The best-known trade-mark in the world

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

THE really phenomenal growth of Sonora sales is due to the recognition by the public of the emphatic superiority of the Sonora both in beauty of tone and in advanced constructional design.

The Sonora is the phonograph which requires practically no selling. It actually sells itself and the customers' ears and eyes confirm the remarkable and matchless quality of this instrument.

The Sonora not only sells easily but sells for cash and keeps your bank balances at the highest level.

A complete line of upright and period models is available at prices from $50 to $1000

Sonora Phonograph Sales Company, Inc.
GEORGE E. BRIGHTSON, President
279 Broadway, Dept. Y, New York

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

Sonora Semi-Permanent Silvered Needles are meeting with great success. They are splendid "repeat" sellers and bring valuable trade to your store. If you haven't stocked up, order now.
AIDS IN SOUND TRANSMISSION

A. M. Nicholson in an Address Before the New York Electrical Society Tells of the Value of Rochelle Salts as a Sound Transmitter and Gives a Demonstration That Interests Many

A subject of more than usual interest to those in the musical field was discussed by the New York Electrical Society at its meeting one night last week when A. M. Nicholson, of the Alva Electronics Co., surprised his audience by setting forth the merits of sodium potassium tartrate, better known as Rochelle Salts, as a transmitter of sound. Mr. Nicholson said the salt is used by scientists in many fields, and demonstrated it by sending the music of a phonograph through 100 receivers scattered about the audience.

A power of sufficient velocity to do this was generated by the agitation of a single ounce crystal of the salt. The discovery was made, Mr. Nicholson said, by experiments shortly after the close of the war. The salt was first used with other chemicals to create electric force and finally experts discovered they could use it purely.

Mr. Nicholson sent an assistant out of the room with one of his Rochelle salt telephones and had him talk and whistle into it. The audience received the sound through a large receiver containing salt crystals which reproduced the tones perfectly and could be heard throughout the hall. The transmitter was then placed on top of a piano in an closed door. When the inventor took his plans to one of many of his races by treating his opponents to trance! The elusive Muse has been caught and imprisoned. So you see, every man can now be his own psychologist, and can do anything he wishes. The elusive Muse has been caught and imprisoned in a rubber disc and can always be had for the asking. Another field for the talking machine has been opened up, a field that would make every human being a buyer. Perhaps it is just as well that there is no shortage of machines, for if everyone could have what they wanted, the world would be in a pretty state. When the inventor took his plans to one of the great recording companies it is said that the president of that concern literally held up his hands in horror and would have nothing to do with it. Evidently he saw the troubles that the average citizen is earning more money than ever before and is indulging his taste for music lavishly.

When, not more than ten years ago, a $200 talking machine was put on the market, the public no longer wants cheap machines, as is shown by reports from dealers everywhere. The cheaper machines are generally passed by for the more expensive ones, for the reason that the average citizen is earning more money than ever before and is indulging his taste for music lavishly. The other day a man went to a certain music store to make his final payment on a talking machine. He had made the payment and before he left the store he had bought a player-piano also. Cases like this are found on every side and make plain the reason for the great boom in the “talker” trade.

TO HANDLE COLUMBIA IN BUTTE

Louis Dreibelis, president of the Newbro Drug Co., Butte, Mont., has completed plans for the establishment of a complete music store in the city. Another feature will be a Columbia Grafohola and records.

Among the innovations of the new store will be a department exclusively for children and a wax dance floor, where patrons may trip light fantastic to the music of the special dance records to determine before purchase just how well suited any particular selection is for home dancing.
Why Dealers Should Identify Themselves With Every Effort That Uplifts Music

By C. B. Shepherd

The movement for a more general appreciation of music and what it means on the part of the public, and particularly the children, is not in any sense new, but there is no gainsaying the fact that the movement has shown a particular development along systematic lines during the past few years and especially since the beginning of the war. There has been no secret about this development of more interest in music for everywhere we have seen the organizers of community choirs, some taking in certain districts and others embracing the singers of entire cities as large as New York, the introduction of folk singing in the schools, the conducting of official and semi-official lectures, series covering the practical value of music in therapeutics and other activities that have reflected the earnestness of those working for the cause.

