDowell, and includes Rossini, Verdi, Chopin, Liszt, Gounod, Offenbach, Puccini, Leoncavallo, Mascagni, Saint-Saens, Dvorak, Grieg, Tschaiakowsky, Balfe, Sullivan, Nevin and others.

From the viewpoint of the talking machine man, of course, the most interesting feature of the book is the direct reference to the Columbia records, for the list, as compiled by Mr. Downes, if made up separately would represent a catalog of the best works of the composers he has selected for mention. In compiling the list, and in other matters connected with its arrangement, the author was afforded the whole-hearted co-operation of the officials of the Columbia Graphophone Co., who extended to him the use of their records and their record libraries, in carrying out his work to a successful completion. In the introduction to the volume Mr. Downes takes particular care to acknowledge his indebtedness to the Columbia Co. for the courtesy extended to him.

Columbia dealers have been quick to appreciate the great value of "The Lure of Music" in stimulating interest in records of the better class, and of the most noted composers, and through co-operation with the Columbia Graphophone Co. they have already placed orders for the books running into thousands of volumes. It is felt that the placing of the book into the hands of the customer means a new disciple for good music, and a new customer for records that are generally classed as standard.

Both the Columbia Co. and Mr. Downes are to be congratulated upon the production of a volume of this caliber, which represents a genuine and most advanced addition to the music library of to-day.

VICTOR FOLDER FOR CHRISTMAS

Handsome Piece of Literature Just Issued for the Use of Victor Dealers

The Victor Talking Machine Co. has just issued a most attractive six-page Christmas folder beautifully printed in colors and bearing the caption: "Some of the Thousand Reasons Why You Should Have a Victrola in Your Home This Christmas." The cover design shows the well-known Victor artists in front of a Christmas tree, and various attractive scenes are depicted in colors on the other pages. A full range of Victrola models are also shown on the folder. The folder is of a size that can be mailed in an ordinary envelope.

BUY VICTOR STOCK IN REDLANDS

Smith Bros., proprietors of the Oriental Art Store, Redlands, Cal., have purchased the Victrola stock of the Adams Music Store, that city, and moved it to their own quarters, where a special department has been fitted up for the display and demonstration of Victrolas and records.

DEATH OF FORREST H. SCHLICK

Forrest H. Schlick, manager of the Schlick Music House, Charles City, Ia., recently succumbed to the "flu." Mr. Schlick was visiting Chicago on business and after a short illness with the disease, which developed into pneumonia, passed away. Mr. Schlick's father will continue with the business.

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 arm. 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

GREAT VOLUME OF CASH BUSINESS IN KANSAS CITY

Talking Machine Dealers Going After Better Class of Trade—Discontinue Approval System—Sending Records to the Army Training Camp—General Trade News

KANSAS CITY, Mo., November 4.—October was an unusual month in the talking machine business from several points of view. In the first place came the Fourth Liberty Loan drive. Following close on the heels of which came the epidemic of Spanish influenza, which has laid a ban on public gatherings for the past four weeks. Yet in spite of these serious drawbacks to business activity many dealers report a very good month's business.

"Our percentage of cash business for the month of October is more than any month since we have been in business," said Mrs. Williams, manager of the Victrola department of the Jones Store Co., "and 400 per cent. more than two years ago. Business is fine though we are suffering acutely from shortage. However, we are still holding to the Victor line, and feel that it is worth the sacrifice to keep our goods up to standard. Our record stock is fairly good, and we are able to keep our customers comparatively well supplied."

A. A. Trostler, of the Schmelzer Arms Co.'s Victrola department, finds the situation little changed from last month. Owing to the shortage of stock, however, the talking machine dealers in Kansas City agreed to adopt the policy of "No records on approval," beginning the first of November. This move will be of material benefit in combating the prevailing scarcity of merchandise and is in addition a health measure to be observed in co-operation with the local health authorities.

W. C. Chestnut, manager of the Brunswick Shop, has been called to New York by the illness of his wife, who was taken with influenza while on a visit.

Lieutenant Leonard Putnam, nephew of Fred H. Putnam, of Putnam-Page Co., Victor wholesalers of Peoria, Ill., is drilling the army mechanics at the Rahe Automobile Training School at Kansas City. Since his arrival the lieutenant has become acquainted with several members of the talking machine trade and has been entertained at the home of B. J. Pierce.

M. M. Blackman, manager of Edison wholesale, has just returned from a brief business trip to Salina, Kan.

J. W. Watson, manager of the Edison retail store, reports a fair business during the month of October. "Business is as good as can be expected," said Mr. Watson, "considering the unfortunate combination of circumstances. We are getting plenty of records, but there is a scarcity of instruments. Collections are very

good and we are getting more cash business than ever."

O. M. Fisk, formerly a wholesale traveler for Edison covering eastern Kansas and northern Missouri, is now on the sales force of the retail store.

Miss Pointer, in charge of the record department of the Edison Shop, has recovered from an extended illness, and has returned to her position.

Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co., reports an excellent business with sales and terms keeping up splendidly. Five additional Victrola rooms have been installed on the first floor in connection with the retail record sales department, which has been put in recently. These are only a few of the interior changes and alterations which the house is making with an idea of increasing the efficiency of its service.

For the past year and a half, or since the United States declared war, the J. W. Jenkins' Sons Music Co. has sent hundreds of records and given a great many machines both to army training camps in the United States and to American Expeditionary Forces overseas. For the past two months a movement has been under way to encourage people to send their old records to the automobile training schools for army mechanics in Kansas City, and also to the nearby cantonments. The donations have been handled by B. J. Pierce, of the Victrola department of the Jenkins store, and as a result several thousand records have been sent out.

The Victrola department of the George B. Peck Dry Goods Co. has just completed the best October it has ever had, according to O. D. Standke, manager.

R. E. Wood, formerly in the Victrola department of the Jones Store Co., was in Kansas City on a five-day furlough. Mr. Wood is now stationed at Fort Riley.

The Hall Music Co. has had a very fair business for the month of October and is looking forward to a very brisk Christmas season. Although the stores are urging the public to do its Christmas shopping early little effect has been felt as yet among talking machine dealers.

The Henley-Waite Music Co. is very optimistic over business conditions.

H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., Brooklyn, N. Y., was in Kansas City recently.

The Kansas City branch of the Smith, Barnes

& Strohber Piano Co. is using an attractive window display of Elbertones, the new talking machine recently put out by the company. T. E. Johnston is the manager.

Millard A. Riley, one of the youngest talking machine men in the game and a member of the firm of Jenkins-Riley, of the Pathé Shop, has just completed his training at the School of Military Aeronautics, Austin, Tex., and been stationed at Fort Sill, Okla.

An interesting incident which could be made the basis of a bit of clever advertising was related at the office of Edison wholesale recently. C. S. Hickson, Edison dealer of Richmond, Mo., sold a Laboratory Model to a Mr. Mayer, of that city. To celebrate the purchase Mr. and Mrs. E. Mayer entertained a number of friends at dinner. When the meal was about half finished, to the accompaniment of the Edison, Mr. Mayer's little four-year-old son turned to his mother with a troubled air to ask, "Mamma, when are you going to invite that man in to dinner?"

George F. Standke, manager of the Brunswick Shop at Indianapolis, Ind., stopped in Kansas City on his way to Clinton, Mo., where he spent some time visiting his parents.

L. S. Blythe, formerly wholesale traveler for the Brunswick-Balke-Collender Co., out of Kansas City, is now assisting Mr. Chestnut in the retail Brunswick store.

J. H. Hassel, for the past two years connected with the Victrola departments of the Geo. B. Peck and Jones Store Co., is leaving Kansas City to take a position as manager of the Grafolola department of Eads Bros., Fort Smith, Ark.

Paul Bradford, manager of the Kansas City branch of the Brunswick-Balke-Collender Co., has just returned from a short business trip to Leavenworth, Kan. Mr. Bradford says that business is very good in spite of the shortage of merchandise, and he is anticipating an increasingly brisk trade from now on through the Christmas season.

MURATORE RECORD IS POPULAR

Pathé dealers throughout the country are featuring to excellent advantage the new Pathé patriotic record presenting the "Star Spangled Banner," as sung by Lucien Muratore, the renowned tenor, who is a member of the Chicago Opera Co., and an exclusive Pathé artist. This record has both a timely and patriotic appeal that makes it particularly salable at this time, and the fact that Muratore sings the anthem in English has given Pathé dealers an opportunity to inaugurate effective selling and advertising campaigns in behalf of this record.

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PERFECTION
Music Rolls
LIKE THE PYRAMIDS—BUILT TO LAST
AND

OKEH
RECORDS

Telephone Gram. 3681

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ON

**MUSIC ROLLS and
OKEH RECORDS**

Heineman and Meisselbach Motors, Tone Arms, Sound Boxes,
Needles, Repair Parts

MILLER & BLOCH

DISTRIBUTORS

110 East 23rd Street, Near 4th Avenue :: NEW YORK

VAN VEEN "BED-SET" BOOTHS



Prepare for the Greatest Talking Machine Trade in History

WRITE FOR A COPY OF OUR NEW CATALOG

It will give you an idea of the attractiveness of Van Veen "Bed-Set" booths, and enable you to make plans for the great "after-war" business that the talking-machine industry will enjoy.

Arthur L. Van Veen & Co. 47 West 34th Street, New York
TELEPHONE GREELEY 4749

LIEUT. J. J. CALLAHAN WOUNDED

Former Traveling Supervisor for Thos. A. Edison, Inc., Now in London Hospital

A letter received by T. A. Edison, Inc., from Lieutenant John J. Callahan, Company "A," 105th Infantry, U. S. A., American Expeditionary Forces, gives a graphic picture of the fight-



Lieutenant John J. Callahan

ing "over there." Lieutenant Callahan is well known in the phonograph industry.

"Sunday last at 5:50 a. m. we started the attack on the Hindenburg line, between Cambria and St. Quentin. The barrage that followed was the most terrific ever laid down on the Western front. I ambled along until about 11 a. m. We were but a short distance from the 'Tunnel' forming part of the Hindenburg system when something (it seemed as though it must have been a locomotive) hit me. I laid in a shell hole with six other wounded men for about three hours, during which time we were peppered with machine gun and artillery fire. The yells and groans of the wounded and dying I shall never forget. I was finally picked up and landed here three days later. I am to be

X-rayed this p. m., after which 'ze operation' will have removed all foreign bodies from my system.

"This hospital is the finest in London—the former home of Lady Warwick; the treatment is too good (for soldiers in my opinion). At times I feel I must be dreaming. To lie between white sheets on a downy couch in a most wonderful home; your meals served in bed—pajamas! bathroom!—all the comforts of a real home! It is a drastic change from the usual routine on the battlefield. From hell to heaven! My namesake, a very good friend, too—Captain John F. Callahan—was captured early Sunday morning. He put up a fight and was killed by Hun bayonets. I am not in writing form as yet, so I must cut this short. I cannot tell the duration of my stay here. I may be removed to another hospital, but I'm sure I'll be O. K. soon again and back to the fray."

COLUMBIA DEALERS MEET IN BOSTON

Regular Monthly Meetings Resumed—Interesting Talk by Olin Downes

BOSTON, MASS., November 6.—The monthly meetings of Columbia dealers were resumed on October 22 at the Columbia headquarters on Federal street, and this was undoubtedly the best and most instructive meeting which has been held. Manager Mann opened the meeting with a heart-to-heart talk with the dealers in which manufacturing conditions were frankly discussed and the expectations as to deliveries of Columbia product frankly outlined. The dealers then had the pleasure of listening to an interesting talk by Olin Downes, musical critic of the Boston Post, and author of the "Lure of Music," published by Harper & Brother, and illustrated with Columbia records. Mr. Downes related the incident leading up to his determination to write a book of this character, in connection with which F. W. Gibson corroborated, and who was also present at the meeting and gave a most interesting talk.

Mrs. Grace Drysdale, New England representative of the educational department of the Columbia Co., then discussed the relations of the dealers to the educational department and the profitable work which could be done by co-ordinated efforts in connection with the sale of Grafonolas and records in the schools and the establishment of children's departments in the dealers' store.

O. F. Benz, of the general record department in New York, presented the November mid-

month records and the dealers had the opportunity of placing their advance orders for the records constituting this excellent list.

LOUIS KAY TENDERS RESIGNATION

Wholesale Representative for S. B. Davega Co. for Sixteen Years to Leave That House December 31—Old-Time Member of Trade

Louis Kay, one of the best-known men in the local talking machine trade, and who for nearly sixteen years has been connected as wholesale representative with the S. B. Davega Co., Victor wholesalers, has announced that he will sever his connection with that organization on December 31. At the present time Mr. Kay states that he has made no definite arrangements for the future.

Mr. Kay is one of the recognized veterans of the industry, and has been connected with the trade for over twenty-two years in all, and has participated in its development from a small beginning to its present importance. He leaves the Davega Co. with the best of feelings existing on both sides, the move being due chiefly to existing conditions, with the resultant scarcity of products. During his service in the trade he has made hosts of friends in all departments, and particularly among the dealers.

PROVIDE NEW CATALOG BINDER

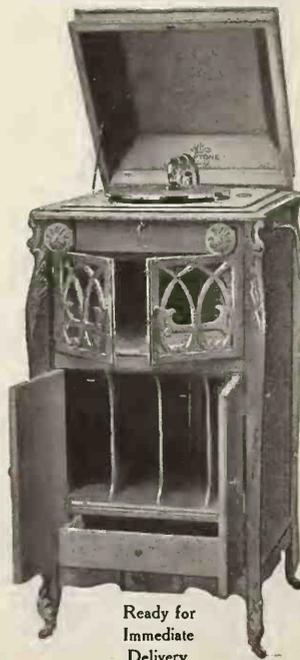
Columbia Co. Offers Special Catalog Holder for Use of Dealers in Demonstration Booths With a View to Conserving Paper

In line with the movement for the conservation of print paper, which can be effected in a considerable measure by reducing the number of bulky catalogs required, the dealers' service department of the Columbia Graphophone Co. have provided a heavy limp leather record catalog binder for the use of their dealers. The binder holds the record catalogs securely, and is attached to the wall of the demonstrating booth with a heavy chain. This is expected to stop the practice of many patrons walking out with the catalogs for which they sometimes have no real use.



Made UP to a Standard

Not DOWN to a price



Prices Range from \$80 to \$160 Four Styles

Territory open for Agents

Send for details and dealers' discounts. Helpful booklets furnished to Culptone dealers free.

Culp Phonograph Co.

240 Broadway New York City

Ready for Immediate Delivery

LOOK!

Your windows ought to be working overtime these days—and nights. Go outside—NOW—and take a look. Couldn't they be snapped up a bit? It means money, remember.

**Columbia Graphophone Co.
NEW YORK**



IMPORTANT COURT DECISION IN SONORA NAME CASE

Sonora Phonograph Sales Co., Inc., Secures Sweeping Injunction Against General Furniture Co., Chicago, in Action Brought to Protect the Trade-Mark Name "Sonora"

The Sonora Phonograph Sales Co., Inc., through its attorneys, Schechter & Lotsch, of New York, recently brought another suit for infringement of its well-known trade-mark "Sonora," resulting in an injunction against the defendants. This suit was brought against the General Furniture Co., of Chicago, Ill., and others, in the United States District Court, for the Northern District of Illinois. The Sonora Co. claimed that the defendants in marketing and selling talking machines styled either "Saronas" or "Soronas" infringed upon its trade-mark "Sonora," which was a great injury to it, and that by the continued use thereof the defendants were practicing a fraud upon it, and that such acts further calculated to deceive and mislead the public.

The case came up for hearing before United States District Judge K. M. Landis, at Chicago, Ill., on October 28, 1918, and a decree was entered in favor of the Sonora Co., granting it a perpetual injunction against the defendants from using such infringing names, or any other similar names.

Various concerns throughout the country have attempted to profit from the use of names similar to the "Sonora" trade-mark. In talking with the attorneys for the Sonora Co. regarding this matter they say:

"Some time ago the Sonora Co. declared it to be its policy to vigorously prosecute all infringers of its trade-marks. Since then it has brought several suits against such infringers, and, in each instance, has secured perpetual injunctions. The Sonora Co. intends to continue to prosecute all such infringers, and it hopes by this policy to rid the entire trade from these unprincipled business concerns."

To show the recognition given to the Sonora trade-mark by the court, and of the sweeping scope of the injunction, we quote below from the decree as follows:

"The trademark or trade name 'Sonora' is an arbitrary word, and was selected and adopted by complainant and its predecessors in interest in or about the year 1907, to designate the goods marketed by the complainant and its predecessors in interest, and to distinguish such merchandise from those manufactured and marketed by others.

"That such trade-mark or trade name 'Sonora' has been continuously used by the complainant and its predecessors in interest, as aforesaid, for upwards of ten years.

"That official recognition has been given to the superior quality and workmanship of complainant's product, in that at the Panama-Pacific Exposition in 1915 the Jury of Awards granted to complainant's product the highest prize for tone quality, thereby recognizing and endorsing the 'Sonora' phonograph or talking machine as superior in tone quality to all other makes of phonographs or talking machines on the market.

"That the high standard of quality and excellence of complainant's phonographs or talking machines has become well and universally recognized by the public generally.

"That for the purpose of suitably and efficiently marketing said product and thereby introducing the same into general public use, the complainant and its predecessors in interest have expended vast sums of money, in excess of many hundreds of thousands of dollars, in conducting national and country-wide advertising campaigns and adver-

tising its product in the leading daily newspapers, in trade papers, and in periodicals and magazines, and in billboards and the like, throughout the United States, including the City of Chicago, County of Cook, and State of Illinois.

"That by reason of the high quality and superior workmanship of complainant's product, sold and distributed under said trade name or trade-mark 'Sonora,' and due to the extensive advertising by complainant and its predecessors in interest, as aforesaid, there has resulted an increasingly large public demand for complainant's product, and the trade name 'Sonora' thus permanently kept before the public as designating not only the complainant, but also its product has become well and generally known in the City of Chicago, County of Cook, and State of Illinois, and throughout the United States, and such trade name is a property right and a valuable asset of this complainant.

"That the value of the complainant's trade name or trade-mark and of its good will greatly exceeds the sum of one million dollars (\$1,000,000).

"That the defendants beginning with, to wit, the month of December, 1917, and now are, manufacturing, selling, advertising, marketing or exploiting in the City of Chicago, County of Cook, and State of Illinois, and elsewhere, phonographs or talking machines styled, exploited, marketed and sold as 'Saronas' or 'Soronas,' and so exploited, manufactured and sold by said defendants, are of an inferior quality and workmanship, and are greatly inferior to the quality of said complainant corporation.

"That the adoption and use by said defendants of the words 'Saronas' and 'Soronas,' or either of them, is a fraud and injury to the complainant, and is an infringement of the complainant's trade name and trade-mark 'Sonora,' and of complainant's exclusive right therein, and the use by said defendants of said names 'Saronas' or 'Soronas' is a continuing and irreparable injury to said complainant, and the use of said names, 'Saronas' or 'Soronas,' if continued,

would be likely to deceive and mislead the purchasing public.

"IT IS THEREFORE ORDERED, ADJUDGED AND DECREED that the defendants, their officers, agents, representatives, successors and assigns, and each of them, are perpetually enjoined from transacting any business under the names of 'Saronas' and 'Soronas,' or using the said names, or either of them, or any simulation of either of said names, as a trade name or trade-mark for any sound reproducing or talking machine, and from using in any advertisement, announcement, placard, correspondence, or in any other way, the words 'Saronas' and 'Soronas,' or either of them, or any other words, so nearly resembling either the words 'Sonora,' or 'Saronas' or 'Soronas' as may be calculated to deceive or mislead the trade or the purchasing public."

MANUFACTURERS HONOR WILLSON

General Manager of the Columbia Co. Elected Vice-President of American Manufacturers' Export Association Last Week

H. L. Willson, general manager of the Columbia Graphophone Co., was elected one of the vice-presidents of the American Manufacturers' Export Association, at its ninth annual convention held at the Waldorf-Astoria in this city last week. The convention was devoted to the discussion of post-war trade with special reference to the export field, and one of the valuable suggestions made was that the American soldiers now in France will be well qualified to become export salesmen and agents after the war. A resolution was passed requesting the Secretary of War to utilize and enlist the services of the various agencies connected with our military operations at home and abroad in assisting the need for foreign trade service.

809

Mahogany, Golden Oak, Fumed Oak, Weathered Oak, Nickel-plated trimmings. Lock and key. Height, 33 inches. Top, 22 3/4 x 19 1/2 inches. Holds 192 twelve-inch records. Matches new Victrola IX. Highest type of cabinet, both in construction and finish. Average weight crated, 80 lbs.

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.

Now Ready
Mahogany cabinets to match the new Victrola VI.

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

Phone
Columbus 7947

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 countersunk holes to accommodate rubber bumpers on machine. Moulding on top securely fits base of machine. Average weight, crated, 75 lbs.

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

Responsibilities of Dealer and Manufacturer Anent Talking Machine Up-Keep :: By J. A. Steinmetz

In a recent article written for a furniture paper, J. A. Steinmetz, of the Empire Talking Machine Co., Chicago, presented some sound information regarding the responsibilities of the dealer and the manufacturer in the matter of talking machine upkeep—information that if properly absorbed by dealers should serve to cut down the number of complaints to, and demands made upon, talking machine manufacturers in the matter of replacement of broken springs and other parts. In this article Mr. Steinmetz says in part: "What does the furniture dealer do when a customer comes to him with a repair complaint? The machine is out of order and does not play perfectly—a spring breaks or some piece of the diaphragm has become damaged. Years ago, when furniture dealers handled pianos more extensively than they do now, they would know exactly what to do under the circumstances. They would tell the customer that the damaged part would be sent on to the factory and returned in good condition within a short time, and, last but not least, the charge would be reasonable. If the piano needed tuning, a man would be sent out to do the work and a reasonable charge made for the job. The customer did not complain. He wanted the work done and was willing to pay for it when he was informed that he could not get it for nothing.

"But, here is a horse of an entirely different color. Let the talking machine dealer receive a complaint from a customer that a spring has broken and right away he writes a letter to the manufacturer and tells him that he expects a new spring for nothing as the machine was guaranteed. He gives the customer the impression that he'll get it in a 'jiffy' and no 'ifs or ands' about it. Most dealers do not know that the springs are not guaranteed by the makers, and the talking machine manufacturers naturally can not guarantee what is not guaranteed to them.

"The machines leave the factories only after the most thorough tests. They reach the dealer in perfect order, ready for demonstration to customers, and the dealer should see to it that a representative of the store goes with it to test it in the home within a few days after its delivery. If the machine is found in good working order after delivery to a customer, then why, in the name of fair play, should the dealer expect the manufacturer to furnish all repairs free for an indefinite period? Of course, this question does not apply to such mishaps as sometimes occur wherein the manufacturer can be held responsible because of flawed construction which has escaped the notice of the inspector, but to those repairs that are bound to come sooner or later to any user of a talking machine.

"There are adjustments needed from time to time in a talking machine, just the same as a piano needs tuning and if a machine needs adjustment the store should be in touch with a reliable mechanic who understands his business so that he could be sent out to the customer's home to do the necessary work—and be sure and don't forget that a man's time is worth something and bill the customer accordingly. One dealer has a habit of crating up every machine and sending it back to the factory every time it needs attention and he also has the habit of refusing to put his O. K. to the invoices for work done on these machines by the manufacturer, claiming that since he has accepted the agency for that particular make of machine they, the manufacturers, should see to it that the machines are kept in order, and without any expense to him. The outcome was that the agency was taken away and placed with another dealer in that city, which, by the way, was of sufficient size to have made it an easy

matter to have found several good experts on that class of work. As for minor repairs, a supply of parts should be kept on hand and reasonable charges made.

"A good plan, one now in force in some cities, is to call upon the other dealers who handle talking machines and combine with them in maintaining a phonograph repair department, this department being run for the benefit of all dealers and the expense divided pro-rata among those benefitted by it. The department would charge each dealer for work done, and

he, in turn, would charge the customer. A department of this sort should be self-sustaining and, if properly managed, could be made a profit producer.

The wide-awake dealer who wants to have a successful talking machine department must install a repair department or see to it that he can call upon some responsible party to do the work for him. One large dealer has his collectors make the minor adjustments, when needed, on their monthly rounds, and also make notes of other necessary repairs needed.

HOFFAY PRODUCTS IN THE WEST

The George A. Lowe Co., Ogden, Utah, who for some time have been the exclusive distributors of the Hoffay Talking Machine Co.'s, Inc., products in the State of Utah, have been given the rights by the Hoffay firm as distributors for Utah, eastern Nevada, western Wyoming and southern and eastern Idaho. Since taking over the jobbing rights in the above territories the George A. Lowe firm has met with much success, and in recent letters to the Hoffay Talking Machine Co. have sent a long list of dealers in that

section of the country who are featuring the Hoffay products.

SCHLOSS BROS. OFFER NEW CABINET

Schloss Bros., the well-known New York cabinet manufacturers, have now placed on the market a new cabinet to match the new mahogany Victrola VI. The firm announces that they are now in a position to make deliveries on this new style, and catalogs and prices of this and their other cabinets will be sent upon application.



NICKEL PLATED 35 CENTS

THE IMPROVED No. 10



Patented Sept. 26 and Oct. 2, 1906
Sept. 10, 1907, and Nov. 27, 1917
Others Pending

RECORD BRUSH

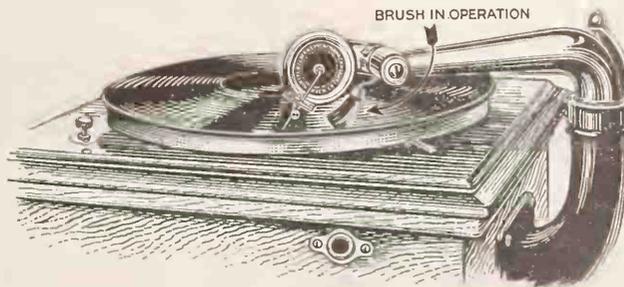


GOLD PLATED 75 CENTS

For Victor Victrolas

A RECORD CLEANER

That Automatically Removes Every Particle of Dust and Grit from the Record Grooves



An article that every owner of a Victrola needs and
A money maker for the dealer
Order from your Distributor
Circular and Price List mailed free on Request

By



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



Victor Distributors

HONOR ROLL CONTAINS 38 NAMES

New York and Chicago Talking Machine Co.
Pays Honor to Former Employes Now in the
Service of Uncle Sam—Letter From Front

On another page of this issue of The World there is reproduced an honor roll listing the names of the former employes of the New York Talking Machine Co. and the Chicago Talking Machine Co., Victor wholesalers, who are now members of Uncle Sam's fighting forces. This honor roll lists thirty-eight names, and when it is considered that the total number of male employes of these two companies prior to the United States entering the war was eighty, this record is indeed a remarkable one. Practically 50 per cent. of the employes of this company volunteered to fight for the United States and humanity, and this percentage is undoubtedly one of the highest of any industrial concern in the country.

Some time ago mention was made of the fact that W. G. Porter, formerly a member of the New York Talking Machine Co.'s staff and now fighting in France, was awarded the D. S. C. for signal bravery under fire. Since that time word has been received that five of the former members of the New York and Chicago Talking Machine Co.'s forces have been injured in battle, and a letter recently received from M. C. Stegner, formerly of the New York staff, gives the details incidental to his injury. This letter, which is addressed to Roy J. Keith, manager of the company, reads as follows:

"Since my last letter to you much has happened. I went into action on the American offensive in the St. Mihiel salient September 12. I lasted until the morning of September 15, and then they got me. We were advancing very steadily through thick woods, which were terribly hilly, and while going through the woods the Germans shelled us heavily with high explosive shells. Very unluckily for me I got in the way of one of them and as a result have

been in the hospital ever since. I was wounded pretty badly; in fact, bad enough to require two operations to get me straightened out. I was lying on the ground at the time I was hit, and the shell burst behind me about ten feet away. A piece of it struck me almost in the center of the right shoulder blade in the back, and it came out under my right arm, exactly in the center of my arm pit. For a while I thought my arm was shot off, but gradually it came back to life, and I felt a lot better.

"On the way back to the first aid station I picked up another fellow who had his jaw shot away on the right side, and as he was nearly all in I helped him along. We were getting along fine when all of a sudden we were seen by a

Boche machine gun, and they opened up on us full speed. Believe me, we hit the dirt in a hurry and crawled into some bushes. We finally got out of the woods and started across a large open field when a German sniper gently shot at us no less than fifteen times before we got completely out of his range. The only reason he didn't hit us was because we were pretty far from him.

"Since then I have been operated on twice, and now I am O. K. I am not sure about getting back to my company, for my right shoulder will never be exactly well enough, as a lot of muscles and cords are all mixed up, but otherwise I feel fine. Kindly remember me to all the boys and girls. (Signed) M. C. Stegner."

JOSEPH F. COLLINS' NEW POST

General Sales Manager of the Pathé Frères Phonograph Co. Acquires Interest in Safeguard Checkwriter Co.

Joseph F. Collins, formerly general sales manager of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and one of the best-known members of the talking machine industry, resigned from this position the first of the month. Mr. Collins has acquired an interest in the Safeguard Checkwriter Co., Lansdale, Pa., and will be general manager of this company in charge of distribution and merchandising. The company has New York offices at 5 Beekman street, and Mr. Collins will spend his time both at the factory and in New York.

J. F. Collins can be termed one of the real "veterans" of the talking machine industry, for he has been associated with the trade for the past twenty-one years. He is personally known to the majority of the dealers, jobbers and manufacturers from coast to coast, and he has won the esteem and friendship of the entire industry. During his twenty-one years he has occupied several important posts, and his indefatigable efforts during the past few years have contributed materially to the tremendous suc-

cess and growth of the Pathé Frères Phonograph Co. In his new field he will have unlim-

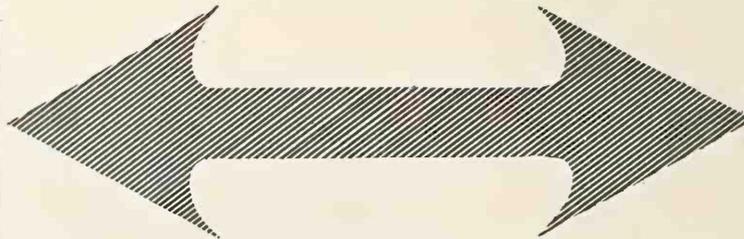


Joseph F. Collins

ited opportunities to exercise his executive and sales acumen, for the future possibilities in his new work are tremendous.

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.

216 W. SARATOGA STREET

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BALTIMORE, MD.

BIG RECORD "DRIVE" A SUCCESS

Public Meetings Held Every Day at Wanamaker's in New York—Other Cities in Line
—Calculated to Gather One Million Records

The great "drive" for the collection of talking machine records for distribution among the soldiers in camps and cantonments in this country and overseas and on many ships of the navy, under the supervision of the Phonograph Record Recruiting Corps, 21 East Fortieth street, New York, which was conducted for over a week ending November 4, is conceded to have been a great success not only in New York but throughout the country.

A feature of the drive was a public meeting with music at the Wanamaker auditorium every afternoon, at which prominent speakers, including Major-General Bell, and such well-known musical figures as Maud Powell, David Bispham, Francis Rogers and a number of others were heard. The public was invited to bring a record as an admission to these concerts, and cash was also received.

In the prosecution of this campaign local committees were fully organized in over three hundred towns and cities throughout the country, and it is expected that as a result of this great "drive" a million records have been collected. A systematic survey of the camps of the country has been made and records will be distributed through the authorized official and semi-official welfare organizations. The various committees engaged in this work are certainly entitled to commendation and sincerest praise for their untiring efforts in making this movement a success.

A feature of the campaign was the meetings on the steps of the New York Public Library, where from what seemed to be a huge talking machine the voices of well-known singers were heard. The singers in person stepped into this large case and accompanied by a piano their voices rang out over the crowd; in the meantime the musical program was interspersed with appeals to the people to contribute either records, machines or money to buy them for the boys at the front.

On the evening of October 29 there was a concert at Carnegie Hall in behalf of this good cause, when eminent artists headed by Schumann-Heink, Frieda Hempel, Maud Powell, Lazaro, Rogers, Middleton and others were heard, the proceeds of which are to go to the work of collecting the million records needed for our fighting forces. A feature of the entertainment was the reappearance of the young French pianist, Lacroix. Among those present at the concert was Major-General Bell, who addressed the audience on the need of music for the men in service.

Mr. Smith will continue the business of Keenan & Smith, Auburn, Neb., recently dissolved.



Style Five
Georgian Period

The
CHENEY
PHONOGRAPH

"Plays all records better"

Immediate Deliveries
from New York warehouse

We have a splendid proposition for aggressive and successful dealers. Write for catalogs and agency details.

BURTON COLLVER

Wholesale Representative

(Cheney Talking Machine Co.)

4 West 40th Street, New York

Telephone, Murray Hill 6576

THE NEWEST DOEHLER BUILDING

Great Plant of the Doehler Die Casting Co. in Brooklyn Now Covers Nearly Entire Block

Work is rapidly nearing completion on the newest building of the group which forms the Doehler Die Casting Co.'s immense plant in Brooklyn, N. Y. With the addition of this new-



The Great Doehler Plant
est building, which is located on the corner of Court and Huntington streets, the Doehler Die Casting Co. will occupy almost the entire city block.

The growth of this plant during the last few years has been remarkable. The original building of the group, situated in the middle of the block on Ninth street, still remains, but the newer buildings made necessary by their constantly increasing business overtowers the old home. The new corner building will be the largest in the group and outstrips the others not only in area but in height as well.

The Doehler Die Casting Co. has long made a specialty of casting talking machine parts and have as their customers in this department a large number of the leading talking machine manufacturing houses in the country.

The Doehler Die Casting Co. have also plants located in Newark, N. J., and Toledo, O., and is said to be the largest manufacturer of die castings in the country.

HEINEMAN MOTION PICTURE SLIDE

Dealers Afforded Convenient Means for Featuring OkeH Records

The advertising department of the Otto Heineman Phonograph Supply Co., New York,



Heineman Motion Picture Slide has just prepared for the use of its dealers an attractive series of motion picture slides featuring "OkeH" records. These slides are being used to excellent advantage by the dealers handling these records, who have made arrangements whereby the slides will be shown regularly in their local theatres.

One of the slides in this series is shown herewith, although the black and white illustration hardly does justice to the attractive coloring of the slide. Publicity is being used in practically every form in behalf of "OkeH" records, and has contributed to their success.

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.

ARTISTIC GRAFONOLA PARLORS

Hardman, Peck & Co.'s Attractive Establishment in Brooklyn Has a Series of Demonstrating Booths Which Have Won Approval

One of the many record demonstrating rooms in the Grafonola parlors of Hardman, Peck & Co.'s attractive establishment in Brooklyn is here illustrated, fully equipped for the expedient sale of records with every needed appointment. The outstanding feature of this arrangement is its extreme neatness, effected by the careful framing of monthly bulletins of records, the absence of a disorderly catalog table, and the neatly framed photogravure of a celebrated Columbia artist. The photogravure is a standing invitation to hear this artist's Columbia recordings, and this form of suggestion is a highly dignified one, and a potent sales factor.

The use of metal fixtures, in which to display the regular monthly bulletins, is an econ-

omy of space as well as a practical medium for showing the latest records. Contained in the large or No. 2 fixture are twelve of the regular monthly hangers, one on each side of each of the six wings. The smaller one, over the Grafonola, or the No. 1 fixture accommodates eight of the midmonth lists, or hangers containing seasonable or unusual record offerings.



Hardman, Peck & Co.'s Grafonola Parlor in Brooklyn

omy of space as well as a practical medium for showing the latest records. Contained in the large or No. 2 fixture are twelve of the regular monthly hangers, one on each side of each of the six wings. The smaller one, over the Grafonola, or the No. 1 fixture accommodates eight of the midmonth lists, or hangers containing seasonable or unusual record offerings.

The fixture to the extreme right of the photograph is a No. 4 catalog rack, which does away

TO FEATURE THE AMBEROLA

Edison Shop Enlarges Amberola Department, and Will Advertise Same Extensively

The Edison Shop on Fifth avenue at Forty-first street, New York, has just enlarged its

department. We intend to advertise this department in the New York newspapers. We are going to stir up a lot of sleepy record buyers, and start them coming regularly to the Edison Shop for their Blue Amberol and Royal Purple records. We believe that there is a tremendous amount of Amberola business here in New York for the dealer who goes after it, and this applies to the whole country. It is our ambition to have every Edison dealer become an Amberola specialist. We know just what the Amberola can and will do for the dealer who throws himself solidly behind this proposition. The Amberola department is a gold mine, and the amount of gold a dealer gets out of it depends entirely on how hard he works and how deep he digs. Our advice to all dealers is: "Work your Amberola gold mine to the limit."

R. W. Anderson, manager of the Victor department of John Boesch Co., Burlington, Ia., is the proud and happy father of a brand new baby boy.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912

Of The Talking Machine World, published monthly at New York, N. Y., for November 15, 1918.

STATE OF NEW YORK,
COUNTY OF NEW YORK, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are: Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.
Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
Associate Editor—J. Raymond Bill, 373 Fourth avenue, New York City.
Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; Estate of August J. Timpe, 164 Fifteenth street, West New York, N. J.; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; L. M. Robinson, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the six months preceding the date shown above is: (This information is required from daily publications only.)

J. B. SPILLANE, Editor.
Sworn to and subscribed before me this 30th day of September, 1918. (Seal) EUGENE R. FALCK,
Notary Public, No. 6, New York City.
(My commission expires March 30, 1920.)

A \$15.00 Phonograph That Is Guaranteed



VANOPHONE MODEL C
Manufactured by a company of country-wide prestige.

Vanophone dealers are making substantial profits from the sale of the Vanophone Model "C" retailing at \$15.00.

The Model C Will Play All Records Made

The Vanophone is no experiment, but an established success. It is guaranteed throughout, and every part has been thoroughly tested by our factory experts.

IMMEDIATE DELIVERIES ASSURED

THE GARFORD MFG. COMPANY, Dept. B, ELYRIA, OHIO

DOEHLER DIE-CASTINGS

Have been an important factor in the development of the most successful talking machine attachments on the market.

This, together with the fact that the greatest number of instruments produced are equipped with tone arm and sound box of Doehler manufacture, is a tribute to the uniformly high quality of our product and the all around dependability of our service.



The Success attained by the "Perfection" reproducer and tone arm is due to the popular recognition of a device of more than usual merit.

DOEHLER DIE-CASTING CO.
 MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y. NEW JERSEY PLANT
 WESTERN PLANT
TOLEDO, OHIO. **NEWARK, N.J.**

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.]

SOUND BOXES

The Victor Exhibition Sound Box

In order that the dealer may become familiar with the different ways in which sound boxes are constructed I am going to take up in detail the assembling of various makes of sound boxes.

Possibly the best-known boxes to the average dealer are the exhibition sound box of the Victor Co. and the No. 6 sound box of the Columbia Co., and to these two I will confine my first article.

Assuming that the dealer is familiar with all the parts composing an exhibition sound box we will go ahead and assemble one in the following way:

First, place an insulator in the cap ring in such a position as to bring the joint directly under the bar of the needle arm. Put a little shellac around the top of the insulator to hold diaphragm in place—be sure that it is held firmly to the insulator by the shellac and be positive that its edge does not touch the cap ring at any spot.

If diaphragm touches cap ring at any place it will almost always cause a blast or false note, so always be sure to shellac it in its proper position so that it does not touch. This is of great importance if you want the best results.

Now place the second insulator into position, the joint being placed on the opposite side of the cap ring to that of the other insulator. Put on metal back and set in the three screws which hold it in place—as tight as possible.

Take the needle arm and put on the springs at right angles to the arm, setting up the screws good and tight. Put the spring screws in springs and screw lock nuts into position. Now the needle arm is ready to set in place on the cap ring.

Put the two slots on the needle bar over the

fulcrum points, screw in the two needle arm spring screws as evenly as possible, so that needle arm rests firmly on fulcrum points without any side motion.

The toe of the needle arm should clear the surface of the diaphragm about 1/1000 of an inch. The lock nuts on tension screws are now screwed up tight against the cap ring to prevent the position of needle arm being changed.

Hold box in left hand with forefinger pressing needle arm against diaphragm. Take piercing tool and pierce hole through diaphragm, letting point of piercer pass through top hole in toe of needle arm. Then take 00x112 top and run through diaphragm and needle arm toe holes to clear them of any obstructions.

Place diaphragm screw with its paper washer in position—which will pull needle arm toe down tight to surface of diaphragm.

Heating waxing wire, take a little wax and put a drop over the head of the diaphragm screw and also over toe of needle arm.

Put on rubber back with its two screws, place needle set screw in needle arm and the sound box is complete and ready to be tested.

Columbia No. 6 Sound Box

The Columbia No. 6 sound box differs from the exhibition sound box in that it does not use any means of tensioning the needle bar. The needle bar is swung on two pivot points and the elasticity of the mica diaphragm is depended upon to assist the push and pull of the needle.

In assembling this box we place first the large paper washer in the bottom of the head, next, one of the heavy rubber gaskets, the diaphragm is shellacked to the face of this gasket, the second rubber gasket is slipped into place and then the screw bezel is screwed down until the diaphragm is held securely in position.

The needle bar is now placed into position on its pivots, and when these are tightened so that there is no side motion in the arm the little lock nuts on the pivot screws are tightened up against the frame.

Placing the little washer and nut on the end of the needle bar and screwing them up tight against the mica completes the assembling and the sound box is ready for use.

PLACED LARGE RECORD ORDERS

Miss M. Anderson, manager of the record department of the Cray Hardware Co., Boone, Ia., recently paid a visit to the Mickel Bros. Co., the Victor wholesalers in Des Moines, Ia., and left a large order for records.

USE AUTOMOBILE IN SERVICE

How New York Talking Machine Co. Co-operates With Sales Force—J. H. Bieling Rejoins Company—Recent Visitors to New York Office—Makes Plea for Deliveries

In order to enhance the efficiency of its sales staff the New York Talking Machine Co., Victor wholesaler, recently purchased an automobile for its New England traveler, Fred Stewart. Mr. Stewart will now be in a position to call upon his dealers with maximum convenience and thereby give them an even greater degree of service and co-operation than he has during the past.