With all this stir about music, with all this organized effort to put music to the forefront, there arises the question as to just what the average talking machine dealer is doing to take part in that commendable campaign which is now being conducted in his own particular territory, or how he can become actively identified with the movement. Without accurate statistics to prove the fact frankly, following more or less close observation, compels us to express the belief that only a small, very small proportion of the dealers are really showing a proper appreciation of the movement and what it means to them now and in the future.

Possible critics to the contrary the fact remains that the talking machine, backed by the direct, systematic and liberal efforts of the manufacturers and their representatives in special departments, has been largely, if not chiefly, instrumental in bringing about this new interest in music of the right kind, music that a few years ago was considered only for the classes and not for the masses.

It was the talking machine, in the first place, that brought to an army of people who had neither the means of learning nor the interest in learning otherwise the knowledge of the beauties that lie in music of the better sort, the operas, the symphonies and the other works of the great composers whose very names were hardly known to the majority of our people.

It was the talking machine that brought to the child in the schooroom music's real message and which, through introducing music as a

Dealiers Who Hook Up With Music Are Specializing Along Successful Lines

the dealer, whether small or large and wherever located, has played his part in carrying on the great work. He has assisted in the building of the great fabric and if he does not put forth the proper endeavor to realize on that effort then he is not fulfilling his duties as a dealer in a businesslike manner, but is falling down lamentably in his high duty as music's representative—a duty that is fast becoming a civic obligation.

In the first place the dealer should not wait for any local movement for music advancement. sponsored by others, to come to him and take him in its grasp, for he owes it to his business and his industry to search out for himself such movements in the process of developing, or create a movement of his own, if necessary, and then see that he and his establishment are constantly and prominently identified with the project, whether it be for the organization of a community chorus or for the granting of music credits in the schools.

The fact that the particular movement has not for its ultimate object the sale or purchase of talking machines and records should not in any sense deter the dealer from taking an active part, for every new convert to music, every new believer in its importance, has a distinct, though possibly indirect, bearing on the future of the dealer's business. Every such newly created musical enthusiast is the prospective purchaser of a talking machine and records or by carrying the message abroad may influence someone else to buy. Every child who, because of school credits, is caused to take a more direct and active interest in music, every individual who has been induced to take part in a community chorus, becomes a prospect for a sale of a machine and records, a prospect more live than 95 per cent. of those secured through the local blue book or the telephone directory. This statement is based on personal experience.

When prominent orchestras, soloists and musical lecturers visit his city, whether or not they have made talking machine records, let the dealer take care that he becomes identified with the appearance of the organization or artist. If possible, handle all or part of the ticket sale, or secure a place on the welcoming or concert committee. Other plans failing, at least show up prominently at the concert. Be seen, meet and talk with the musical people, get into the light persistently but not offensively, have your advertisement in the program and purchase box seats if the circumstances permit. It can all be charged to advertising and the publicity is getting to people who come close to being 100 per cent. interested in what you have to offer.

The talking machine dealer is, primarily, a music man as well as a business man. Upon his interest in music generally and upon the manner in which he can attract a portion of that interest to himself, his establishment and the talking machine and records he sells depends much of his real success.

There are many dealers who are content to move along the beaten path, to take the business that comes their way and be satisfied. They are simply merchandisers and would handle any other product the same way. The dealer who really hooks up with music is a specialist and a specialist generally has the advantage of his competitor who doesn't specialize.

DITSON VICTOR SERVICE

VICTOR GOODS ARE COMING ALONG FASTER. THE FACTORY IS CATCHING UP WITH ORDERS—SLOWLY BUT SURELY.

This is the time when service counts most in taking advantage of conditions. Ditson Service has been tried and proven.

OLIVER DITSON CO.

BOSTON

FOR NEW ENGLAND DEALERS

CHAS. H. DITSON & CO.