During the past few weeks Roy J. Keith, manager of the New York Talking Machine Co., has received several letters from the company's dealers expressing their pleasure at the fact that John H. Bieling has rejoined the company's sales staff. This veteran of the Victor industry has already renewed the friendship of the dealers in his territory, who are glad to welcome back this popular old-timer.

Quite a number of out-of-town dealers called at the offices of the New York Talking Machine Co. during the past fortnight to make a unanimous plea for the shipment of merchandise and to verify the fact that the demand for Victor products in their territories exceeds all previous totals. Among these callers were Stiles Clinton, of the A. B. Clinton Co., Hartford, Conn.; Wm. C. Heim, Danbury, Conn.; James Donnelly, South Norwalk, Conn.; A. P. McCoy, Fulton-Driggs-Smith Co., Waterbury, Conn., and Mr. Kern, of the Kern Music House, Providence, R. I.

SON OF E. A. GEISSLER DEAD

Edward P. Geissler, Former College Athlete, Passes Away in Los Angeles

LOS ANGELES, CAL., November 4.—Pneumonia last Thursday, October 31, claimed as a victim Edward P. Geissler, formerly one of Stanford's best-known athletes, and one of the all-star American football team that went to Vancouver in 1912. Mr. Geissler, the son of E. A. Geissler, vice-president of the George J. Birkel Co., was twenty-seven years old. He lived at 4843 Rosewood avenue, and leaves a widow, Mrs. Clara Louise Hollan Geissler, and two children, Edward B., five years old, and John H. Geissler, aged one year and six months.

Mr. Geissler was born in San Francisco, but spent most of his life in Los Angeles. He attended the Los Angeles High School and Stanford University. On returning to Los Angeles from Stanford Mr. Geissler enrolled in the College of Law of the University of Southern California, and became a member of Phi Delta Phi Fraternity. In addition he was a member of the Los Angeles Athletic Club, and the First Methodist Episcopal Church. He was associated in business with Wheeler Bros. & Pierce Co.

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.

WAR SERVICE COMMITTEE REPORTS ON PRIORITIES RULING

Advises Industry of Regulations Under Which It Must Operate for the Time Being—Excellent Arguments Presented at Washington—The Order of the Priorities Division

There has just been sent to the members of the talking machine manufacturing trade a most comprehensive report of the efforts put forth before the Priorities Division of the War Industries Board by the War Service Committee in behalf of the industry, and the very favorable rulings of the Priorities Division following the presentation of arguments by Chairman H. L. Willson, of the War Service Committee.

The committee, in addition to Mr. Willson, the chairman, includes: A. L. Cushman, of the Emerson Phonograph Co.; Charles Edison, Thomas A. Edison, Inc.; Ralph L. Freeman, Victor Talking Machine Co.; Joseph Schechter, of the Sonora Phonograph Corp., and secretary of the committee; and Eugene A. Widman, Pathé Frères Phonograph Co., all of whom attended the meetings before the Priorities Division, and also W. H. Alfring, of the Aeolian Co.; Julius Balke, Brunswick-Balke-Collender Co.; L. Mandel, Mandel Mfg. Co., and L. Rommel, of the Bell Phonograph Corp.

The committee first secured recognition from the Chamber of Commerce of the United States, as representing officially the talking machine industry, and on September 14 appeared before the Priorities Division of the War Industries Board, Judge Parker presiding, to present its arguments in favor of the industry.

The arguments of the committee were presented in the form of a brief by H. L. Willson, and he took occasion, first, to emphasize the part that phonograph and phonograph records are playing in maintaining the morale of the soldiers and sailors, in the camps, on the field and on ships. He called attention to the fact that after four years of war England refused to curtail the phonograph industry, and that Lloyd George had particularly requested that that industry be not interfered with.

In the relation of the phonograph industry to other industries Mr. Willson stated that phonographs of a sales value of approximately \$45,000,000 annually used but 12,000 tons of steel and less than 85,000 tons of coal, and that the iron and steel entering into the manufacture of phonographs was approximately only 5 per cent. of the total value thereof. He gave a list of the iron and steel on hand at the time, as well as the amounts of those metals required, and stated that much of the material on hand would be useless without supplies of other parts. He also stated that more than 50 per cent. of the factory employes were women, and a large part of the remainder in some factories were enemy aliens and not permitted to work in munition plants.

In the brief the fact is emphasized that most of the large manufacturers are, in most cases, in the East, and that a great percentage of their product is shipped West, and that inasmuch as a large percentage of cars are said to go West empty, the hauling of phonographs does not interfere with transportation, but makes a Western haul a profitable one to the railroads.

Mr. Willson outlined the manner in which England had handled the phonograph industry in the matter of restrictions; realizing that that industry was important and essential and giving it consideration on that basis. He quoted newspaper editorials, and expressions of opinion from Major-General J. Franklin Bell, Commander of the Department of the East, and prominent men connected with the various war activities of the Y. M. C. A., War Camp Community Service, as well as official song leaders, to prove the absolute necessity of music in preserving the morale and keeping up the spirits of the fighting men. Facts were also presented to show what music, and particularly talking machine music, is doing for the education of the people at home, and in keeping up their patriotism. A special point was made of the work of the phonograph in carrying on Americanization work among foreign-born residents, and particularly their children

through the medium of the schools, and other agencies.

The brief was exhaustive and convincing, and its presentation resulted in the issuance of the following ruling by the Priorities Division, listed as Circular No. 39, and addressed to the talking machine industry.

Ruling of Priorities Division

"Following conferences with your representatives, the Priorities Division has reached conclusions as follows:

I

"Any of your manufacturers who desire to be placed upon the preference list which has been prepared by this division may obtain forms therefor from, and make application to, the secretary of the Priorities Board. Any such applications will receive consideration.

"The preference list is the guide to all Governmental agencies and others interested in

"The production and supply of fuel, and electrical energy, the supply of labor and the supply of transportation service by rail, water, pipe lines, or otherwise, in so far as said service contributes to the production of finished products."

"Priorities in the 'supply and distribution of raw materials, semi-finished and finished products' are not governed by the preference list, but by priority certificates and automatic ratings described in Circular No. 4 and its supplements issued by this division.

II

"Your industry can supply essential needs during the last four months of 1918 if you can obtain certain limited quantities of materials which have been discussed with your representatives and if such materials are properly distributed among your manufacturers with a view to balancing and equalizing stocks. This division will issue to any of your manufacturers desiring its distributive portion of such quantities of materials Industry Priorities Certificates authorizing them to purchase its quota of such materials under the following conditions:

"1. Such manufacturer will file with this division its pledge as follows:

"The undersigned hereby pledges itself for the period from September 1, 1918, to December 31, 1918, (1) to use only in the manufacture of talking machines, talking machine motors and talking machine accessories and parts therefor the materials suitable therefor which are now in its possession or which may hereafter come into its possession (other than materials required or reserved for making other products covered by priority certificates or automatic ratings); (2) to reduce its consumption of iron, steel, copper, brass and aluminum used in the manufacture of such products to a basis of not exceeding 40 per cent. of four-twelfths of its 1917 consumption of such materials; (3) to comply with the regulations of the Conservation Division of the War Industries Board as to economics and substitutions."

"2. Such manufacturer will file with this division its statement under oath showing:

"(a) Quantities (by weight) of iron, steel, brass, copper and aluminum, and all products of such materials used by it in producing its 1917 output of talking machines, talking machine motors and talking machine accessories;

"(b) Quantities (by weight) of such materials and products of such materials in stock, in storage, and in transit owned by such manufacturer on September 1, 1918, or held for it;

"(c) Quantities (by weight) needed to balance stocks, but only so far as needed in connection with existing stocks to manufacture the output of talking machines, motors and accessories and parts therefor mentioned in its pledge.

"3. When the pledge and affidavits mentioned have been filed and Industry Priority Certificate issued it will take Class C rating and orders placed according to its provisions and this circular may be filled. No formal application for

Industry Priority Certificate is required. No guarantee can be given your industry that the material called for in any certificate can be supplied.

III

"Copper, brass and aluminum are so urgently and immediately needed for war purposes in quantities beyond the available supply that you will be expected to discontinue their use in any form in the manufacture of your products. This regulation, however, will not be construed as forbidding you to hold such quantities of materials as you now have on hand unless you may be asked to release such materials for the war program.

"Practically all of the materials which are used by your industry are of such importance and the constantly increasing demand for them is so vast that your industry should make every effort to avoid any unnecessary or wasteful use of any of such materials. After the war demands are met, there will be comparatively little left of the most important materials which you use to distribute to industries engaged in producing non-war products. It cannot be determined at this time what allotments may be made at the expiration of the period covered by the present allotments. Your success in accomplishing real and substantial reductions in your consumption of such materials and in prevailing upon consumers to postpone and reduce their demands for such products will contribute materially to the nation's welfare and will be a factor in measuring your further allotments. Yours very truly, Edwin B. Parker, Priorities Commissioner."

In submitting the report the War Service Committee through Chairman Willson says:

"Our country's needs are great and imperative under the stress of war requirements, and we believe, therefore, that you will cheerfully accept the curtailments and economies imposed by war conditions, and prescribed by Governmental bodies on our industry."

[See latest order of Priorities Commissioner, increasing metal allowances, on page 110.]

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.

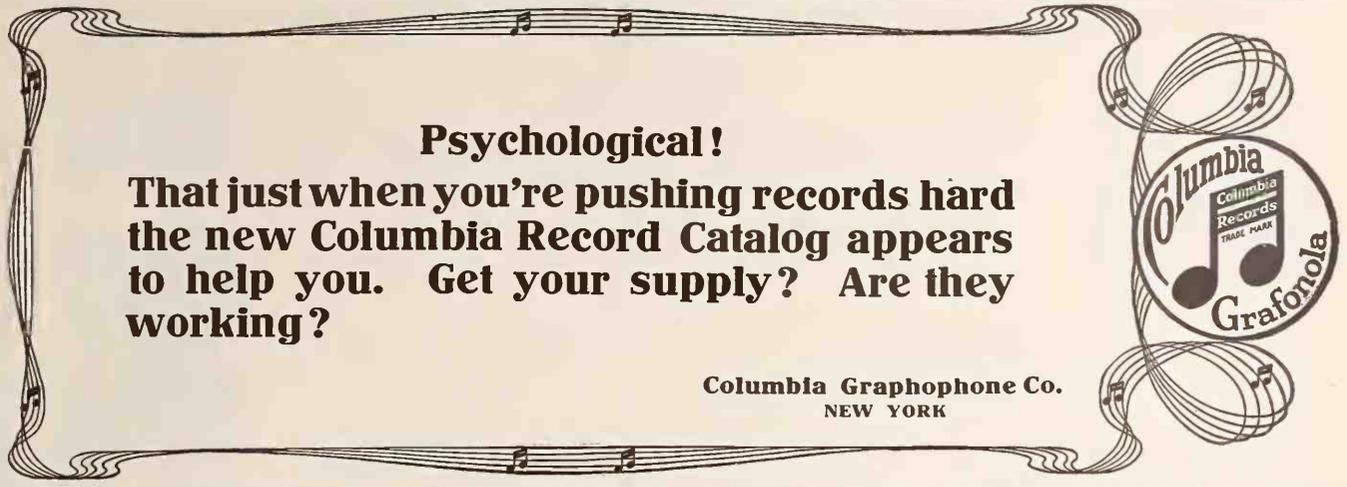
WONDERFUL TONE WONDERFUL FINISH
WONDERFUL IN ITS SIMPLICITY

The Machine Creates Interest and Discussion.
It is Self-Advertising

WONDERFUL SELLER

DEALERS—Send for Particulars, Prices, Terms.

BROOKS MFG. CO., Saginaw, Mich.



Psychological!
That just when you're pushing records hard the new Columbia Record Catalog appears to help you. Get your supply? Are they working?

Columbia Graphophone Co.
NEW YORK

ST. LOUIS DEALERS COLLECTING RECORDS FOR SOLDIERS

Talking Machine Men Send Their Wagons to Gather Slacker Records—The Stock Situation a Puzzle to Many—The Jobber's Problem—What the Local Factories Are Doing

St. Louis, Mo., November 9.—The talking machine business has gone through the Liberty Bond, an influenza quarantine and other handicaps during the past month and comes out with a clean selling score. Practically all dealers will tell you that their business could not be better without more stock. Every dealer in town is complaining that the models he best likes are short. At the jobbing houses they tell you that they are doing fairly well, but that certain models are somewhat short. It has gotten to the stage where the jobbers make no bones about being short, and in most cases they openly admit that their chief trouble now is getting enough of the popular models at one time to enable them to make proportionate distribution of the orders on file.

But with the records it is different. They are coming through in fair numbers, and, better than that, the people are catching the spirit of the thing and are willing to buy records that are new to them but which are old on the lists. It has been beneficial to the trade, in this respect, that much has been published about this and that trade being restricted to gain materials and men to win the war. People like to think that the talking machine trade is doing its part and they are willing to be a bit more patient about getting really new numbers. Others who are not so patient often can be sold by skilfully finding out if they have heard this record by that artist and then presenting the record as a new one. As long as the purchaser is happy, there is no harm done and there is one less person growling about the hardships of whipping the Germans.

It might appear to be an easy question to answer, but is there an actual shortage of talking machines (quality not considered)? The World correspondent has asked this question of a dozen dealers within the last few weeks and each dealer has his own ideas on the subject. When you get down to detail no two exactly agree.

All agree that there is a shortage of standard make and quality talking machines. That question admits of no doubt in the minds of most dealers. Some think there is an actual shortage of all kinds of machines, but one job-

ber gave it as his opinion that if every person now willing to buy a talking machine could be persuaded to buy regardless of make each would be accommodated, and that there would be some left in the stores.

Another jobber whose machines are sold in a number of stores said: "I have been trying to estimate the shortage of certain styles of our cabinet machines, but am puzzled. It is like this: A reported to me the other day that he could sell ten of our Style Q machines. B, whose store is in the same part of the city and in many ways similar, tells me that he could sell a dozen Q machines. This is repeated in all parts of the city. Now the question that is bothering me is how often is the demand for a single machine repeated. I am satisfied that A and B are dealing with some of the same prospective buyers. But how many duplicates? My investigations would indicate that there are three duplicates in these two reports, which would mean a demand for nineteen machines instead of the apparent twenty-two. But there may be other duplicates by reason of several persons in the same family inquiring. It is beyond me. I know that there is a shortage of our machines and we have not even a sample in our jobbing warerooms of an obsolete cabinet machine. We have offered to take any sticker off the hands of any dealer. That is how nearly we are cleaned up. We have a few box machines and a few of current styles, just in."

The local dealers have been giving much attention to the collection of slacker records for the soldiers. Their goal was 100,000. The campaign was handled by F. L. Liebing, manager of the musical bureau of the Kieselhorst Piano Co., which store was the headquarters. A room at the store was set apart for handling the collection and before the drive began one of the Kieselhorst record saleswomen was busy taking care of the early arrivals.

The following dealers caused to be published a large ad offering the services of their stores and delivery systems for the collection of soldier records. The following signed the ad (and paid for it): The Aeolian Co., 1004 Olive street; the Artophone Co., 1113 Olive street; Barthels & Dusenber (Concordia Music House), 912-14 Pine street; F. Beyer & Son, Seventeenth and Locust streets; Boehl Furniture Co., Grand and Gravois avenues; Field-Lippman, 1120 Olive

street; Hunleth Music Co., 515 Locust street; Kieselhorst Piano Co., 1007 Olive street; Klee-kamp Bros. Piano Co., 3121-23 South Grand avenue; Larkatone Music Co., Inc., 3749 South Jefferson at Broadway and Chippewa; Murmann Phonograph Co., 1318 Olive street; Roesch Furniture & Carpet Co., 1543 South Broadway; 417 West Schirmer street; Silverstone Music House, 1114 Olive street; Smith-Reis Piano Co., 1005 Olive street; Thiebes Piano Co., 1006 Olive street.

It is not detracting from the service of the talking machine dealers in this work to say that they are already reaping some reward for their zeal. Some persons bought new records to send to the soldiers, but a larger class who had quit buying, or had become very conservative buyers, have enlarged their operations. "We did not like to buy more while we had 200 records at home, but we gave away 100 of the popular ones to the soldiers and now we will buy some more," said one customer, and in certain degrees this remark was repeated dozens of times.

Manager Chrisler, of Aeolian Hall, who has taken over the management of the wholesale Aeolian-Vocalion department, reports a most excellent trade in various sections of the country. "We are now seeking to protect our established dealers rather than taking on new dealers," he said, "but where a dealer is willing to consider the styles that we have most of, we let him have some stock to introduce our line." The Lehman Music House, of East St. Louis, and John M. Taylor, of Macon, Moberly and Columbia, Mo., are recent Vocalion dealers.

Retail Manager Brandt said that he was chiefly surprised at the small effect the influenza ban

(Continued on page 98)

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 G. Frank, 694 Book Bldg., Detroit

"NICHOLSON"
New Catalog Showing New Styles
RECORD CABINETS
 strictly high-grade construction at prices
BELOW COMPETITION

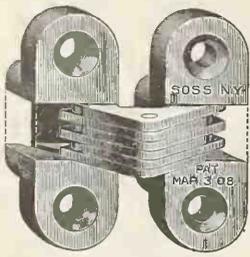
Write for a copy of the catalog and our special free advertising help for dealers.

K. NICHOLSON FURNITURE CO. Chase City, Virginia
 Sectional Bookcases and Record Cabinets

Walter S. Gray
 Chronicle Bldg., San Francisco, Cal.

**N
E
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S**

Pacific Coast Jobber for the **Best** in
 Talking Machine Trade Accessories



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"

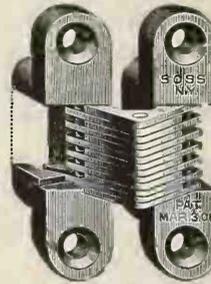
SOSS MANUFACTURING COMPANY, 435 Atlantic Avenue, BROOKLYN, N. Y.

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

COLLECTING RECORDS IN ST. LOUIS
(Continued from page 97)

had shown on sales totals. "With an encouraging number of machines in stock we could have met all previous expectations, but as it is we have exceeded expectations, circumstances considered. The record business appears to be almost without limit these days. People have money and are buying not only popular music, but the most expensive records."

Manager Roos, at the Columbia wholesale branch, would like to employ a man or woman who can put talking machines into fractions and satisfy the trade. "Our organization is well settled in an excellent stride and we are handling all the business that we are permitted in fine shape. Our dealers report that they are holding many prospects until the time that they will have Columbias for them," he said. "It is in time like these that reputation pays an excellent investment."

C. D. Westervelt, who formerly was with the Aeolian Co. at Boston, has joined the Vocalion staff here.

The decorators were in charge at the Artophone Co., where a good deal of attention is being given to the retail trade. The entire first floor has been quite handsomely fixed up and President Cone says that the brighter sales-room already is proving a good investment and that it and the improved Artophone is a combination that is hard to beat.

Mark Silverstone, of the Silverstone Music Co., says that he believes that his company will make very fair distributions of machines before the holidays, as the shipments now in sight will relieve the most acute shortages. The records, he says, are coming through nicely and the company is now meeting all of the increasing demands.

President Fitzgerald, of the Mozart Co., reports that his factory is busy chiefly on essential work and the talking machine output at present is only such as can be made when the machinery is not on strictly war work.

"We have been making very fair deliveries of Pathe instruments," said Manager Staffebach at the Hellrung & Grimm Furniture Co., "and

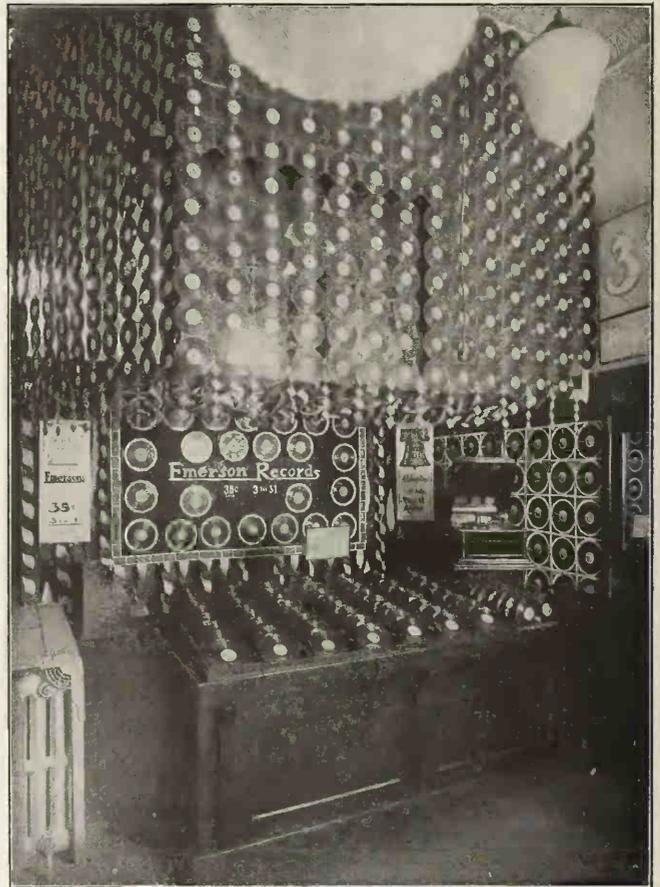
we expect to have all of our back orders filled before Christmas. We have been able to accomplish this by cutting off some dealers who were not coming up to the expected standard and we are not taking on any new accounts that interfere with supplying old customers. Our totals are making a most excellent showing, better than we expected to make. Our record business is without precedent."

MUST LOOK OUT

Credit men, both wholesale and retail, are not going to have an easy time of it during the reconstruction period that will follow the ending of the war, according to one of the best-known credit grantors in the city. The wholesale credit man will have the harder job of the two, he said, for he will be dealing with merchants who will have to conduct their business in the face of a declining market, and who will have to "watch their step" pretty carefully in order to avoid the bankruptcy court. As for the retail credit grantor, he asserted, his problem will lie in good part in guarding against defaulted payments on the part of the many customers who are getting their prosperity out of the war and who ordinarily would not be considered good risks. The situation is one that must be carefully watched by all concerned. We must move slowly and cautiously.

AN EMERSON RECORD DEPARTMENT

One of the reasons for the big success of dealers handling Emerson records is the original and attractive displays used and the establish-



Interior Display Made by the S. S. Kresge Store, Indianapolis, Ind.

ment of a really high-class record department. This interior display is from S. S. Kresge, Indianapolis. It not only won a prize in a recent Emerson record display contest, but also sold a great many records to new customers.

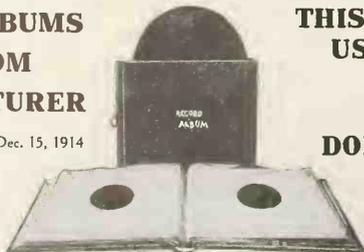
EDISON CHRISTMAS SUPPLEMENT

List of Blue Amberol and Royal Purple Releases for December Just Issued

An excellent Christmas supplement of Edison Blue Amberol and Royal Purple records has just been issued by Thos. A. Edison, Inc., which contains several exceptionally high-class recordings by such artists as Arthur Middleton, Frieda Hempel, P. A. Asselin and other equally well-known Edison artists. The numbers range from sacred songs, especially appropriate at Christmas time, to lighter ballads and popular songs, besides several instrumental numbers.

**BUY YOUR ALBUMS
DIRECT FROM
THE MANUFACTURER**

Pat. Dec. 15, 1914



**THIS ALBUM MADE
US FAMOUS BY
SELLING IT.**

**WHY
DON'T YOU TRY?**

BOSTON BOOK COMPANY, Inc.

43-51 Fourth Avenue, New York, N. Y.

BUSINESS IS GOOD

But

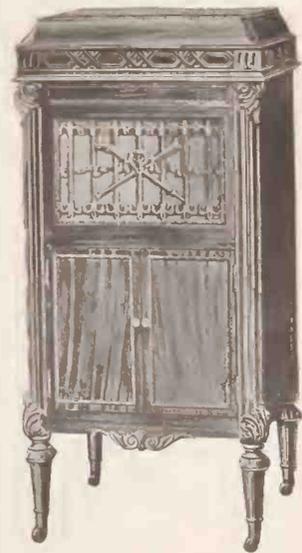
You and I Are Here to Make It Better



Attractive
Proposition
for
Dealers
and
Jobbers

Write To-day

THE ART CRAFT
LINE of Talking
Instruments is a true
exemplification of the
QUALITY for which
Grand Rapids Furni-
ture is internationally
recognized.



Six
Art Models
\$140.⁰⁰
to
\$350.⁰⁰

The Art Craft Company

MANUFACTURERS OF

The Art Craft Line

PHONOGRAPHS

GRAND RAPIDS, MICHIGAN

BUSINESS UNUSUALLY ACTIVE IN SOUTHERN CALIFORNIA

Despite Many Untoward Influences Los Angeles Trade Was Most Satisfactory During the Past Month—Record Demand Shows Remarkable Strength—Machine Shortage Is Still Most Pronounced

LOS ANGELES, CAL., November 4.—The month of October was rather strenuous for Los Angeles in more ways than one. In fact, it was really remarkable how well business kept up in spite of the Liberty Loan and the influenza. The indications are good for business during November.

The shortage of leading makes of machines and records is still acute with no promise of bettering the present condition before the first of the year. All local dealers are making desperate efforts to bolster up their fast depleted stocks, but with little or no success.

The demand for "war" songs seems to be increasing in spite of the numerous ones coming out every month, and the sales are still running big on such pieces as "Keep the Home Fires Burning," "Just a Baby's Prayer at Twilight," "Over There" and "Joan of Arc."

The Purchasing Agents' Association, of Los Angeles, gave a delightful banquet at the Sierra Madre Club on the evening of October 4. The most enjoyable thing on the program in the way of entertainment was a demonstration of the Edison Diamond Disc by Howard Legge, of the Southern California Music Co. Popular war songs were featured on the machine, which was a laboratory model of the William and Mary design, and during the evening those present sang a new version of "Keep the Home Fires Burning," led by the Edison machine. Mr. Legge gave a short talk on the Edison and its possibilities.

Colonel George P. Filmer, Pacific Coast division director for the Red Cross, purchased three of the Edison Army and Navy model machines for three of the cantonments. This model is a favorite with the soldiers and sailors.

W. S. Stidham, local manager for the Columbia Phonograph Co., says that during October

more Columbia records were also sold than ever before in any one month in the territory of the Los Angeles branch of the Columbia Graphophone Co.

The Southwest is the Land of Sunshine and Flowers—it also aspires to be one of song. The scarcity of Grafonolas evidently inspired the dealers to drive on records. They had excellent material to work with both on the "special" lists and the regular October records.

The death, somewhere in France, of Gus Schiresohn, youngest brother of the well-known North Main street talking machine dealer, Max Schiresohn, proprietor of the American Jewelry Co. and Schiresohn Bros., has stirred the sympathy of their many friends.

Nathan Milnor, formerly general sales manager of the Dictaphone, visited the California Graphophone Co.'s headquarters at 745 South Broadway, en route for San Francisco, where he is assuming the management of that branch as successor to F. A. Dennison.

Mr. Humphrey, recently manager for Byron Mauzy, San Francisco, has been appointed manager of Hamburger's Grafonola department.

George W. Lyle, assistant to the president of the Pathé Frères Phonograph Co., visited Los Angeles in October.

J. L. George, manager of the talking machine department for the Mercantile Co., of Long Beach, Cal., was in the city recently acquiring stock for Christmas. Mr. George says business is good at the beach town and the enlargement of all the shipbuilding plants has brought thousands of workmen to the city who are all good prospects for machines.

Beginning Sunday, October 24, 1,000,000 records, talking machines and small musical instruments are to be assembled throughout the country by the National Phonograph Record

Recruiting Corps to be sent to men in service. In Los Angeles there will be two committees, the general committee, with Marco Newmark as chairman, and the campaign committee, with Miss Rena MacDonald at the head.

ADVERTISING VOCALION RECORDS

Featured in a Big Way in Announcement in the Saturday Evening Post

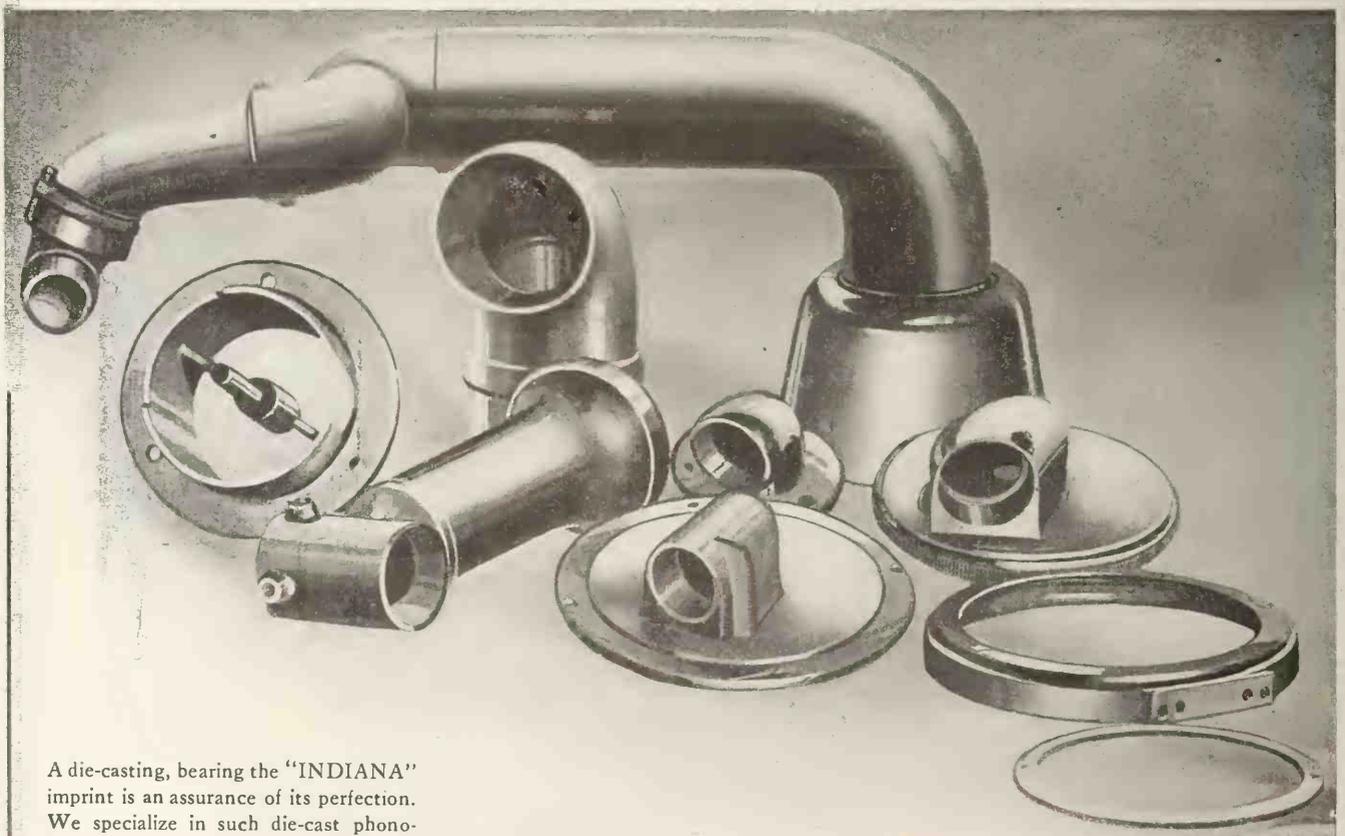
The Aeolian-Vocalion phonograph and Aeolian-Vocalion records were featured to excellent advantage last week in a full-page advertisement that appeared in the Saturday Evening Post. The attractiveness and artistic beauty of this advertisement was enhanced by the fact that it appeared in several colors, and this page was one of the finest talking machine advertisements that any national advertiser has used recently.

The page featured the new Vocalion records made by Giulio Crimi, the leading Italian tenor of the Chicago Opera Co., who is an exclusive Vocalion artist. The Vocalion record "On With the Play" from Pagliacci has achieved phenomenal success, and this advertisement called attention to the musical qualities of this record.

The Aeolian-Vocalion phonograph presented in this page was the Vocalion Style "I," retailing at \$225, which is one of the most popular instruments in the Aeolian-Vocalion line, and which is meeting with signal success throughout the country.

TALKER MEN GOLF CHAMPIONS

DES MOINES, IA., November 4.—The recent golf match to determine the championship of Des Moines was decided in favor of the team representing the Mickel Bros. Co., Victor wholesalers, and consisting of W. P. Beal, manager of Mickel Bros. Co.; H. B. Sixsmith, traveler, and Earl Haglund, manager order department, which won out against the Southern Surety team.



A die-casting, bearing the "INDIANA" imprint is an assurance of its perfection. We specialize in such die-cast phonograph parts as shown above.

"INDIANA" DIE CASTING CO.

CORNELL AVE., at 11th ST.

INDIANAPOLIS, IND.

FLOOR TAX CLAUSES KILLED

Section of War Revenue Bill Providing for Tax on Stocks in Hands of Manufacturers, Wholesalers and Retailers Is Removed

It was announced this week that after a strong fight by the music trade interests and others Sections 909 and 910 of the new War Revenue bill, providing for a collection of a floor tax of 10 per cent. on all musical instruments in the hands of manufacturers, wholesalers and retailers, had been eliminated from the bill. The proposed floor tax in the new bill differed from that existing in the present War Revenue Act in that its provisions were extended to cover retailers. The danger of the floor tax was early recognized, and strong arguments were immediately brought to bear on the Finance Committee, it being pointed out that the excess tax of that sort against a retailer with a large stock of goods on hand would in some cases threaten bankruptcy. It is not believed that an attempt will be made to reinsert the same clause or put a similar one into the bill before it is finally signed and becomes a law.

NEW COLUMBIA RECORD ARTIST

Miss Barbara Maurel, Mezzo-Soprano, Joins the Recording Staff of That Company

The Columbia Graphophone Co. announced this week the addition to the Columbia recording library of Miss Barbara Maurel, a mezzo-soprano, who has achieved great success on the concert stage and in operatic circles. Miss Maurel will record exclusively for the Columbia record library, and her first records will be announced very shortly.

Miss Barbara Maurel, who was born in Alsace-Lorraine, studied abroad under Jean De Reszke, and her season with the Boston Opera Co. won the praise of the leading critics. Musically speaking, she follows the traditions of the French school, and it is said by recognized authorities that her voice is remarkably adapted for recording purposes. Miss Maurel specializes in the rendition of old-time ballads, and her Columbia records will doubtless meet with a hearty welcome.

W. L. MULVANEY NOW IN CHARGE

Dubuque, Ia., November 4.—Walter L. Mulvaney, formerly manager of the Victor department of the Geo. W. Wheelock Co., Peoria, Ill., has taken charge of the Victor department of Roshek Bros. Co., this city. This concern has just moved their department from the third floor to the second floor and have installed a modern three-booth department. The booths are finished in white enamel with French windows, and the whole department is covered with heavy green velvet carpet. A. Reh, the general manager of the store, has received many compliments on the installation.

TALKING MACHINE INDUSTRY GRANTED INCREASE IN METAL ALLOWANCE FROM 40 TO 70 PER CENT

Favorable War Developments Move Priorities Commissioners to Give Quick Relief to Talking Machine Manufacturers—Order Reflects Attitude of Government Towards Business

H. L. Willson, Chairman of the War Service Committee of the Talking Machine Industry, received the following telegram from Edwin B. Parker, Priorities Commissioner, on Monday, November 11, in which the industry is advised that the ruling restricting the use of metal for talking machines to 40 per cent. of the 1917 consumption has been amended to permit the use of 70 per cent. of metals. The telegram, which in itself is explanatory, reads:

"Account favorable war developments restrictions on talking machine industry, including motors and accessories, embodied in Circular No. 39, Priorities Division, are hereby so modified that for the last four months of 1918 the consumption by said industry of iron, steel, copper, brass and aluminum used in the manufacture of its products will be on basis of not exceeding 70 per cent. of four-twelfths of its 1917 consumption, instead of 40 per cent. as provided in said Circular. In all other respects rules and regulations remain in full force and effect. Please notify all members of your industry."

The receipt of the telegram on the day that the signing of the armistice with Germany was formally announced is accepted by talking machine men as an indication of the favorable manner in which the industry is regarded in Washington, and likewise an indication of the attitude of the Government in the matter of granting industries relief from restriction as soon as possible. The original priority order limiting the use of steel and other metals to 40 per cent. of 1917 consumption was only issued, and had hardly become operative before the allowance was increased to 70 per cent.

It is also reported that the Priorities Commissioner has issued an order permitting an increase in steel needle production from 50 per cent., as it now stands, to 75 per cent., thus providing great relief for the industry as a whole.

ASK DEALERS' CO-OPERATION

National Phonograph Records Recruiting Corps Tells of Results Achieved in Drive for Records—Why Work Must Continue—Its Effects

The National Phonograph Records Recruiting Corps advises The World that reports received at headquarters at 21 East Fortieth street, New York, prove that the mark set for the collection of over a million records in the recent drive was not only reached, but passed by tens of thousands of records, and that the results accomplished were largely due to the hearty co-operation of the talking machine dealers.

Major-General Bell, U. S. A., the honorary chairman of the national committee, has just pointed out that this drive was only the start of the movement, and the quest for machines and records will go on until the last of our troops have returned to these shores and have been demobilized. Now that the war is ended the need for wholesome entertainment for our fighting men is more imperative than ever, for, as General Bell states, a million or more of our men will be required in Europe for a year, perhaps two, on police duty, hence the continued demand for music not only abroad but also at home, where the process of demobilization will necessarily be slow.

Army and navy officers are tremendously gratified by the extraordinary success of the slacker record drive, and have urged the corps to maintain a steady supply of talking machines and records until demobilization is complete. Therefore most of the five hundred local committees throughout the United States have agreed to continue their work indefinitely so

that the number of records to be collected will more likely reach the total of two instead of one million.

In view of this it is essential that talking machine dealers should continue their activities and co-operation. Somewhat more than 40 per cent. of the dealers throughout the country have become members of the Phonograph Record Recruiting Corps Trade Auxiliary, and others are urged to join.

In a recent letter to the dealers the national committee points out that the trade cannot fail to benefit in a material way by this co-operation, because millions of records will be donated, thus stimulating the purchasing of new ones; countless future buyers will be created in the army and navy, and popular and official recognition of the essential nature of the talking machine business will be accelerated, to the general benefit of the industry.

Dealers are asked to send at once to their local committees or to the New York City office, 21 East Fortieth street, a statement of the number of records and machines collected or purchased, so that a complete tabulation of the material in the district can be made without delay.

HOLD HALLOWE'EN PARTY

The employes of the Victor department of Chase & West, Des Moines, Ia., recently held an old-fashioned Hallowe'en party, with bobbing for apples and all. In that contest the honors were divided between Chase West, manager of the department, and Miss Golda Airy, manager of the educational department. As the saying goes, "a good time was had by all."



VICTOR RETAILERS

Are You Getting This Valuable Monthly Sign Service?

23 CARDS { 1—22x28 SHOW CARD
2—11x14 SHOW CARDS
8—RECORD EASEL SIGNS
11—PRICE TICKETS
1—WINDOW POSTER } **for only \$3.00 PLUS POSTAGE PER MONTH**

Canadian price \$3.50 plus postage and duty.

Send for a trial set and be convinced of its exceptional value and window decorative qualities.

We also manufacture the new "CARDO" imitation records and fancy papers for window trimming purposes. **Ask Your Wholesaler.**

ED. USOSKIN INC.

PRINTERS & LITHOGRAPHERS
230 W. 17th St., New York City

PEACE



THE Glad Tidings have been spread over the world. The din and roar of battle, the noise of firing cannon and the shouts of charging men have ceased. Over the war-torn field has fallen the quiet of Peace.

To the dead that lie, cold and stiff, in Flanders fields, we pay tribute. They asked us to take up the quarrel with the foe. They threw to us the burning torch and bid us hold it high. They left to us the task of securing a Peace which would exact unbreakable guarantees that faith shall be kept.

And with this Peace inscribed upon the great tomb wherein they lie, with the poppies showing red again in Flanders fields, we have answered. We have held high the burning torch and held sacred their faith in us. They have not suffered and died in vain.

We are proud of the small part it has been our rare privilege to play. we thank our friends who have so loyally and so patriotically understood conditions.

And we face the To-morrow, the readjustment period between war and peace, with faith, with hearts filled to over-flowing and a prayer of thankfulness upon our lips.

Cordially yours,

Vice-President

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

Manufacturers of the Stephenson Precision-Made Motor

Human Interest!

People like catalogs. Particularly people who have phonographs. Feature the New Columbia Record Catalog—they'll come in for it; you do the rest.

**Columbia Graphophone Co.
NEW YORK**



TELLS SECRET OF SALE MAKING

Edison Amberola Dealer Tells How He Has Built Up a Large Business in That Line

In telling how he has built up a business in Edison Amberolas and Blue Amberol records Leslie E. Carl, an Edison dealer in Deposit, N. Y., says that the first consideration is to have on hand a good stock of machines and records and then to go after business:

"Our prospects are mostly farmers. We keep our phonograph playing in the store most of the time and you would be surprised the prospects we get in this way. When one comes in and shows the least inclination to be pleased with

sale. If they wish a lower-priced machine we can very easily supply it.

"We find this to be a very easy way to make sales with the Edison. We have sold the Edison for over twelve years and have hundreds of customers which have been made this way. If you do not have the goods in stock you cannot make sales, and you surely cannot give free trials and make sales."

TAKES OVER VICTOR DEPARTMENT

WATERLOO, IA., November 4.—The Davidson Co. have recently taken over the Victor department of the James Black Drygoods Co., this city. A complete department has been installed in the

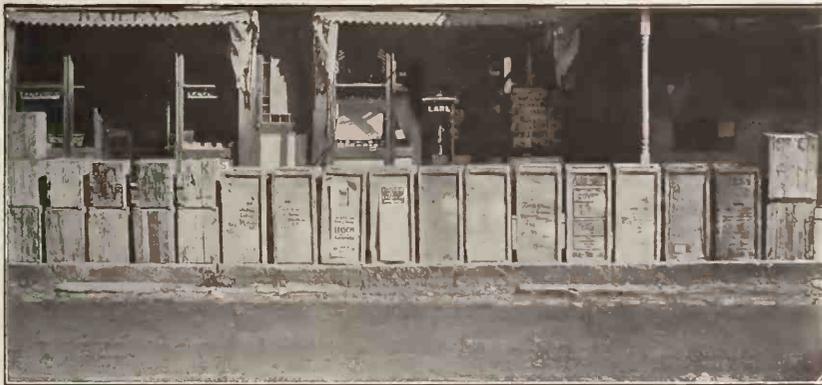
LATEST TEL-O-TONE LITERATURE

Handsome Printed and Interestingly Written Volume Bearing on This Chicago Musical Instrument Will Interest the Trade

A volume of more than usual interest bearing on the Tel-O-Tone phonograph, which is being placed on the market by the Western News Co., of Chicago, Ill., has just reached our desk. It contains illustrations and descriptions of the various artistic styles of Tel-O-Tone phonographs which are illustrated elsewhere in The World, as well as details of the various individual features of these instruments, notably the separator, the resonator, and the reducto. The volume contains a number of facsimile letters from prominent dealers who are handling this machine as well as from many individual purchasers. A feature of the volume is an interesting history of the phonograph.