NEW YORK
Victor Supremacy

Victor supremacy is a real asset for every music retailer.

Just how much of an asset depends upon the retailer himself—

with no limit to the measure of his success.

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

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

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

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

Victor Wholesalers

Albany, N. Y.; Gately-Haire Co., Inc.
Atlanta, Ga.; Jeyes Company
Boston, Mass.; Oliver Ditson Co.
Chicago, Ill.; His Master's Voice
Cincinnati, 0.; C. Bruno & Son, Inc.
Cleveland, 0.; C. Bruno & Son, Inc.
Columbus, 0.; The Perry R. Whittet Co.
Darwin, Colo.; The Knight-Campbell Music Co.
Des Moines, la.; Nickel Bros. Co.
Detroit, Mich.; Grimmell Bros.
Elmira, N. Y.; Elms Arms Co.
El Paso, Tex.; W. G. Watt Co.
Indianapolis, Ind.; Stewart Talking Machine Co.
Jacksonville, Fla.; Florida Talking Machine Co.
Kansas City, Mo.; J. W. Jenkins Sons Music Co.
Lincoln, Neb.; Russ P. Carline Co.
Los Angeles, Cal.; Sherman, Clay & Co.
Memphis, Tenn.; O. K. House Piano Co.
Milwaukee, Wis.; Badger Talking Machine Co.
Minneapolis, Minn.
New Haven, Conn.; The Norton-Gallico-Crosser Co.
New Orleans, La.; Philip Werlein, Ltd.
Omaha, Neb.; A. Hesse Co.
Philadelphia, Pa.; Louis Bunce Co., Inc.
Pittsburgh, Pa.; W. F. Frederick Piano Co.
Portland, Me.; Crescent & Allen, Inc.
Richmond, Va.; The Corley Co., Inc.
Syracuse, N. Y.; O. W. D. Moir & Co.
Toledo, O.; W. J. Dyer & Bro.
Washington, D.C.; Cohen & Hughes
Victor X, $90
Victrola XV, $25
Victrola XVI, $25
Victrola XVI, $25.
ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS

A Place for Every Record and Every Record in its Place

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

We manufacture disc Record Albums to fit cabinets 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, PATHÉ AND ALL OTHER DISC RECORDS

STARR PHONOGRAPH CROSSES RHINE

Plays “Stars and Stripes” on Top of Famous Ehrenbreitstein Fort—W. H. Caldwell and H. N. Barringer Present at a Notable Event

SHELBYVILLE, Ky., June 4.—The W. H. Caldwell Co., of this city, distributors of Starr phonographs and Gennett records, have received a letter from W. H. Caldwell, who has been doing Y. M. C. A. work in France and Germany for the last year, including several pictures taken upon the top of the Ehrenbreitstein Fort, the Gibraltar of the Rhine.

One of the pictures shows a Style ½ Starr phonograph photographed on top of the fort, which Mr. Caldwell says is “the first American phonograph owned by the American Expeditionary Forces to cross the Rhine, and the only American phonograph ever on top of the fort.”

Mr. Caldwell adds that the picture was taken just after the phonograph had finished playing the “Stars and Stripes” with the American flag flying just above where formerly the German flag waved.

One of the other pictures shows Mr. Caldwell with five of his associates, including Howard N. Barringer, of Shelbyville, who before entering the army, was connected with W. H. Caldwell as traveling salesman, but who has recently been with Mr. Caldwell in the entertainment department at Coblenz.

Mr. Caldwell, who is a booking secretary for the Y. M. C. A. in the Third Army of the entertainment department, says that the Ehrenbreitstein Fort, part of which is shown in the above picture, was built in 1620 and stands 400 feet above the Rhine. The fort has accommodation for 150,000 men and was occupied by the Germans until just recently.

ENLARGING DEPARTMENT

The Krausgill Piano Co., Louisville, Ky., is enlarging its talking machine department. More booths have been installed, making it possible to take care of a large number of customers at one time.