The closing page, signed by W. Cheney Beckwith, inventor of the Tel-O-Tone sound-reproducing tone chamber, contains a succinct presentation of the claims made for this instrument as well as brief reference to the features which have made it so distinctive. Taken all in all this volume is a most interesting one, and should be productive of excellent results in informing the public regarding the Tel-O-Tone.

The war is over; now let us get busy!



Edisons in Shipping Cases in Front of Store of Leslie Carl

the clear tones of the Amberola we take him back and find out what songs or instrumental pieces he likes best; then we get him to let us put one in his home on trial; we ask him to invite to his home his friends and neighbors to hear the well-known Edison Amberola. We are very careful not to say anything about prices or terms; then we pick out about four dozen records, taking care that there will be a number in this lot which will please his particular musical taste. We always put out on trial the Edison Model 75. This gives us a cabinet for the records and makes a nice showing in his home. We use a 'Tin Lizzie' for delivery and get it to his home as soon as possible, sometimes we get to his farmhouse before he gets there. We almost always find somebody at home who will let us in with the machine; we then take pains to show them how to run it, explaining the good features of the Amberola and the Blue Amberol records, how they can have any kind of music in their home simply by turning the crank. We tell them the day we are coming to get the records they do not wish to keep and leave them, letting the Amberola talk for itself.

"The day we promise to come we try to be on the job. The first thing we tell them when we arrive is that we have come to get the records they do not care to keep. Almost every time they have the rejected records all picked out and ready. Then we talk prices and terms, and there is hardly a case but what we make a

front part of the store, with four booths and a complete stock of records. L. E. Cohen is general manager of the department, and Miss Leoti Cowles, formerly of the James Black Co., has charge of the record department. Both Mr. Cohen and Miss Cowles have an enviable reputation throughout the State as "business getters," which is proven by Mr. Cohen's remark, "Our opening day was great, and we disposed of over 900 records and sold all but one of our Victrolas. The only reason that one remained was that we needed one for demonstrating records."

STANDARD CO. HEARS FROM FRANCE

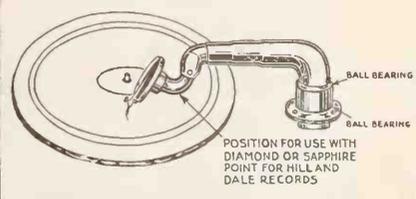
The Standard Talking Machine Co., Pittsburgh, Pa., received recently an interesting letter from Sergt. D. R. Morrow, a former Standard Co. employe, now in active service in France. Sergt. Morrow told in an interesting way of the American drive against the Germans, and of the bombing of an American hospital by Boche airmen, after observations had been made to be sure of the character of their objective.

RECOVERS FROM INFLUENZA

H. B. Sixsmith, traveler for the Mickel Bros. Co., Victor wholesalers in Des Moines, Ia., was a victim of the influenza epidemic, but is now recuperating rapidly.

TONE ARMS

Immediate Deliveries



F. C. KENT & CO.

Manufacturers of Phonograph Accessories

**Cor. Mulberry & Chestnut Sts.
NEWARK, N. J.**

PEACE NEWS STIRS BALTIMORE

Talking Machine Dealers Forget Past Troubles in Planning for Future—Eisenbrandt & Son in New Quarters—General News of Trade

BALTIMORE, Md., November 11.—The announcement of the armistice with Germany has caused local talking machine dealers to forget their troubles of the immediate past, including stock shortage, influenza ban, etc., and begin to plan actively for the future. It might be said with truth that the trade in this territory emerged from the chaos of war in most satisfactory shape. Now everybody is wondering how they are going to take care of the rush of business expected during December. Meanwhile early buying warnings are the rule.

Despite the fact that the staff of the local Columbia branches is sadly depleted through illness, the volume of business for the month, especially in records, has shown up remarkably well. At one time fifteen members of the staff of twenty-two were absent because of illness.

Recent visitors at the store of E. F. Droop & Sons Co. were S. Ernest Philpitt, of Tampa, and Miami, Fla., and John Oachis, of the Clark & Jones Co., Birmingham, Ala., both in search of Victor goods.

The National Piano Co., Pathé distributors, are expecting some shipments of machines and records shortly to take care of the orders that are piling up.

A. Petit, local Brunswick-Balke-Collender Co. manager, is declining to place new agencies for

Brunswick phonographs until he can take care of the demands of dealers already on his books.

H. R. Eisenbrandt & Son are now in their new quarters, and they have one of the most attractive stores in the city. The show window is eighteen feet long and eight feet deep. Henry Eisenbrandt says that Victor goods will likely come along better from now on, and while he does not expect to get as many machines and records as he could handle he is hoping that the supply will be fairly ample.

LATEST CHENEY REPRESENTATIVES

Ludwig Baumann & Co., the well-known furniture house, is planning to give a special exhibition and demonstration of the complete Cheney line of phonographs, including the art models that attracted such attention at the National Music Show this summer, in the company's three stores, beginning at the Eighth avenue and Thirty-fifth street store early in December, to be followed by similar exhibitions in the Harlem and Newark stores. The exhibit

will be featured by special recitals and analytical talks. Ludwig Baumann & Co. were the first Cheney dealers in New York, and have achieved splendid success with the line.

R. W. Olsen & Co., who operate four stores in Brooklyn, have recently become Cheney dealers, and have developed a splendid demand for these instruments in their territory.

WOMEN IN THE SALES FIELD

The Edison Shop at Dallas, Tex., Tells Interestingly of How Women Are Proving Most Effective in Promoting Sales of Phonographs

The opportunity given women in industry by this war is unparalleled in the world's history. That they are taking advantage of the opportunity, or, perhaps to put it more graciously, that they are standing up to their responsibilities is becoming increasingly evident with each day's news.

The Edison Shop, of Dallas, Tex., reports most interestingly concerning the advent with them of women into the sales field of the Edison industry. They say:

"Quite a few months ago we realized that there was only one way for us to save the salesman situation and that was through the medium of ladies taking the places of our men who had gone into the service. This was some five or six months ago. To-day we now have four salesladies who are actually taking the place of our four men who have gone into service, and who are making good in every sense of the word.

"The most interesting part of it all is the fact that I have always been very skeptical over the possibilities of a woman taking the place of a man in a business way, but I assure you that now my skepticism has been entirely swept aside.

"We began by taking these young ladies through a thorough course of salesmanship through the medium of our sales meetings which we hold regularly in our shop, and each and every one of these ladies is now turning in as much or more sales even than the men whose places they took.

"There is no doubt, of course, but that our sales meetings, which we have been conducting regularly now for over a year, have had a great deal to do with the success of these young ladies, but I believe any dealer who will select carefully his young ladies and then try to tell them just what he knows about selling Edison phonographs, and keep it up consistently, will be able to get just as good results as I have. Our sales meetings have grown to be decidedly the most interesting part of our work.

"I am very enthusiastic over our salesladies and feel very gratified over the fact that even though we have lost some of our very best men, our sales have not slumped one bit, but have kept up to their 300 per cent. increase over last year right along."

CANARY RECOGNIZED GOOD MUSIC

M. J. Soukup, Victor dealer at Decorah, Ia., recently purchased a canary which would not sing. Nearly every record in the catalog was tried with no result, until he hit upon Galli-Curci's "A Little Voice I Hear," from the Barber of Seville. Instantly the bird burst forth in wonderful song, which lasted until the record was taken off. In honor of the wonderful power of Amelita Galli-Curci the bird was named "Lita."

CABINETS - - CABINETS

AND

TALKING MACHINES

FOR

Wholesalers, Dealers, Jobbers

We can supply you with high grade Talking Machines to suit your every need. While we are cabinet makers we also manufacture complete machines.

We have a large stock prepared ready for shipment to meet the requirements of the trade.

Prompt Deliveries

Inquire for Catalog and Price List of

BEN FERRARA

ONEIDA, NEW YORK

INTERESTING PROGRAM FOR DEALERS

Many Features Planned for Monthly Meeting of Columbia Wholesale Branch

The regular monthly meeting of the local wholesale branch of the Columbia Graphophone Co. will be held to-day, November 15, at the Waldorf-Astoria Hotel. Lambert Friedl, manager of this branch, who will be in charge of the meeting, has prepared an unusually interesting program that will undoubtedly result in a banner attendance.

According to present plans the artist who will appear at this meeting will be Miss Barbara Maurel, one of the latest additions to the Columbia record library. R. W. Knox, advertising manager of the Columbia Co., will give the dealers some idea of the Columbia advertising plans for the ensuing year.

The most interesting feature of this meeting, however, will be the inauguration of an open forum, which will be conducted by the dealers exclusively. It is planned to have a Columbia dealer in the chair at this forum, and undoubtedly there will be many practical subjects discussed by the dealers.

EMPIRE RECORDS FOR DECEMBER

CHICAGO, ILL., November 11.—The advance list of records for December just issued by the Empire Talking Machine Co. is as follows:

- POPULAR HITS**
- 6236 I'll Come Back to You When It's All Over (Brown-Kerry-Mills).....Peerless Quartet
 - When You Come Home (Squire).....Conralto with Male Trio.....Una Drake
 - 6237 The Kilties March (Murchison).....Empire Male Quartet
 - When the Yanks Come Marching Home (Jerome-Furth).....Baritone.....Ben Pilgrim
 - 6238 Laddie in Khaki (Novello).....Baritone.....Frederick Williamson
 - What Are You Going to Do to Help the Boys? (Kahn-Van Alstyne).....Arthur Fields
 - 6239 Oh, How I Hate to Get Up in the Morning (Berlin).....Arthur Fields
 - When I Get Back to My American Blighty (Fields-Morse).....Arthur Fields
 - 6240 Give Me the Right to Love You (Glatz).....Sterling Trio
 - For the Two of Us (Leslie-Ruby).....Duet, Campbell and Burr
- STANDARD VOCAL**
- 6241 The Rosary (Nevin-Rogers).....Baritone.....Ira Allen
 - Beautiful Isle of Somewhere (Paera).....Sterling Trio
 - 6243 Silent Night, Hallowed Night (Hayden).....Bijou Mixed Quartet
 - Holy, Holy, Holy (Dykes).....Conralto.....Una Drake
- INSTRUMENTAL SELECTIONS**
- 6243 Poet and Peasant Overture (Suppe).....Empire Concert Orchestra
 - Poet and Peasant Overture, Part II.....Empire Concert Orchestra
 - 6244 Fireflies—Intermezzo (Savino).....Empire Concert Orchestra
 - Barcarolle—Tales of Hoffman (Offenbach).....Empire Symphony Orchestra
 - 6245 Patriotic Medley, Part I.....Empire Concert Orchestra
 - American Patriotic Medley, Part II.....Empire Concert Orchestra
- HAWAIIAN SELECTIONS**
- 6246 My Lonely Lola Lo (Solman).....Hawaiian Guitar accomp.....Sterling Trio
 - My Hawaiian Maid (Cunha).....Tenor, Hawaiian Guitar accomp.....Henry Burr
 - 6247 Aloha Land (Herzer).....Waltz, Hawaiian Guitars.....Louise and Ferera
 - Missouri Waltz (Eppel-Logan).....Hawaiian Guitars.....Louise and Ferera
- COMIC SELECTIONS**
- 6249 I Sent My Wife Away for a Rest (Von Tilzer).....Baritone.....Louis Winsch
 - 'N' Everything (DeSylvia-Kahn-Jolson).....Baritone.....Louis Winsch
 - 6250 K-K-K-Katy (O'Hara).....Baritone.....Louis Winsch
 - That Funny Jazz Band From Dixieland (Marshall).....Baritone.....Arthur Collins
- DANCE SELECTIONS**
- 6251 Djer Kiss (Ager).....Waltz.....Empire Military Band
 - Oh, You Daddy—Fox-trot.....Empire Military Band

- 6252 Nightingale Waltz (Fisher).....Empire Military Band
- Liberty Loan March (Souza).....Two-step, Empire Military Band
- 6253 Cutey (Motzan).....One-step, Empire Dance Orchestra
- Howdy (Sam Fox).....One-step, Empire Military Band
- 6254 Popularity (Cohan).....One-step, Saxophone, Banjo and Piano.....Van Eps Trio
- Oriental (Rose).....Saxophone and Piano, Williams and Davies
- 6255 Uncle Hiram's Husking Bee (Sweatman-Bonnell-Daly).....Medley Accordeon Duet.....Boudini Brothers
- My Sweetie (Snyder-Louis-Young).....Medley Fox-trot, Accordeon Duet.....Boudini Brothers

TO MAKE ONLY TWO STYLES

Operollo Phonograph Co., of Detroit, Make Announcement to This Effect

DETROIT, MICH., November 4.—An important announcement has been made from the headquarters of the Operollo Phonograph Co., 54 Lafayette West, this city, concerning their plans for future output. In accordance with the conservation methods in practice in all lines throughout the country in manufacturing plants, the Operollo Phonograph Co. will hereafter concentrate their efforts in the production and marketing of but two popular-priced models. With this concentration of effort they will be able to produce at a minimum cost a talking machine that they claim will be the very best that can be produced for the money. Plentiful stock is reported on hand at the factory, which should allow prompt delivery from the factory.

DEATH OF DR. ALVA D. JONES

Dr. Alva D. Jones, who was well known in the talking machine trade through his inventions bearing on the reproduction of sound, died at his home in Philadelphia on October 12. He was the inventor of the Perfektone sound box, and also held basic patents for the use of wicker-work for talking machine cabinets, and had taken out a great many patents covering other inventions of his relating to the industry in various countries. He was a man of great ability and highly esteemed by those who had the pleasure of his acquaintance.

EDISON FORCE TREBLES ITS QUOTA

The Thos. A. Edison, Inc. went over the top in the Fourth Liberty Loan in great shape. Their quota was \$300,000, but the final figures showed a grand total subscribed of \$1,090,300. This comprised subscriptions by the employes of \$525,000, and by the company of \$565,300. It is interesting to note that the Edison industries passed the \$2,000,000 mark for the four Liberty loans.

PUSH THE RED SEAL RECORDS!

In speaking with The World on the record situation Abram Davega, of I. Davega, Jr., Inc., Victor distributors, 125 West 125th street, New York, called attention to the fact that, although a great many numbers were exceedingly scarce, still there were quite a few Red Seal numbers with which the jobber was well stocked. The pushing of these numbers by the dealer with the co-operation of the jobber would add materially to the record sales and profits.

CELEBRATE PEACE AND VICTORY

Pathé Military Band and Pathé Forces, Headed by President Widmann, With Kathleen Howard, Parade Fifth Avenue, Arousing Tremendous Enthusiasm

One of the interesting features of the peace day celebration on Fifth avenue Monday was an informal band concert staged by the Pathé Frères Phonograph Co.'s New York offices, 23 West Thirty-eighth street. This concert attracted much attention and contributed materially to the success of the celebration.

The concert was entirely impromptu, and was occasioned by the fact that E. A. Widmann, president of the Pathé Frères Phonograph Co., chanced to walk up Fifth avenue while the celebration was taking place. He commented upon the fact that something seemed missing in the celebration and decided that it was a lack of music which kept the funmakers from properly enjoying themselves.

Mr. Widmann lost no time, but immediately arranged for the Pathé Military Band to assemble at Thirty-eighth street and march up Fifth avenue. The band had been rehearsing at the Pathé laboratories with Miss Kathleen Howard, and within fifteen minutes had started up the avenue, accompanied by a delegation of Pathé roosters and other appropriate signs. Behind the band were the members of the office staff of the Pathé Frères Phonograph Co.'s New York office, led by O. J. Valliere, city sales manager; Wm. Penn, recording manager; Wm. H. Rose, and Mr. Weil, with Mr. Widmann as marshal.

As soon as the band commenced its march it was followed by a crowd which increased by hundreds, and by the time it reached the Public Library the band was leading a procession fully five blocks long. At the library steps Miss Howard, accompanied by the band, sang the "Star Spangled Banner" and the "Marseillaise," after which the procession continued its march up Fifth avenue, where in front of St. Patrick's Cathedral the band rendered the national anthems of the Allies. By this time the procession was fully ten blocks long and had attained such importance that moving picture operators were busy filming it for the news weeklies.

The return trip was made down Broadway, and at Thirty-eighth street the band managed to elude the ten-block procession and renew its work at the laboratories. The band concert was thoroughly enjoyed, and the importance of music was demonstrated conclusively by the fact that this band proved absolutely essential to the real success of the peace celebration.

A STEWART PUBLICATION

The Stewart Talking Machine Co., of Indianapolis, Ind., recently issued a catalog of talking machine cabinets and accessories for distribution among dealers that is unquestionably one of the most complete and exhaustive in its extent that has reached our desk for some time. The volume is admirably prepared and printed.



The STERLING "No. ONE"—A Winner

"The Phonograph of Sterling Tone and Quality"

OUR "Number 1" is a mahogany finish cabinet, size 44x20x21, listing at \$80 retail, and comparing favorably with instruments selling for considerably more. It is equipped with a universal tone-arm playing all makes of records, a tone-modifier, and the exposed parts are heavily nickel-plated. This model has a motor cast frame, goose-neck tone-arm, and a silent, double-spring worm drive motor.

Liberal trade discounts.

Eight Models
—
Guaranteed in Every Detail
—
Immediate Deliveries of Any Quantity

Compacto Phonograph Co., 31 East 12th Street, New York City

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.

SALESMAN WANTED—If you cover the phonograph trade in any section of the United States and are interested in a live proposition, either as a side line or as your main line, we have an interesting offer. In answering state territory now covered. Address "Box 522," care The Talking Machine World, 373 Fourth Ave., New York.

MANAGER—Experienced sales manager with both wholesale and retail experience and thorough knowledge of talking machine production is open for managership of enterprising, reliable, well-backed concern where he will have opportunity to grow. Salary and commission. Address "O. C. 18," care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION WANTED—By wholesale talking machine salesman to travel out of Chicago. Will take a good line on a commission basis. Address "O. C. 29," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—All kinds of phonographs and records, new or old, also phonograph parts. We buy anything. Address Brooklyn Phonograph Co., 675 Greene Ave., Brooklyn, N. Y.

LARGE Record Manufacturer desires services of high-class salesman for Middle West among jobbers only. An excellent opportunity to make big money. Address "O. C. 10," care The Talking Machine World, 209 South State St., Chicago, Ill.

WANTED—New and second-hand Victor and Columbia talking machines and records. Spot cash paid for them. Deninger Cycle Co., Rochester, N. Y.

WANTED—Salesmen to carry line of well-known music rolls and phonograph accessories on commission basis. Address "Box 561," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Talking machine salesman, five years' experience, expert repairman, can take full charge, can handle both American and foreign trade. Address "Box 562," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—I have seven years' experience in phonograph trade exclusively. Wholesale and retail. I possess executive, initiative ability. Can furnish bonded references. Will take financial interest in organization which desires services of reliable Canadian representative who would guarantee results. I am prepared to establish American instrument in Canadian market. Address "Box 564," 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 558," 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.

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.

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.

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.

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.

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

FOR SALE

All kinds of phonograph parts, such as main springs, governor springs, all kinds of gears, also 100 turn-tables 10 in., with green felt, will fit any motor, at 20c. each.

| | |
|--|-----------|
| Main springs, ¾-in. size..... | 15c each |
| Main springs, ⅞-in. size..... | 18c each |
| Governor springs..... | 25c a 100 |
| Thumbscrews to fit all soundboxes..... | 30 a 100 |
| Green felt, 12-in..... | 9c each |
| Green felt, 10-in..... | 6c each |
| Micas to fit all soundboxes..... | 5c each |

BROOKLYN PHONOGRAPH CO.,

675 Greene Ave., Brooklyn, N. Y.

For Immediate Delivery, 5000 Main Springs

Size ¾" by .023 by 10 ft. 6" long. \$30 per hundred, or \$28 each for the lot. Samples \$.50. 16,000 winding key handles, beautifully finished in Mahogany or Ebony, \$1.10 per hundred, or \$1.00 per hundred for the lot.

EVERYBODY'S TALKING MACHINE CO.,
38 N. 8th St., Philadelphia, Pa.

GREAT LIBERTY LOAN CONCERT

Edward N. Burns, Vice-President of the Columbia Graphophone Co., Arranges Elaborate Program for Crescent Athletic Club

One of the most interesting features of the drive for the Fourth Liberty Loan was a remarkable concert given at the clubhouse of the Crescent A. C., Brooklyn, N. Y., one of the most influential and successful organizations of its kind in the country.

Edward N. Burns, vice-president of the Columbia Graphophone Co., has been a member of the Crescent A. C. for several years, and his indefatigable work in behalf of his club's Fourth Liberty Loan concert contributed materially to the success of the event. Mr. Burns was in charge of the musical program, and through his efforts the following well-known Columbia artists appeared: Madame Hulda Lashanska, Hipolito Lazaro, Miss Barbara Maurel, Arthur Fields, Harry McClasky, the Peerless Quartet and Prince's Orchestra.

The members of the Crescent A. C. subscribed

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, 1½", each..... | 1.75 |
| Main springs for Columbia disc, 1", each..... | 0.65 |
| Main springs, ¾" oblong hole, each..... | 0.35 |
| Main springs for Columbia disc, ¾" 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 Bick 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 |
| Mica diaphragms, 1st for all Standard soundboxes, each..... | 0.22 |
| 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..... | 2.25 |
| Tonearms, universal, with mica soundbox No. H-1, each..... | 2.00 |
| 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 Bick or Triton motors, each..... | 0.60 |
| Barrel, bottom gears, Bick or Triton motors, each..... | 0.25 |
| Key's Slatted, Bick 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

Sole Columbia agent in town suburban New York, drafted, will sell agency or stock only. Address "Box 563," care The Talking Machine World, 373 Fourth Ave., New York.

Something New

For Sale—10,000 hand lathe turned perfect steel talking machine needles, medium and light, at 7 cents each. Each needle plays 200 twelve-inch records. Guaranteed not to scratch or wear the records. W. A. Gross, 5081 Broadway, Chicago, Ill.

FOR SALE

Exclusive Columbia Graphophone Agency sixty miles from New York. Well balanced stock, finely arranged store, excellent location. Population draws over 12,000. Big opportunity and good investment for energetic man. Address M. I. C., care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

Phonograph cabinets; four styles table models, also floor models. Can make immediate shipment in cartlots. Good price to parties who can use in quantities. Empire Manufacturing Co., Rockford, Ill.

FOR SALE

Lot of 850 Meisselbach No. 66 Tone Arms and Sound Boxes in perfect condition at a bargain figure. Telephone Cortlandt 4633.

KIMBERLEY PHONOGRAPH CO., INC.
206 Broadway New York, N. Y.

for \$4,300,000 worth of bonds at this concert, and it is said the concert was the most successful single event staged during the Fourth Liberty Loan. The total subscriptions of the Crescent A. C. to the Fourth Liberty Loan were \$12,250,000.

HAVE BEEN WELL RECEIVED

The Culptone phonograph, produced by the Culp Phonograph Co., of 240 Broadway, New York City, and which had its initial announcement to the trade last month, has been favorably received throughout the trade. The four models comprising the line offer a variety of styles and prices. A. Culp, president of the company, reports that they are fortunate in having a stock on hand ready for immediate delivery and are now negotiating with agents for exclusive territory.

The Irvine Music Co., San Francisco, Cal., has added a talking machine department, which is under the personal supervision of R. S. Irvine. Handsome quarters have been arranged for.

DEATH OF LEONARD C. McCHESENEY

Advertising Manager of Thomas A. Edison, Inc., Succumbs to Heart Trouble on Monday of This Week—Prominent in Publicity Circles

The phonograph industry has just suffered a most severe loss in the death of Leonard C. McCheesney, for the past sixteen years advertising manager of Thomas A. Edison, Inc., and a prominent figure in advertising circles generally. Mr. McCheesney, who was fifty-nine years old, died on Monday at his home, 170 High street, Orange, N. J., of heart failure.

Mr. McCheesney's interests were many. He was one of the founders of the Association of



L. C. McCheesney

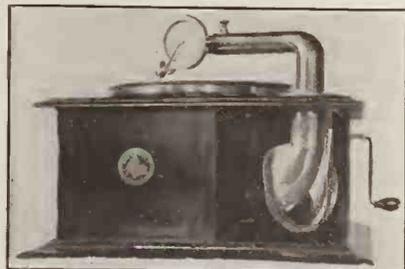
National Advertisers, and served as president of that organization. He was at one time president of the Orange Board of Education, and before joining the Edison interests was for twenty-one years secretary of the Orange Chronicle Publishing Co.

Mr. McCheesney was recognized throughout the country as one of the foremost authorities on advertising matters generally. He, personally, was a firm believer in clean and constructive publicity and in righteous business policies. He was straightforward and direct in his dealings, frank in his opinions, and these characteristics won for him the esteem of those members

NEEDLES—We have a considerable quantity of Trustone Needles, packed 200 in a tin box, for immediate delivery. **WRITE NOW TO SECURE THESE NEEDLES** Price 75c. per thousand; special prices for large quantities.

Maestrola Mahogany Cabinet Machines, Size 15 x 15 x 7 1/2

Motor worm gear plays 2 1/2 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.



Phonograph parts selling at the old prices during November 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.

of the trade and advertising profession who recognized their value.

Funeral services were held at the late home of the deceased on Wednesday afternoon, and were attended by the officials and many employees of Thomas A. Edison, Inc., a large delegation of advertising men, and representatives of various branches of the industry.

Mr. McCheesney is survived by a widow, a son, Leonard W. McCheesney, for a number of years connected with the Edison Co., and two daughters.

TALKING MACHINE RECORDS GROW

Exports, Including Records, for Eight Months Ending August 31 Totaled \$2,963,413

WASHINGTON, D. C., November 11.—In the summary of exports and imports of the commerce of the United States for the month of August, 1918 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records appear:

The dutiable imports of talking machines and parts during August, 1918, amounted in value to \$33,227, as compared with \$12,769 worth, which were imported during the same month of 1917. The eight months' total ending August, 1918, showed importations valued at \$249,389, as compared with \$330,840 worth of talking machines and parts imported during the same period of 1917.

Talking machines to the number of 3,796, valued at \$117,424, were exported in August, 1918, as compared with 10,059 talking machines, valued at \$218,761, sent abroad in the same period of 1917. The eight months' total showed that we exported 49,025 talking machines, valued at \$1,477,222, as against 57,222 talking machines, valued at \$1,415,398, in 1917, and 37,255 talking machines, valued at \$946,755, in 1916. The total exports of records and supplies for August, 1918, were valued at \$152,121, as compared with \$105,837, in August, 1917. For the eight months ending August, 1918, records and accessories were exported, valued at \$1,486,191, as compared with \$1,180,205, in 1917, and \$717,804, in 1916.

USOSKIN WINDOW SERVICE

November Display Meets Approval—Cardo Imitation Records in Demand—Large Canadian Demand Which Is Steadily Expanding

The November display of the Usoskin window service for Victor dealers, the second in the monthly service produced by Ed Usoskin, Inc., 230 West Seventeenth street, has met with hearty approval. The increasing number of Victor dealers using this service is noticeable. The Christmas display, which gives promises of being exceptionally fine, is almost ready.

The Cardo imitation records for window display have also met with an exceptional demand. The first issue of over 5,000 records has been entirely exhausted. The new stock was delayed in delivery to the Usoskin factory, but every attention will be given to the rapid filling of the large number of orders that have accumulated.

Ed Usoskin, Inc., have received so many inquiries for their service from Canadian dealers that an extensive campaign for that country has been approved and will be shortly under way.

H. Polliack, who handles the Columbia line in Capetown and Johannesburg, South Africa, has been spending some time in New York.

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

NEW STRADIVARA CATALOG

Handsome Booklet Received as World Goes to Press—Seven Models Attractively Illustrated

As The World goes to press it is in receipt of a very handsome catalog published by the Compton-Price Co., of Coshocton, O., exploiting the Stradivara phonograph. The cover is of gray with a gold embossed trade-mark name "Stradivara" upon the front. The inside is printed in brown and gray, the note border characteristic of the Stradivara advertising being used on the pages. Seven models of this machine are illustrated, including the Style 250. On the back page is reproduced the extensive factory of the company, as well as the Administration Building. A more complete review of this booklet will be found in next month's World. Included in the envelope with the catalog is a very complete dealers' proposition, giving in detail the prices and discounts allowed on these machines.

RETURNS FROM COLORADO TRIP

H. A. Duncan, manager of the Victor department of the Duncan-Schell Furniture Co., Keokuk, Ia., has just returned from a health trip to Colorado Springs.

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.

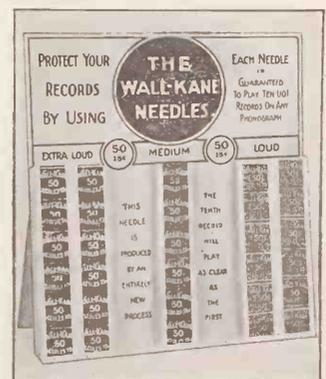
Fourth—WALL-KANE needles minimize the usual scratching sound of the ordinary steel needle and greatly improve the clearness and tone of reproduction.

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.

JOBGING TERRITORIES OPEN

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

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER.

Coming of Peace Brings Speculation Regarding the Reconstruction of the Industry—Warning Against Too Much Haste—General Advance of Sixpence in Record Prices to Cover Increased Cost—Luxury Tax Bill Strongly Opposed—James E. Hough Honored by Business Associates—What Is Offered in the Latest Record Lists—New Artists Introduced—Planning Development of Overseas Trade—Feeling of Optimism Prevails—General News

LONDON, E. C., ENGLAND, November 3.—As I write, the news is to hand of President Wilson's answer to the Central Powers' request for a cessation of hostilities. Few will disagree therewith. At this stage it is difficult to foresee or estimate the likely result. Of necessity these news from London are penned some weeks in advance of this publication. Events move so rapidly that by the time this is in print the war vista may have completely changed. In any case, the significance of the enemies' chastened mood is unmistakably fraught with large possibilities. It leads to the great hope of an earlier peace than at one time, not so long ago, the situation promised.

The news will have an immediate and far-reaching effect upon the social and commercial life of all nations. The rusty wheels of commerce will need much oil before they again revolve smoothly. But already the human hand and brain are at work in a hundred and one little ways of reorganization and commercial development. In the gramophone trade there is much to be done. As in the music industry generally, factory organizations have been converted into machinery for the propulsion of war, and it will be no light task to switch over from

this grim output to the avocation of peacetimes. It must be a gradual process occupying several weeks, and in most cases, months, of steady work before completion.

The coming of peace will not necessarily mean a great increase of business in the musical instrument and record line. During the period of demobilization and reconstruction business will doubtless be considerably disorganized even if measured by a war standard. We must not, therefore, be too sanguine of immediate results, but strive to work patiently until such time as the necessary ships of commerce are once again able to voyage over their normal trade routes of the world. This is more a time for serious preparation, a time when we should all firstly get our houses in order, so to speak, rather than rush into hasty commitments which the exigency of future conditions may nullify.

A review of the talking machine situation today would tend to show that our manufacturers are alive to the peculiar situation, and will only vigorously blossom forth when the dictates of caution are removed by a favorable outlook. Our commercial activity is at present restricted by the claims of the services. Yet, all things considered, business is in fine fettle; the nucleus of the trade has been maintained on a solid basis despite enormous difficulties, and we are ready for expansion as never before when freedom of thought and movement once again hold sway.

Henceforward, let the motto be Progress all along the line!

Record Prices Again Increased

The information given in these columns from time to time, foreshadowing an all-round in-

crease in the price of records, will have prepared the trade for the news, recently announced, of a general revision in the retail price of the leading records. One of the first to move was the "His Master's Voice" company, then the "Winner," and in turn all the other chief labels. Whether the price of the record be two, six or more shillings, it is interesting to observe that in each case the increase amounts to sixpence. The need for this additional sum is fully justified alone on the grounds of the ever-expanding cost of materials, labor, freightage, and all other production charges, which it is anticipated are likely to get worse before a change for the better can take place. Given that hostilities cease within a few months, the war is not then over. Its conclusion is for commercial purposes coincident with a return to normal conditions. Until that time arrives the effects of war remain. The position will be such as to call for war-time treatment, and no immediate slump in war prices, therefore, can be expected. It is, nevertheless, the intention of most of the record concerns to introduce a readjustment of prices as soon as may be possible, and for this purpose dealers were requested to make a return of their stocks. These statistics will be filed for future reference as and when occasion demands. This seems a very fair way of treating the difficulty, and dealers should therefore in their own interests make the required returns within the period stipulated.

By the movement to increase prices at this stage, confirmation is given to the proposal set forth in these columns that such action should anticipate the Government's forthcoming luxury tax bill. If this measure finds official acceptance along the lines of the Select Committee's



"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-Aktielselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 6, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 33, Alexandrowskaya Ulitsa, Riga; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarburger, Post Box 106, 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, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço 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)

REX GRAMOPHONE CO.
are making a Specialty of
EXPORT
in
Horn, Hornless & Portable Disc Machines
 REX GRAMOPHONE CO. 2 Elizabeth Place
 Rivington Street, LONDON, E.C. 2
 Cable Address "Lyrecodisc, London" Enquiries Solicited

proposals, involving a tax of 4d. on the two shilling record, which the public will have to pay, it would obviously have been a difficult matter to increase by sixpence the rock bottom record price retail, after the Luxury Tax bill became law. As it is, the record companies have rendered their position considerably easier by their prompt action, albeit the luxury tax is thereby increased to sixpence per record. It will be seen that the standard record, which but twelve months ago sold retail at eighteenpence, has increased within that period by exactly 100 per cent., given the luxury tax becomes law. This 100 per cent. is made up by the last and the present price increase of sixpence per record each time, and the expected luxury tax levy of twopence in the shilling or any part of a shilling, making sixpence on the now minimum half-a-crown standard disc.

In the case of the "His Master's Voice" the following labels now cost retail: Plum, 10-inch double, 3/6; 12-inch double, 5/6. Black, 10-inch single, 4/; 12-inch single, 6/; 10-inch double, 5/; 12-inch double, 7/. Violet label, 10-inch single, 5/; 12-inch single, 7/. All other labels remain at the same price as heretofore.

Columbia records—Light Blue label, 10-inch double, 4/; 12-inch double, 6/. Star Light Blue, 10-inch double, 4/; 12-inch double, 6/. Purple label, 10-inch single, 5/; 12-inch single, 7/. There is no change in the price of other Columbia labels, except the Regal 10-inch double record, which is now 2/6.

The Zonophone record new prices are, 10-inch double, 2/6; 12-inch double, 4/6; Celebrity label, 3/6.

The Winner 10-inch double is now 2/6; the Scala 10-inch, 2/6; 12-inch, 3/6, and the Coliseum 10 and 12-inch the same.

The foregoing comprise the leading records, and it is expected that the smaller firms will shortly announce their intention to revise the prices of their particular makes.

The Forthcoming Luxury Tax Bill

With the reassembling of Parliament one of the first measures to come under consideration is the question of so-called luxury taxation. The findings of the Select Committee will need much revision before they can come before the House with any chance of acceptance. One typical example may be cited. A £5 gramophone or a 2/ record is to be taxed to its utmost limit, while according to the official report the tax on pianos only commences from the

price of £40 and onwards. Why this differentiation? Any ordinary person would vote rather for a heavier taxation, if anything, on the purchaser of a musical instrument up to £40 than upon the poor man who can perhaps only afford musical entertainment to the extent of a few pounds. It is against such glaring absurdities that the new Gramophone Association and its members take keen exception. Energetic action to secure a cancellation of the whole proposal as applied to all musical instruments has been put into effect by the issue to the trade of explanatory literature, which includes a draft petition to the Prime Minister, to which the signatures of the musical public are invited.

Presentation to James E. Hough

An interesting day in the annals of the gramophone trade was that of October 17, when a presentation and luncheon was given at Frascati's Restaurant, this city, to "Jimmy" Hough, popularly recognized as "The Father of the Trade," in honor of his seventieth birthday. In all there were present 105 members of the trade representative of manufacturers, factors, dealers, music publishers and artists, not to mention the "one in a hundred," Mrs. Hough, whose presence lent added charm to the proceedings. Sir George Croydon Marks, M.P., O.B.E., took the chair, with M. E. Ricketts (Gramophone Co.) as vice-chairman. After an excellent war-time luncheon the chairman in a happy speech made interesting reference to his old-time associations with Mr. Hough, to whose business acumen and straightforwardness the whole trade was much indebted for the progressive development of the phonograph industry. The feelings of the audience were truly reflected when Sir George stated that Mr. Hough, while always following a path of his own cutting, had always displayed a straight and honest endeavor in his dealings with others; a man whom all held in the highest esteem and respect. For so long Mr. Edison's attorney in this country, Sir George spoke with authority in his brief historical reference to the early talking machine days.

After reference to the wonderful value of music to-day, the chairman presented to Mr. Hough, amid loud applause, a set of handsome silver bowls as representing a mark of the great esteem in which he was held by his trade friends. A beautiful bouquet was next presented to Mrs. Hough in a few felicitous words by Sir George.

The rising of Mr. Hough to reply evoked a storm of cheers from an audience which had expectantly awaited this opportunity to again express the pleasure which all felt at meeting their old friend under such happy circumstances. When silence was restored it was seen that Mr. Hough felt very keenly the splendid reception offered to him, and after giving oral expression thereto in suitable words of appreciation and thanks he proceeded to delight an attentive audience by a most interesting, not to say in-

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

structive survey of the talking machine field during the past thirty years.

Reference should also be made to the fact that Mr. Hough was the recipient of a very fine clasp album from the employes of J. E. Hough, Ltd., as a personal mark of their high esteem and respect for "the Guvnor."

The Latest Zonophone Program

Notwithstanding war conditions the British Zonophone Co. has throughout continued the maintenance of the excellent standard of quality for which Zonophone records were renowned in pre-war days, as now. This is more than confirmed by their latest issues, and by the enormous sales of these records. Records of the "Soldier Boy," "Going Up," the "Lilac Domino," and other London successes, as played by the Black Diamond Band are typical of Zonophone instrumental recording, and good examples of vocal contributions are furnished by the latest records of Sydney Coltham, George Parker, Herbert Payne, Peter Dawson, Zono Vevey, etc. The Misses Elsie and Dorothy Southgate on the violin and minstrel organ are responsible for a magnificent rendition of Eileen Alannah, and Killarney.

The records mentioned, as indeed all on this list, promise big sales for live home and oversea dealers.

"His Master's Voice" Special Operatic Issues

The operatic triumphs of "His Master's Voice" are in very truth sans finale. One complete series after another has been issued, or is in prospect. The wide popularization of operatic music owes much to the gramophone, which, if for no other musical attribute, is thereby elevated as high into the realms of art as can be

(Continued on page 110)

GUARDSMAN RECORDS

REGISTERED



TRADE MARK

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

FROM OUR LONDON HEADQUARTERS—(Continued from page 109)

attained through any channel of effort. The educational value of records is no more in doubt than is their artistic purity and fidelity of expression. The complete issue of "The Mikado" has now been followed by the publication on "His Master's Voice" records (eleven twelve-inch double discs) of the whole of Edward German's famous "Merrie England," covering all the vocal and instrumental numbers. Additional interest is lent thereto by the fact that the performance was throughout recorded under the personal superintendence of the composer. A wonderful achievement truly, and of which the Gramophone Co. may well feel, as they do, justly proud.

A promising operatic artiste who has recently made her record debut on "His Master's Voice" discs is Miss Olga Haley. In a comparatively short time she has captivated the British musical public, having appeared on the chief provincial concert platforms, as well as at the Queen's and the Albert Halls, this city. The Gramophone Co. has secured Miss Haley's valuable voice under a long and exclusive contract.

Winner Co. Introduce New Artists

As announced elsewhere the Winner record price is now two shillings and sixpence. Accompanying this advice to the trade particulars were given of some fine new record issues, special attention being drawn to the contributions of three eminent artistes whose services are now exclusive to Winner. The names in question are Chas. Tree, the well-known baritone; Herbert Cave, a tenor of operatic renown, and George Bass, the versatile North of England comedian. These gentlemen enjoy a big reputation among the record public, and their exclusive acquisition by the Winner people is regarded as a scoop of the first importance.

Steady Demand for Guardsman Records

The Invicta Record Co. report a continuously gratifying demand for their series of "Guardsman" records, the main difficulty being to insure a sufficient supply to meet the increasing sales reported by their dealers. It has come very near the rationing stage at times, but fortunately definite action in this respect has been avoided. The company's musical director has been paying special attention of late to the issue of twelve-inch classics, which have met with a favorable reception. In this regard I learn that new recordings will shortly be announced, and that something good is on the tapis. A fine sales opportunity for oversea dealers!

Miscellaneous News Items

In Arras recently, Phillip Gibbs, the war correspondent, mistook a "Decca" gramophone rendition as the living voice of a woman. A pardonable mistake; still more, a splendid tribute to the fidelity of this wonderful instrument! The incident has formed the subject of a special announcement by Barnett Samuel & Sons, Ltd., the makers.

The death in action is announced of Corp. Albert Harding, a valued servant of "His Mas-

ter's Voice" company. Up to the capture of Jerusalem, where he was wounded, he fought through the Palestine campaign as a member of the London Scottish. After recovery he was transferred to the French front, where he followed so many of his splendid comrades into the Great Unknown.

A considerable number of records will be withdrawn from "His Master's Voice" November catalog. Dealers have been advised to push the sales of any of these which may be on hand.

A perfect model of "Nipper," the famous H. M. V. dog, is now purchasable from the Gramophone Co.; only a limited number are available.