PEERLESS Record Albums “Hold All Records”

“Holds all records” refers particularly to our patented metal back album; the finest example of the album manufacturer’s art. The back of this album is made of hard wood, to which is riveted a steel frame holding the envelopes so firmly that it is impossible for them to become loose.

Ives absolutely flat when opened
Now ready for delivery—quotations on request

PEERLESS ALBUM COMPANY

43-49 Bleecker Street

PHIL. RAVIS, President

Chicago Office
57 East Jackson Blvd.
W. A. Center, Representative

New York City

New England Representative
L. W. Hough, 20 Sudbury St., Boston, Mass.
Victor Supremacy is real

It is backed by its wonderful musical achievements.

It is the power behind the success of every Victor retailer.

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

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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.
There is a great tendency among talking machine dealers in certain sections of the country, and even among dealers of what may be termed machines of standard and well-known make, to indulge in a cheap form of advertising by the making of sensational price offerings of machines of little or no standing, or by offering for a short time the ratio of sales will increase almost in direct proportion to the number of booths available for demonstration purposes. One wholesaler was recently informed by a dealer that his record booths showed an annual profit of $1,000 each. A careful investigation among other dealers by that same wholesaler brought to light the fact that $1,000 annual profit for booths was a conservative figure. On this basis two booths would mean only $2,000 profit, but five booths would mean $5,000. A goodly number of booths means that every prospective customer can be taken care of without delay; that there is no waiting; that the customer can be sold while he is in the mood and has little excuse to leave the store without buying. The idea fits well into that of an efficient establishment.

The retailer who hesitates to invest a fair amount of money in the equipment of his store or department has but to remember that the equipment of his establishment, the manner in which it is conducted, has a direct effect upon his business. The well-equipped, attractive department reflects prosperity and also success. It leads the customer to believe that he is doing business with an establishment of standing. It proves a distinct advertisement for the owner of the store, and also provides him with facilities for handling the increased volume of trade that is bound to come his way.

It is human nature to stick with the winner, and when it comes to a question of doing business either with a well-equipped, attractive store or with a store where no effort is made to improve appearances, or provide an efficient selling system, then the attractive store is going to win out. The unattractive store does business largely through accident. The well-equipped store, however, does business naturally and wins trade by its very attractiveness.

The tonic effect that advertising has on an advertiser’s organization formed the basis of some comment in a recent issue of Printers’ Ink that is very timely and of interest to our industry. In speaking of the influence of advertising it was pointed out that publicity raises the whole store, making everybody from the stock boy to the chairman of the board feel prouder of their organization and inclined to step a little more lively in their work.

The explanation of this is that advertising exposes the situation to public view, and makes clear that any sort of negligence and inefficiency can no longer be hidden. Where advertising is properly sold to the organization it makes those concerned with it realize that they are serving the public, and it gives them pride in serving it well.

It is this spirit that makes the real workman proud of his calling and proud of his skill. It is this spirit that makes him see that every detail of a talking machine is absolutely perfect, that nothing leaves the factory that would reflect on the name which appears on the instrument. or on the men who make it.

The more widely recognized the standing of a musical instrument the more every one connected with the institution labors to maintain that prestige. It is a logical—a psychological—development, for every one desires to uphold the dignified position held by a product in public esteem.

The stimulating influence of advertising rarely escapes any part of a business. It establishes an esprit de corps that solidifies the aims and aspirations of all departments of the advertiser’s business—it establishes a closer union between the workroom, the wareroom and the public—it creates the desire to live up to the claims made, for advertising is the gonfalon around which every one rallies.

There is a great tendency among talking machine dealers in certain sections of the country, and even among dealers of what may be termed machines of standard and well-known make, to indulge in a cheap form of advertising by the making of sensational price offerings of machines of little or no standing, or by offering long terms on better-known machines. It is, of course, quite evident that the trade, whether organized or disorganized, is in no position to legislate against this type of advertising. In fact, in other lines of trade it has been found impossible to formulate iron-bound resolutions that would have the effect of checking the evils of one sort or another. There is a moral influence that can be brought to bear, however, and now would seem to be the time to exert that influence in an effort to maintain the advertising of the retail trade on
a basis comparable with that established in the early days of the industry.