The Winner Record Exchange scheme, whereby old discs may be replaced by new, is still running.

Needles are to be imported from Japan, subject to a license, the tonnage to be taken from the American concession.

No Increase Here

In connection with the increased prices announced elsewhere in this issue, it should be noted that there is no change in the following Columbia series: Dark Blue label, 10-inch, 3/; 12-inch, 5/. Brown label (Italian Opera), 10-inch, 3/6d; 12-inch, 5/6d. Red label (Grand Opera), 10-inch, 5/6d; 12-inch, 8/. Pink label, 10-inch, 8/; 12-inch, 12/6d.

New Zealand Trade Commissioner in London

R. W. Dalton, H. M. Trade Commissioner in New Zealand, is now on a visit to London. He will consult with British firms regarding the trade possibilities of the New Zealand market. Letters for appointment should be addressed to Mr. Dalton, care of the Board of Trade Intelligence Branch, Basinghall street, E. C.

About Tenors in General and One in Particular

There are many tenors making records to-day, and each is noted for some characteristic quality of voice, and has his own particular circle of admirers. There is the dramatic tenor who claims attention for his declamation and forceful rendition of the heavier passages of opera. And there is the lyric tenor who, in various ways, seeks to impress the lighter songs with his own individuality. Among the methods of the lyric tenors there is one that has invariably met with conspicuous success. Not a few people consider the hallmark of a tenor to be the power with which he can sustain his top notes, and the greater the burst the more enjoyment this section of the public seem to derive from the singing. Where a song calls for it it is art, but there are many ballads of repose and sentiment in which it is markedly out of place. The larger public, of course, recognizes this, and there is consequently a wide appreciation for the methods of a tenor who realizes that true art lies in the natural expression of the beauties of song—who, while capable of voicing a top note of irreplaceable purity can yet utter it at its right value in relation to the song, instead of employing it as a vehicle in which to

show off an excess of lung power. Add to that a vocal organ that permits of the production of music and you have the ideal tenor.

Such a tenor, for example, is Eric Randolph. His "Regal" record of "In an Old-Fashioned Town" is a notable example of his artistic work—his delightful mezzo-voce finish being a veritable touch of triumph. But all his records are characterized in this way, and, although there is not a large repertoire available, what is lacking in quantity is made up in quality.

The Fascination of Folk Song

In the latest "His Master's Voice" supplementary list of records are given two programs (1) Instrumental works founded on folk songs, (2) Vocal music selected from folk songs. The lists are almost international in character and comprise a number of items that one particularly associates with the Victorian era, version though, for that matter, none the less popular to-day, as witness: "D'ye Ken John Peel," "Banks of Allan Waters," "The Lowland Sea," "Volga Boatmen's Song," etc.

Coincident with the issue of these records, Henry Coates writes:

"Every country has its store of those sweet songs—centuries old—which have been handed down from generation to generation through the ages, and which we moderns know as folk songs. Their origin no one can with certainty tell. Like Topsy, they 'just grew.' Their earliest beginnings must have been with our primitive forefathers, who would tell a simple tale in prose or rudimentary poetry, accompanying it with some sort of chant or simple vocal inflections. The idea would be handed on, improved and altered, preserved only by the bards themselves, for these folk songs must have begun before ever music had a written notation, until at length some sort of actual melody was arrived at. That melody in turn would gradually change its shape, for modern researches into folk song have brought to light many different versions of the same song existing in different parts of the same country, modified in each case, of course, by local conditions. To the strenuous and complex life of to-day the sweet savor and simplicity of folk song comes like a cool draught to parched lips. Much of the modern musical art has been founded upon it, for our musical master minds have realized the significance and beauty of these melodies which have been forged by the ages out of the people themselves, and not created by any artificial process. One need only recall, for example, the wonderful 'national' school of Russian music to show what great musicians can do with this material. Those wonderful operas and symphonies which have delighted us in these past few years have all been built from this material. In our own country native composers have begun to do the same thing, and many a fine orchestral work has been written in the same way. England, Scotland, Wales and Ireland are all rich in folk tunes of the most exquisite description, many of them amongst the finest examples of traditional music."

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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—NEEDLE HOLDER FOR SOUND BOXES.—Emil Albert Dodelin, Moorestown, N. J. Patent No. 1,276,192.

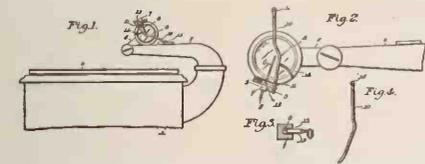
This invention relates to talking machines, and has particular reference to the sound boxes thereof.

The object of the invention is to provide an improved and simplified device for use in conjunction with the sound box of a talking machine, whereby a needle will be automatically clutched when the sound box is in an active position, and similarly released when said sound box is in an inactive position.

Another object resides in providing means for facilitating the operation of associating a needle with the stylus of a talking machine, reproducer or sound box, in order that the process will be simplified and expedited, this being accomplished by eliminating the service of set screws hitherto employed in this capacity, and by using in place of said screws automatically operating mechanism which will efficiently perform the same function as the set screws, and will eliminate to a large extent the element of manual labor hitherto necessary to effect the positioning of said needles.

Further objects reside in a device of the above character which may be formed with or conveniently attached to a talking machine, and in one which will be reliable and efficient in operation, not likely to become out of order.

Figure 1 is a side elevation of a talking machine, illustrating the application of the present invention to the sound box thereof, the latter being shown in an inactive position. Fig. 2 is a similar view, on a large scale, disclosing



the sound box in its active or playing position. Fig. 3 is a transverse sectional view taken along the line 3-3 of Fig. 2, and Fig. 4 is a detail perspective view of the controlling lever.

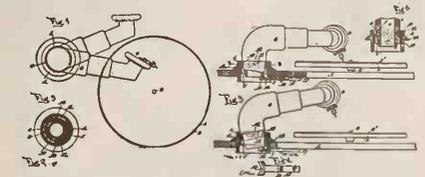
TONE ARM FOR TALKING MACHINES.—Frank Malocsay, New York, assignor to the Sonora Phonograph Corp., same place. Patent No. 1,276,551.

This invention relates to a tone arm for talking machines of the disc record type, and has for its object to produce a tone arm which is simple and cheap, and one which may be moved to the position wherein the stylus will engage with the record groove and be locked in such position.

A further object is to produce a tone arm which may be swung to one side of and above the record surface and be locked in such position.

A further object is to so proportion the parts that the tone arm cannot be removed from its position relatively to the rest of the apparatus until it shall have been swung horizontally to a predetermined position.

According to the following drawings Figure 1 is a top plan view of a portion of the talking machine embodying the invention; Fig. 2 is a



side elevation of the same partly in section; Fig. 3 is a similar view with the tone arm in another position; Fig. 4 is a detail plan view of locking spring; Fig. 5 is a section on the line 5-5 of

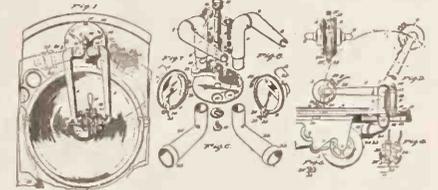
Fig. 2; and Fig. 6 is a detail sectional view of a modified form of bearing for the tone arm.

DUPLEX GRAPHOPHONE.—Frank C. Hinckley and John Graham, Bridgeport, Conn., assignors to American Graphophone Co., same place. Patent No. 1,276,759.

This invention relates to talking machines, and more particularly to machines of this type employing a plurality of sound boxes having styli which simultaneously and consecutively track the same record groove.

Stated broadly, the invention comprises, in combination with a record support, a plurality of sound boxes each provided with a stylus, means, preferably independent tone arms, mounting said sound boxes in co-operative relation with a record on said support, to enable said styli to simultaneously and consecutively track the record groove, and means to position said styli in consecutive portions of the record groove at any desired point in the length thereof. One of said sound boxes is preferably mounted for movement with respect to its mounting means to enable its stylus to be moved in a plane extending longitudinally thereof into alinement with the stylus of the other sound box, such movement preferably bringing the points of said styli into substantial coincidence. To secure such proper alinement of the styli, one of said sound boxes is preferably provided with cam means coacting with means upon the other of said sound boxes for guiding said styli into their proper relationship. Furthermore, the sound boxes are preferably mounted for independent movement about a common axis to permit their traverse of the record tablet, and about a common axis to permit their movement in planes at angles to said record tablet. Additionally, when tone arms are employed for mounting said sound boxes, said tone arms are preferably connected with separate sound amplifying means by elbows swivelly connected with the tone arms and having rotatable and slidable connection with said amplifying means.

Figure 1 is a plan view of a talking machine embodying the present invention, parts being shown in section; Fig. 2 is a side elevation of the machine shown in Fig. 1, parts being shown in section; Fig. 3 is an end elevation of the plurality of sound boxes on an enlarged scale; Fig. 4 is a side elevation of the styli and stylus



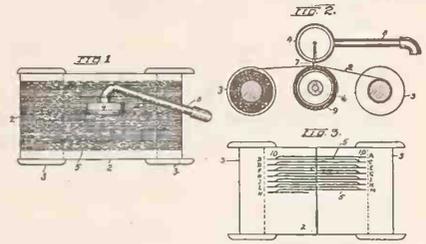
carriers when the former are moved into engagement, being on a further enlarged scale; Fig. 5 is a section on the line 5-5 of Fig. 4; Fig. 6 is a perspective view of the mounting for the tone arms and of the connections between said arms and the sound amplifying means, with the parts shown in detached relationship; and Figs. 7 and 8 are perspective views of the respective sound boxes.

RECORD FOR PHONOGRAPHIC MACHINES.—August C. Rutzen, Cleveland, O. Patent No. 1,276,968.

This invention pertains to records for phonographic machines, and the invention consists in a strip of flexible material of the nature of a ribbon or piece of tape having sound reproducing channels or grooves formed therein and substituted for the cylinders or discs heretofore commonly used for this purpose.

In the accompanying drawings Figure 1 is a plan view of a reproducing mechanism and a record embodying the invention, and Fig. 2 is a sectional elevation of said mechanism, lengthwise and showing a record mounted on a pair of rolls and a bearing roll between the same over

or upon which the reproducing needle operates. Fig. 3 is a plan view corresponding substantially to Fig. 1 except that the reproducing mechanism is omitted and the middle portion of the record strip is broken out, bringing the



two ends near together and showing the sound lines or channels enlarged.

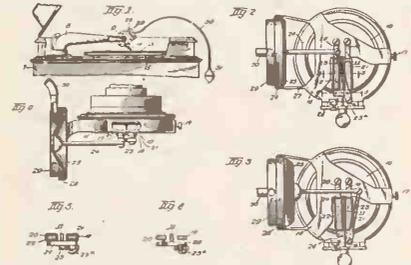
CONTROLLING MECHANISM FOR PHONOGRAPHS.—Harry M. Smith, Chicago, Ill. Patent No. 1,276,983.

This invention relates to improvements in phonographs and particularly to the provision of means for manually controlling the character of the vibrations received from the record.

In a machine of this character, it is desirable to provide means for enabling an individual to control the sound produced from the record, as in this way one is enabled to impart individual expression to the music produced. Heretofore means have been devised with this aim in view, which means have consisted in varying the size of the air passage, and thus checking, to a greater or less extent, the sound produced.

By this invention, however, instead of thus choking the sound, the vibrations of the diaphragm are controlled, as is also the amount of the sound produced.

A special feature of this invention is the provision of pneumatic means for controlling the sound, as through such an arrangement very efficient results are obtained, and the construc-



tion is one that is simple and easily applied to a phonograph.

A further feature of the invention is in having the device so arranged that it can be readily attached to practically any form of phonograph.

Figure 1 is a side elevation, partly in section, of a phonograph provided with the improved attachment. Fig. 2 is an enlarged detail view of the improved controlling mechanism, showing the parts in their normal position, with the bellows collapsed and the vibrating arm free to vibrate. Fig. 3 is an enlarged detail view similar to Fig. 2, showing the parts in the position they assume when the bellows are expanded and the vibrations of the vibrating arm dampened. Fig. 4 is a plan view, partly in section, of the sound box with the improved attachment. Fig. 5 is a sectional view taken on the line 5-5 of Fig. 2. Fig. 6 is a sectional view taken on the line 6-6 of Fig. 2.

SOUND REPRODUCING MACHINE.—Hugh J. McGreal, Milwaukee, Wis., assignor of one-half to Michael S. Sheridan, same place. Patent No. 1,277,096.

It is one of the objects of the present invention to provide a sound reproducing machine having a life-size head mounted on the upper portion of the machine and having a horn extending from the reproducer to the head to give the impression that the reproduced sound is coming directly from the head.

A further object of the invention is to provide a sound reproducing machine having a divided amplifying horn, one branch of which extends to a head mounted on the upper portion

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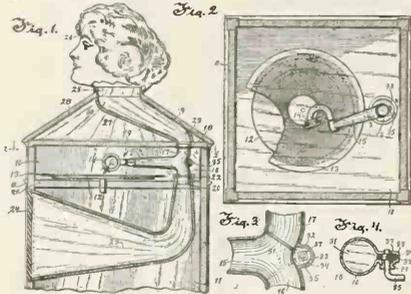
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 111)

of the machine and the other branch extends downwardly through the machine in the ordinary manner.

A further object of the invention is to provide a sound reproducing machine having a divided or branched amplifying horn, and through either or both branches of which the sound may be directed.

A further object of the invention is to provide a sound reproducing machine which is of simple construction, is strong and durable and is well adapted for the purpose described.

Figure 1 is a vertical sectional view of the improved sound reproducing machine; Fig. 2 is a horizontal sectional view thereof taken on line

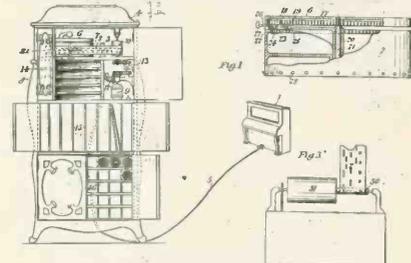


2-2 of Fig. 1; Fig. 3 is a sectional detail view taken on line 3-3 of Fig. 2; and Fig. 4 is a transverse sectional view taken on line 4-4 of Fig. 1.

SYNCHRONOUSLY OPERATED REPRODUCING APPARATUS.—Lawrence Langner, London, Eng., assignor to the Aeolian Co., New York. Patent No. 1,277,224.

This invention relates to means for securing and maintaining synchronism in the operation of two or more reproducing machines, such as a talking machine and a player-piano.

Figure 1 shows the invention applied to an electrically-operated player-piano and disc talking machine; Fig. 2 shows portions of the talk-



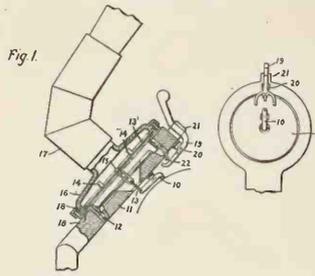
ing machine and associated parts to a larger scale, and Fig. 3 illustrates one form of the invention applied to a cylinder record talking machine.

SOUND REPRODUCING MACHINE.—Louis P. Jackson, Schenectady, N. Y. Patent No. 1,277,594.

This invention relates to improvements in sound reproducing machines and has for its object the provision of improved means whereby in a machine of this character the distinctness with which the sound is reproduced is increased. This application is a division of an earlier application, Serial No. 707,889, filed July 5, 1912, and which issued as Patent No. 1,232,924, and has certain features in common with a later application filed May 12, 1917, Serial No. 168,167.

One of the objects of the invention is to provide improved sound reproducing means where-

by the sound is reproduced in its original tones without the presence of disagreeable noises. In one aspect the invention comprises improvements in the reproducer consisting mainly in the provision of a diaphragm and other mem-



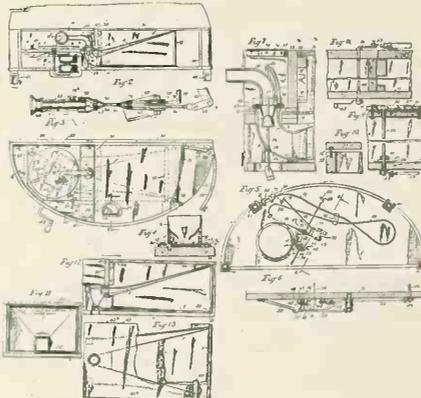
bers of lignum vitae or similar material. Cushion members of chamois skin or the like are likewise provided, together with stops for reducing or modifying the vibrations of the diaphragm.

In the accompanying drawing illustrating this invention, Figure 1 is a side view mostly in section of the improved reproducer; and Fig. 2 is a bottom plan view of the same.

TALKING MACHINE.—Joseph H. Dickinson, Cranford, N. J., assignor to the Aeolian Co. Patent No. 1,279,522.

This present invention relates to the hereinafter shown or described improvements in talking machines, phonographs and the like.

In the drawings, which show only some of the specific embodiments that these improvements are adapted to take, Figure 1 is a front

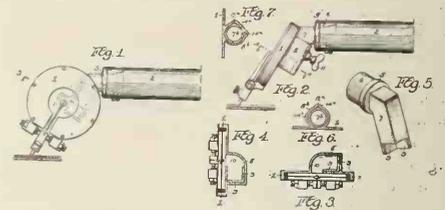


view of the instrument having the front wall of the casing removed to show the contained parts, and showing the lid elevated with its upper portion broken away; Fig. 2 is a longitudinal sectional view, on a relatively enlarged scale, of the handle and flexible control devices for operating the dynamics control valve and the brake; Fig. 3 is a top plan view of the instrument with the lid raised and with a portion of the permanent top 31 of the right-hand portion of the instrument broken away to reveal the underneath structure; Fig. 4 is an enlarged detail showing how the small neck end of the horn is supported in insulated manner on the bottom board of the instrument; Fig. 5 is an underneath plan view of the instrument; Fig. 6 is an enlarged sectional view on the line 6-6 in Fig. 5 looking in the direction of the arrows; Fig. 7 is an enlargement of the middle portion of Fig. 1; Fig. 8 is an enlarged detail of the brake means looked at from the front of the instrument; Fig. 9 is an enlarged detail of the dial pointer means for setting the dynamics control valve so that the instrument will play with a degree of loudness indicated by the pointer, the view being a sectional view

on the line 9-9 Fig. 3 looking in the direction of the arrows; Fig. 10 is an enlarged detail showing a modification of the means provided for making a sound-tight joint between the lid and the body of the casing of the instrument; Fig. 11 is a view of the horn and casing of the instrument looked at from the right-hand end of Fig. 12; Fig. 12 is a longitudinal section through the same parts shown in Fig. 11; Fig. 13 is a top plan view of the same parts showing horn broken away to reveal the underlying structure.

SUPPORT FOR THE SOUND BOXES OF TALKING MACHINES.—Horace Sheble and Thomas Kraemer, Philadelphia, Pa., assignors to the Domestic Talking Machine Corp., same place. Patent No. 1,280,565.

The object of this invention is to provide simple and effective means whereby the sound box of a phonograph instrument can be so mounted upon the tone arm as to be readily changed from position for use in connection with records of the "lateral wave" type to po-



sition for use in connection with records of the vertical cut or "hill-and-valley" type, the sound box when in either position being so locked to the tone arm as to prevent displacement of the sound box from its proper relation to the record.

Figure 1 is a side elevation of the sound box of a phonograph and part of the tone arm employed in connection therewith, illustrating the invention and showing the parts in position for use in connection with a record of the lateral wave type; Fig. 2 is a side elevation showing the sound box and tone arm in position for use in connection with a record of the vertical cut or hill-and-valley type; Fig. 3 is a transverse section on the line 3-3, Fig. 1; Fig. 4 is a transverse section on the line 4-4, Fig. 2; Fig. 5 is a perspective view of that member of the tone arm which engages with the sound box member; and Figs. 6 and 7 are horizontal sectional views in different positions of sound box and tone arm members illustrating a modification of the invention.

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RECORD BULLETINS FOR DECEMBER, 1918

COLUMBIA GRAPHOPHONE CO.