Perhaps there is nothing unethical in advertising low terms or sensational bargains, provided the value is there, but there is no question that under existing conditions the practice represents very poor business sense. There are various State laws and Federal regulations that operate to check advertising that is deliberately misleading or untruthful. The advertising that should be brought to a higher plane, however, is that which, while perhaps truthful in the statements made, nevertheless gives the impression that talking machines and records are drugs on the market, and that retailers are forced to make strong inducements in order to dispose of stocks. Just now it is the sellers' market, in the fullest sense of the word, and the dealer who is conducting a clean business and showing a fair amount of aggressiveness, in the majority of cases, finds his chief trouble to lie in his ability to get sufficient goods to take care of the demand that is his.

The talking machine business has been built up by advertising that has appealed directly to the sense of culture. The arguments that have won success have not been those of price, but rather those setting forth the wonderful musical opportunities offered in the possession of a machine and a library of records. The impression has been created that the talking machine is something eminently desirable, sufficiently so to make it worth while for the prospect to seek out the machine rather than have it sold to him on a commercial price basis. Just so long as the talking machine is kept on a high plane, just so long will it maintain its prestige and continue to be a thoroughly desirable acquisition to the home. If the level of advertising and selling is lowered then the talking machine becomes a merchandising proposition—not something that brings the music of the world into the home, but something that offers entertainment at a low figure when purchased on that basis.

A BIT of good advice to those who are about to embark in the talking machine manufacturing business, or who contemplate expanding in that line, is that when a man comes to them and explains that he is thoroughly familiar with all departments of the manufacture of talking machines, knows all about recording and record-making procedure, and has had experience in all of the big factories of this country and in Europe, to make him prove his statements before investing heavily as a mark of confidence in his ability.

There are a goodly number of so-called talking machine men wandering around the country making startling claims as to their ability who have cost thousands of dollars to trustful manufacturers because the latter, ignorant of the details of the talking machine and record making themselves, sought someone to look after the practical side for them. If a man with money feels that he must embark in a business regarding the practical side of which he knows nothing, let him watch carefully the practical men who come to him full of broad statements as to their own ability. It is better to spend some time and trouble—a few hundred dollars, let us say—in the beginning to find out if a man is really competent than to spend thousands of dollars in useless experiments—useless because the employee ultimately could not produce.

BUSINESS in all branches of the talking machine industry seems to be most active. Manufacturers are putting the greatest possible pressure in their producing departments to meet the demands of distributors and dealers; as a consequence, talking machines and records are reaching the trade with more frequency and in greater volume than for some time past. The situation is far from satisfactory as yet, but it is most gratifying to note that conditions are bettering every day. With the increasing demobilization of the army forces hundreds of thousands of men are reaching our shores after a long sojourn in the fighting and occupation zones, and are rapidly being assimilated into all lines of industrial activity. The splendid campaign carried on by a number of manufacturers to recognize the work of our soldiers by guaranteeing "a job for every service star" has borne fruit, and few soldier boys who desire to work are without occupation—at least in the music industry.

INTO the caldron of suggestions out of which new laws for the period of peace and prosperity will come, the National Association of Manufacturers, at their meeting in New York recently, poured their ideas on the dominant problems of the day. The gathering, which was composed of men of the greatest eminence in the commercial sphere, discussed almost every topic of interest to industry at the three-days' conference, and many constructive addresses of distinct value were made by eminent speakers. At the final session important resolutions were adopted, and among the recommendations were the following, which are of interest to the music trade as well as many other important branches of the industry. They suggested:

"That Congress should review the existing anti-trust law in the light of economic fact, and should judge voluntary restraints of trade not by the fact of their existence but by their injurious or beneficial effect upon the public interest."

"That Congress should pass the bill recommended by the Federal Trade Commission to allow manufacturers of standard articles, identified either by trade mark or trade practice, to fix by contract the price at which the purchaser may resell them."