- A2646 Memories of Christmas. Part 1. "The Village Church" (Compiled and composed by Robert Hood Bowers.) With contralto and male quartet. Descriptive. Prince's Orchestra
A2646 Memories of Christmas. Part 2. "The Tree at Grandmother's." (Compiled and composed by Robert Hood Bowers.) With contralto solo and male quartet. Descriptive. Prince's Orchestra
49354 "La Traviata"—Parigi o Cara (Far from the Parisian Throng (Verdi). Soprano and tenor duet, orch. accomp., Prince's Orchestra
A2628 Song of the Chimes (Worrell). Cradle song. Mezzo soprano solo, orch. accomp., Barbara Maurel
The Slumber Boat (Gaynor). Mezzo soprano solo, orch. accomp., Barbara Maurel
77085 Ballerina Maschera. Alla Vita Che T'Arride (The Life Thou Dost Cherish). Act I. Baritone solo, orch. accomp., Riccardo Stracciari
A2644 Christmas Chimes (Vandersloot). Reverie. (Chimes by Howard Kopp). Prince's Orchestra
Cathedral Chimes (Arnold and Brown). (Chimes by Howard Kopp). Prince's Orchestra
A2632 Maritana—Scenes That Are Brightest. (Theme with variations.) Adapted by Maurice F. Smith. Clarinet solo, orch. accomp., Thomas Hughes
Song, Long Ago (Ritter). Clarinet solo, orch. accomp., Thomas Hughes
A6076 Carmen—Selections. (a) Prelude; (b) Les Toreadors (Bizet). Under the direction of Artur Bodanzky, Metropolitan Opera House Orchestra
II Trovatore—Selections (Verdi). Under the direction of Artur Bodanzky, Metropolitan Opera House Orchestra
A6074 In the Sweet Bye and Bye (Webster). Orch. accomp., Columbia Mixed Quartet
A Thousand Years (Work). Orch. accomp., Columbia Mixed Quartet

POPULAR HITS

- A2638 My Baby Boy (Von Tilzer). Tenor, orch. accomp., Lewis James
You're the Greatest Little Mother in the World (Gottler). Male voices, orch. Peerless Quartet
A2640 In 1960 You'll Find Dixie Looking Just the Same (Gottler). Male voices, orch. accomp., Sterling Trio
Caroline, I'm Coming Back to You (McHugh). Male voices, orch. accomp., Peerless Quartet
A2636 You Keep Sending 'Em Over and We'll Keep Knocking 'Em Down (Ruby). Baritone, orch. accomp., Arthur Fields
When I Get Back to My American Blighty (Morse). Tenor, orch. accomp., Irving Kaufman
A2635 For Your Boy and My Boy (Van Alstyne). Male voices, orch. accomp., Peerless Quartet
Uncle Sammy (Hulzmann). Baritone solo, band accomp., Arthur Fields
A2637 Out, Out, Wee, Wee, Wee (Fisher). Tenor solo, orch. accomp., Irving Kaufman
My Wild Days Are Over (Brown). Tenor solo, orch. accomp., Irving Kaufman
A2643 Where Have You Been Hiding All These Years? (Kraus). Tenor solo, orch. accomp., Henry Burr
Give Me All of You (from "Flora Bella") (Schwarzwald). Tenor solo, orch. accomp., Hugh Donovan
A2630 They Were All Out of Step But Jim (Did You See My Little Jimmy Manning?) (Berlin). Character duet, orch. accomp., Van and Schenck
Ragtime Moses' Old-time Bombosiah (Franklin). Baritone and tenor duet, orch. accomp., Van and Schenck
A2629 Beans, Beans, Beans (Smith). Comedy, orchestra accomp., Gus Van
I'm Too Tired to Make Love (Creamer and Layton). Character song, orch. accomp., Gus Van
A2641 They'll Be Mighty Proud in Dixie of Their Old Black Joe (Carroll). Tenor duet, orch. accomp., Campbell and Burr
If I'm Not at the Roll Call (Kiss Mother Good-bye for Me) (Boyd). Tenor duet, orch. accomp., Campbell and Burr
A2642 While You're Away (Pack Up Your Care in a Bundle of Joy) (Gilbert and Friedlander). Tenor and quartet of male voices, orch. accomp., Henry Burr and Peerless Quartet
I Love You More for Losing You a While (Whiting). Tenor solo, orch. accomp., Hugh Donovan

DANCE RECORDS

- A2634 Tishimingo Blues (Williams). Medley Fox-trot. Intro. "Some Chocolate Drops" (Irvin and Vodrey). American Marimbaphone Band
Hear Dem Bells (Old-time Songs). Medley One-step. (1) "Hot Time in the Old Town To-night," (2) "Auld Lang Syne," (3) "Reuben and Cynthia," (4) "Listen to the Mocking Bird," (5) "Johnny Get Your Gun." Jazirimba Orchestra
A2645 Those Draftin' Blues (Pinkard). Medley One-step. Intro. (1) "Somebody's Done Me Wrong" (Skidmore and Friedlander). Sweetman's Jazz Band
Rock-a-Bye Your Baby With a Dixie Melody (from "Sinbad") (Schwartz). Fox-trot. Sweetman's Jazz Band
A2639 Hindustan (Wallace and Weeks). Fox-trot. Violin and piano duet. Jockers Brothers
Me-Ow (M. B. Kaufman). One-step. Violin and piano duet. Jockers Brothers
A6075 Oriental (Rosh). One-step. Earl Fuller, Rector Novelty Orchestra
Texas (Guion). Fox-trot. Earl Fuller's Rector Novelty Orchestra
A6068 Sailor's Joy—Part 1 (Schlegel). Quadrille. Prompting by John H. Haselton. Prince's Orchestra
Sailor's Joy—Part 2 (Schlegel). Quadrille. Prompting by John H. Haselton. Prince's Orchestra
A6077 Smiles (Roberts). Medley Fox-trot. Introducing "Mandy and Me" (Gamble). Prince's Band
When You Come Back, and You Will Come Back (There's the Whole World Waiting for You) (Cohan). Medley One-step. Intro. (1) "Daddy Mine" (Wilson and Dubin); (2) "Good-bye Mother Macchree" (Ball); (3) "Some Day They're Coming Home Again" (Hilbert). Prince's Band
A2626 Submarine Attack Somewhere at Sea. Male voices. (Descriptive). Peerless Quartet
The Battle in the Air (Campbell, Morse and Collins). Male voices. (Descriptive). Peerless Quartet

- A2627 A Slippery Place (Hacker). Comic Rag. Under the direction of T. F. Shannon, Naval Reserve Band
Hilda's Wedding (Armstrong). Under the direction of T. F. Shannon, Naval Reserve Band
A2633 Spring Song (Mendelssohn). Flute, cello and harp. Trio de Lutece
Minuet (Beethoven). Flute, cello and harp. Trio de Lutece
A2631 My Irish Song of Tenors (from "Once Upon a Time") (Sullivan). Tenor solo, orch. accomp., Charles Harrison
The Fields of Ballyclare (Turner-Maley). Tenor solo, orch. accomp., Charles Harrison
A7524 The Joy of the Beautiful Pine. Children's story with chimes and orchestra. Thornton W. Burgess
Johnny Chuck Finds the Best Thing in the World. Children's story from "Old Mother West Wind" (Little, Brown & Co.). Thornton W. Burgess
E4038 Gold and Silver Waltz. Gypsy Orchestra
When I Am Crying for You. Gypsy Orchestra

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16996 Adeste Fideles (Oh, Come, All Ye Faithful) (Oakeley-Portugal). With chimes, Trinity Choir
Joy to the World (Watts-Hamel). Christmas Hymn. Trinity Choir
17767 Hilo. Hawaiian March. Irene West Royal Hawaiians
Wailana Waltz. Hawaiian Guitars. Pale K. Lua-David Kaili
18029 Coben at the Telephone. Comic Monologue. Barney Bernard
Goldstein Goes in the Railroad Business. Barney Bernard
18389 Silent Night, Holy Night (Gruber). Violin, harp, flute. Neapolitan Trio
Christmas Hymns—Selections. Harp. "While Shepherds Watched Their Flocks by Night," "It Came Upon the Midnight Clear," "Silent Night," "Adeste Fideles" (O Come, All Ye Faithful). Francis J. Lapitino
18430 U. S. Field Artillery March (Souza). Souza's Band
Liberty Loan March (Souza). Souza's Band
18439 Just a Baby's Prayer at Twilight (Lewis-Young-Jerome). Henry Burr
On the Road to Home, Sweet Home (Kahn-Van Alstyne). Percy Hemus
18455 The Last Long Mile (Breitenfeld). Charles Hart and Shannon Four
K-K-K-Katy (O'Hara). Billy Murray
18462 I'm Sorry I Made You Cry (N. J. Cies). Henry Burr
One Day in June (Joe Goodwin-James F. Hanley). Campbell and Burr
18473 Smiles (Lee Roberts). Fox-trot. Joseph C. Smith's Orchestra
Rose Room (Hickman Smith). Fox-trot. Intro. "My Oriental Rosebud." Joseph C. Smith's Orchestra
18483 Bluin' the Blues (Ragas). Fox-trot. Original Dixieland Jazz Band
Sensation Rag (Edwards). One-step. Original Dixieland Jazz Band
18489 Oh! How I Hate to Get Up in the Morning (Irving Berlin). Arthur Fields
18494 For Your Boy and My Boy (Kahn-Van Alstyne). Peerless Quartet
When You Come Back (Cohan). Peerless Quartet
35412 While Shepherds Watched (Late-Handel). Victor Oratorio Chorus
It Came Upon the Midnight Clear (Willis). Victor Oratorio Chorus
35594 Angels from the Realms of Glory (Montgomery-Smart). Christmas Hymn (Tune "Regent Square"). Trinity Choir
Oh, Little Town of Bethlehem. Christmas Hymn. Trinity Choir
35061 Sing, O Heavens (Berthold). Victor Mixed Chorus
It Came Upon the Midnight Clear (Willis). Victor Mixed Chorus
35663 Missouri Waltz. Joseph C. Smith's Orchestra
Kiss Me Again (Hetherington). Joseph C. Smith's Orchestra
45135 Star Spangled Banner (Key-Arnold). Reinald Wenrenrath
America (Smith-Carcy). Reinald Warrenrath
45145 Holy Night (Cantique de Noel) (Adam). With Lyric Quartet (Heavenly Aids) (Verdi)
Silent Night, Holy Night (Gruber). Lyric Quartet
45153 France, We Have Not Forgotten You (Clarke-Rogers-Ager). Lambert Murphy
I'll Pray for You (Lockton-St. Quentin). Olive Kline
55066 Lucia (Donizetti). Sextet. Victor Opera Sextet
Rigoletto (Verdi). Quartet, Victor Opera Quartet
55093 American Fantasie—Part 1—"Hail Columbia!" "The Old Folks at Home." American Fantasie—Victor Herbert's Orchestra
Behind Me, "Dixie," "Columbia, the Gem of the Ocean," "Star Spangled Banner." Victor Herbert's Orchestra
64637 Dixie (Emmett). With Victor Male Chorus, Harry Lauder
64688 All the World Will Be Jealous of Me (Dobin-Ball). Emilio de Gogorza
64693 La Marseillaise (National Air of France). French, with Metropolitan Opera Chorus, Frances Alda
64696 Keep the Home-Fires Burning (Ford-Newello). John McCormack
64708 The Sweetest Story Ever Told (R. M. Stults). Sophie Braslau
70061 Roamin' in the Gloamin'. Scotch Specialty, Harry Lauder
74163 Humoresque (Dvorak). Violin—Mischa Elman
74198 Open the Gates of the Temple (Knapp). Evan Williams
74420 Carry Me Back to Old Virginia (Bland). Gluck and Male Chorus
74424 Aida—Celeste Aida (Heavenly Aids) (Verdi). Italian. Giovanni Martinelli
74425 I'll Take You Home Again, Kathleen (Westendorf). Clarence Whitehill
74436 Adeste Fideles (Oh, Come, All Ye Faithful) (Portugal). Christmas Hymn. Latin, with chimes—John McCormack with Male Chorus

- 74467 Harlequin's Serenade (from "Les Millions d'Arlequin") (Drigo). Violin. Efrém Zimbalist
74509 Lucia—Mad Scene (Donizetti). (Flute obligato by Baron). Amelita Galli-Curci
74533 Minuet in G (Op. 14, No. 1) (Paderewski). Paderewski
74563 Ave Maria (Schubert-Wilhelm). Violin, Jascha Heifetz
87107 Whispering Hope (Ernsthorne). Alma Gluck and Louise Homer
87221 The Rosary (Nevin). Ernestine Schumann-Heink
87264 Where is My Boy To-Night (Lowry). Gospel hymn. Louise Homer
87294 Over There (Cohan). First verse English; second verse French—Un di vedremo (Some Day He'll Come) (Puccini). In Italian, Geraldine Farrar
88561 Noel (Holy Night) (Adam). French. Enrico Caruso

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29012 Just As I Am (Wm. D. Bradbury). Orch. accomp. Arthur Middleton
29013 Theme and Variations (Proch). Soprano, orch. accomp. Frieda Hempel
REGULAR RECORDS
3619 Ambrose and Steve in Court. Vaudeville Sketch, Billy Golden and Billy Heins
3618 Battle in the Air (Theo. Morse). Premier Quartet and Company
3611 Donna Juanita Selection (F. von Suppe). Creator and His Band
3617 Everything Is Peaches Down in Georgia (Ager-Meyer). Arthur Collins and Byron G. Harlan
3609 From Tropic to Tropic March (Russell Alexander). New York Military Band
3603 General Pershing March (Carl D. Vandersloot). Imperial Marimba Band
3612 Good-Bye, Alexander (Creamer-Layton). Coon Song, orch. accomp. Ada Jones
3616 Hawaiian Breezes Waltz, Waikiki Hawaiian Orchestra (with Louise and Ferrera)
3604 Howdy! One-step for dancing. Jaudas' Society Orchestra
3610 Jazz de Luxe—Fox-trot (Earl Fuller). Earl Fuller's Famous Jazz Band
3607 Most Beautiful Picture of All (May Hill). Tenor, orch. accomp. Manuel Romain
3620 Night, My Love and I (H. S. Kroyer). Tenor, orch. accomp. Vernon Dalhart
3601 Oh! Frenchy (Con Conrad). Baritone, orch. accomp. Arthur Fields
3613 Smiles (Lee S. Roberts). Mixed Voices, orch. accomp. Harmony Four
3615 Smiles Fox-trot (Lee S. Roberts). For dancing. Jaudas' Society Orchestra
3621 Song of Ages—Christmas Song (I. H. Meredith). Sacred, orch. accomp. Metropolitan Quartet
3606 Sweet Hawaiian Moonlight (Tell Her My Love) (F. Henri Klammann). Soprano and Contralto, orch. accomp. Gladys Rice and Marion Evelyn Cox
3602 Uncle Sammy—Vocal March (Abe Holzmann). Male Voices, orch. accomp. Premier Quartet
3614 Watch the Boat Go Get the Boat (Hawley). Comic song, orch. accomp. Edward Meeker
3605 Whenever I Think of You (Charles N. Grant). Soprano, orch. accomp. Betsy Lane Shepherd
3608 When I Send You a Picture of Berlin Medley—One-step, for dancing. Jaudas' Society Orchestra
FRENCH SONGS
27183 (a) Madrigal; (b) Tu me diras (If thou dost say), (C. Chaminade). Tenor, in French, orch. accomp. P. A. Asselin
27182 Cantique de Noel (O Holy Night), (Adolphe Adam). Tenor, in French, orch. accomp. P. A. Asselin

EDISON RE-CREATIONS

- 82136 Mad Scene—Lucia di Lammermoor (Donizetti). Soprano, in Italian—Flute Obligato. Anna Case
82139—Come Unto Him—Messiah (Handel). Soprano, Marie Tiffany
There's a Beautiful Land on High (A. H. Taylor). Soprano. Marie Tiffany
80379—Hush-a-hye, Ma Baby (Missouri Waltz) (Fred-eric Knight Logan). Contralto and Tenor. Marion Evelyn Cox and Vernon Dalhart
Longing for My Dixie Home (J. R. Shannon). Tenor and Chorus. Harvey Hindemeyer
80397—A Little Love, a Little Kiss (Lao Silesu). Tenor. Ralph Errolle
One Fleeting Hour (Dorothy Lee). Soprano. Gladys Rise
80398—My Waikiki Mermaid—Hula Medley, Waikiki Hawaiian Orchestra
Valse Llewellyn (Wiedoeff). Saxophone, Rudy Wiedoeff
80408—Fantasia—Impromptu (Chopin). Piano. André Benoit
Second Mazurka (Godard). Piano. André Benoit
80409—Work for the Night Is Coming (Mason). Jesus, Saviour, Pilot Me (J. E. Gould). Sacred, Metropolitan Quartet
Throw Out the Life-Line (E. S. Ufford). Sacred. Metropolitan Quartet
80410—Inflammatus—Stabat Mater (Rossini). Cornet. Pietro Capodiferro
La Paloma (Yradier). Sodero's Band
80411—Old Virginny Days (Theodore Morse). First Soprano, Second Soprano and Alto. Homestead Trio
When I'm Gone You'll Soon Forget (E. Austin Keith). Tenor and Contralto. Walter Van Brunt and Helen Clark
50480—Molly Dear Waltz (Arthur De Blone). For Dancing. Jaudas' Society Orchestra
"Old Timers" Waltz—For Dancing. Jaudas' Society Orchestra
50482—Invincible American March (F. H. Losey). New York Military Band
Wisconsin Forward Forever March. New York Military Band
50485—Farmyard Medley—Descriptive Sketch, Premier Quartet
Study in Mimicry—Vaudeville Sketch, John Orren and Lillian Drew
82145—Freedom for All Forever (B. C. Hilliam). Baritone and Chorus. Arthur Middleton
There's a Long, Long Trail (Zo Elliott). Soprano and Male Voices. Frieda Hempel and Criterion Quartet
50489—Bing! Bang! Bing 'em on the Rhine (Mahoney- Flynn). Male Voices. Premier Quartet
Last Long Mile—Toot-Toot (Lieut. E. Breitenbach). With Chorus. Billy Murray
50490—K-K-K-Katy (Geoffrey O'Hara). With Chorus. Billy Murray
Submarine Attack (Theodore Morse). Premier Quartet and Company
50494—Bring Me a Letter From My Old Home Town (Will R. Anderson). Tenor. Reese Jones
We'll Do Our Share (While You're Over There) (Jack Egan). Mixed Voices. The Harmony Four
(Continued on page 114)

RECORD BULLETINS FOR DECEMBER (Continued from page 113)

50495—We're All Going Calling on the Kaiser (Caddigan-Brennan). Baritone and Chorus, Arthur Fields

PATHE FRERES PHONOGRAPH CO.

POPULAR "HITS" OF THE MONTH 20444 "On the Level, You're a Little Devil (from "Winter Garden Show") (Schwartz), Louis Winsch, Baritone, 10

NEW SACRED RECORDS 40141 The Birthday of a King (Neidlinger). Organ accomp., B. Stonehill, Baritone 12

NEW PATHE "DE LUXE" DANCE RECORDS 20449 "Valse Parisienne (Roberts), American Republic Band 10

NEW BAND RECORDS 20451 High School Cadets (Souza), American Regimental Band 10

NEW OPERATIC RECORDS 54020 Le Regiment de Sambré et Meuse (Planquette) (French National Marching Song) in French, Lucien Muratore, Tenor 12

NEW INSTRUMENTAL NOVELTIES 20453 Bells of May (Dittrich). Mazurka, with bells, Pathe Freres Orchestra 10

FOR HOLIDAY TRADE 20248 Nursery Rhymes—No. 1. (Descriptive), Gerard and Hunting 10

20249 Nursery Rhymes—No. 3. (Descriptive), Gerard and Hunting 10

25018 God be With Our Boys To-night (Sanderson), Craig Campbell, Tenor 10

All records in this list marked with a star (*) are for immediate release and sale.

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THE NEW SEVEN-INCH RECORDS PATRIOTIC AND POPULAR SONG HITS 7419 Oh! How I Wish I Could Sleep Until My Daddy Comes Home (Lewis-Young-Wendling). Patriotic ballad, orch. accomp., Robert Rice For You Alone (O'Reilly-Cochi), Stanislaus Berini orch. accomp., Eddie Nelson

DANCE HITS 7428 Mary (Stoddard-Frey). Fox-trot, Emerson Military Band

LATEST OKEH RECORDS 1095 After You've Gone (Irving Kaufman) The Picaninies Paradise, Sterling Trio

N. Y. RECORDING LABORATORIES SONGS OF THE CHRISTMAS SEASON 50005 Silent Night (Gruber). Quartet with chimes, Peerless Quartet

RECORDS FOR THE CHILDREN 30073 Children's Games—Medley. Made up of—All Around the Mulberry Bush—London Bridge Is Falling Down—Nine o'Clock Is Striking—Round and Round the Circle—The Farmer in the Dell—Ring-a-Round a-Rosy—Lazy Mary Will You Get Up—Little Ball—Soldier Boy



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POPULAR SONGS, BALLADS AND HEART SONGS 30076 K-K-Katy (Geoffrey O'Hara). Baritone solo, orch. accomp., Arthur Fields
When You Come Back and You Will Come Back (Geo. M. Cohan). Tenor solo, orch. accomp.
30077 Roses of Picardy (Weatherly Wood) Tenor solo, orch. accomp., Henry Burr
Freedom for All Forever. Tenor solo, orch. accomp., Lewis James
50003 My Old Kentucky Home (Foster). Soprano solo with male trio.....Walter Roger's Band
Annie Laurie (Scott). Soprano solo, orch. accomp., Inez Barbour
INSTRUMENTAL RECORDS 30071 Garde du Corps—March (R. B. Hall), Walter Roger's Band
Sabre and Spurs—March (John Philip Sousa), Walter Roger's Band
30072 American Fantasie—Part I (Victor Herbert), Walter Roger's Band
American Fantasie—Part II (Victor Herbert), Walter Roger's Band
30075 Little Grey Home in the West (Lohr). Cello, Violin, piano.....Taylor Trio
Hearts and Flowers (Tohani). Violin solo, piano accomp., Edmund Thiele

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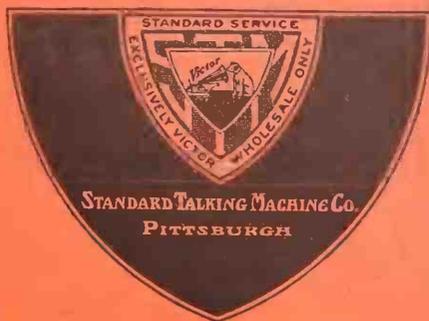
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