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"That a programme of remedial improvement of the present revenue law be adopted based on the recognition that no system of taxation can be in the public interest that does not undertake to spread the burden of public support in due proportion over all classes of our citizenship, and that to disproportionately burden industrial investment and production is to discourage those factors of national life which by their nature contribute most powerfully to social progress."
Proper Store Equipment a Most Vital Essential to the Dealer's Success

In every line of business it is well to keep in touch with what others are doing. In this way it is possible to get new ideas and to profit by the mistakes others have made. Perfection comes only as the result of experience, and no one should consider himself above taking advice as to how his business should be run. Many small dealers do not take the trouble to keep themselves well informed with their trade in general, thinking that they know all there is to be known about their own little sphere. They fail to read their trade organs, blind to the fact that these organs represent all that is new in the industry. Such dealers will always remain small dealers, for by their self-imposed ignorance they are shutting off all hope of expansion.

The appearance of their stores evidences whether they are progressive or retrogressive. There are some, unfortunately, who make no attempt to make their place of business attractive to the prospect. They think their trade will go around seeking them out. Meanwhile, a store which is clean, well-lighted and evidently well-cared-for is the store which will draw customers who intend to make purchases.

Leading talking machine manufacturers realize that their dealers should do all in their power to make their stores good to look upon, and have furnished specially-designed displays complete as material which would add greatly to any window display. In spite of this there are many dealers who do not even take the trouble to use this display material, or if they do their efforts are confined merely to the windows, and no attention is given to the interior of the store and its proper equipment.

The arrangement of the instruments is another matter which is too often neglected. Just because the store is small is no reason why machines should be herded together so that it is impossible to get a fair idea of any one of them. A talking machine is something which has personality, and will speak for itself if given a chance. The impression the machine makes on the prospect is far greater than any impression the dealer can make by merely talking about it.

Pays to Utilize New Ideas and Profit by the Mistakes Others May Have Made

Give the machine a chance and it will do much for you. It would be far better to have only a few machines in the store than to have it so full that it gives the feeling of being in a curiosity shop when one enters.

Then there is the matter of store equipment—a most vital essential to success to-day. The dealer who does not know the value and importance of soundproof booths for the use and convenience of customers in selling talking machines and records is behind the times. They have proven great money and trade-makers, and have made their place of business attractive to the prospect.

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The New Lateral Record

made by

THE LIBERTY PHONOGRAPH COMPANY

Like fine painting or jewelry does not come in bulk

As in masterpieces of art, the superiority of this record is the result of infinite pains and faith in the inherent desire of men and women to have the best that human minds and hands can make.

It is not a record for people who like the cheap, the tawdry, the commonplace—but for those who appreciate and cherish the fine and beautiful things in life.

The output of this record, like the output of the Rolls-Royce car, is limited because master work can not be done in quantity.

We recommend that distributors write us, planning six months in advance to handle The New Lateral Record.

LIBERTY PHONOGRAPH COMPANY

Executive Offices: 1836 EUCLID AVENUE, CLEVELAND, OHIO
Laboratory: 16-18 West 39th Street, New York, N. Y.
Properly Trained Salesmen the Foundation of the Successful Retail Business

Training a talking machine salesman is something that is essential to a successful career in that field and yet is too often neglected by employers who fail to see that in training their men they are laying the foundation for better business in the future. Dealers have often been heard to complain that their salesmen are poor or unreliable and do not take interest in their work. Unfortunately this is true in a great many cases, but the fault is not always with the salesmen but can usually be placed at the door of the dealer. If these dealers would stop to consider a moment they might realize that their troubles with their salesmen would not exist if they were willing to assume the responsibility of training and educating their employes in the work they are expected to do. They do not realize that many of these salesmen are just as dissatisfied with their work as the employer is with them.

Poor wages is at the bottom of much of this dissatisfaction, and it is the truth to say that it is extravagance to pay poor wages. An employer who cannot afford to pay good wages for good men really cannot afford to pay any wages at all, for what money he does pay for inefficient men is almost a total loss. No man can do his work, especially if he is beginning, unless he is instructed in the arts of his craft, and it is up to the dealer to take enough interest in his business to see to it that his salesmen are shown all the tricks of their trade.

The young man should be taught. Terms does not end there, however, for he must not be left to his own resources to learn, he must be taught. The employer with his experience back of him can teach his men more in a few moments than they could learn in many weeks if left to themselves. The keynote of a successful organization is interest—interest on the part of every member of the force. It is the duty of the employer to stimulate this interest. This can be done in several ways, although one of the most attractive ways is to have occasional gatherings such as dinners from time to time, where everyone can get together and exchange ideas with perfect freedom. Everyone should feel at liberty to make any suggestions as to ways in which the business could be improved. House dinners, followed by general discussions, have proved very helpful to many organizations. The dinner puts everyone in a pleasant frame of mind and they are ready to get together and hear the suggestions of their fellow workers. In this way they are induced to think seriously regarding their business.

The Character and Ability of the Salesman Reflect the Character of the Store as a Whole

If these dealers would stop to reflect the consequences of what money he does pay for inefficient staff, they would be stimulated to do business in the future. Dealers have often been heard to complain that their salesmen are poor vocalists, and yet is too often neglected by employers who fail to see that in training their men they are laying the foundation for better business in the future. Dealers have often been heard to complain that their salesmen are poor or unreliable and do not take interest in their work. Unfortunately this is true in a great many cases, but the fault is not always with the salesmen but can usually be placed at the door of the dealer. If these dealers would stop to consider a moment they might realize that their troubles with their salesmen would not exist if they were willing to assume the responsibility of training and educating their employes in the work they are expected to do. They do not realize that many of these salesmen are just as dissatisfied with their work as the employer is with them.

Poor wages is at the bottom of much of this dissatisfaction, and it is the truth to say that it is extravagance to pay poor wages. An employer who cannot afford to pay good wages for good men really cannot afford to pay any wages at all, for what money he does pay for inefficient men is almost a total loss. No man can do his work, especially if he is beginning, unless he is instructed in the arts of his craft, and it is up to the dealer to take enough interest in his business to see to it that his salesmen are shown all the tricks of their trade.

The young man should be taught. Terms does not end there, however, for he must not be left to his own resources to learn, he must be taught. The employer with his experience back of him can teach his men more in a few moments than they could learn in many weeks if left to themselves. The keynote of a successful organization is interest—interest on the part of every member of the force. It is the duty of the employer to stimulate this interest. This can be done in several ways, although one of the most attractive ways is to have occasional gatherings such as dinners from time to time, where everyone can get together and exchange ideas with perfect freedom. Everyone should feel at liberty to make any suggestions as to ways in which the business could be improved. House dinners, followed by general discussions, have proved very helpful to many organizations. The dinner puts everyone in a pleasant frame of mind and they are ready to get together and hear the suggestions of their fellow workers. In this way they are induced to think seriously regarding their business.

The Character and Ability of the Salesman Reflect the Character of the Store as a Whole

Training is necessary in all lines of work, and nowhere is it more necessary than in the work of a talking machine salesman. Almost any intelligent man can make a good salesman with the right kind of training and help from his employer. Many of the leading talking machine companies invite inspection of their factories and every prospective salesman should take advantage of his opportunity to become familiar with the product he is selling. In this way he feels a pride in his work, and in the fact he is identified with one of the biggest things in modern business. His interest is stimulated, and he is better equipped to explain the merits of his line. All this makes for better salesman ship and is the result of training. But the employer's responsibility does not end with sending his salesman to the factory to see how the machine is built. It is in the store that the greatest work can be done. Here the salesman can become thoroughly familiar with every branch of his art provided the employer does his duty. The young man should be provided with every available bit of literature bearing on his work, and the trade journals should always be within his reach. The matter does not end there, however, for he must not be left to his own resources to learn, he must be taught. The employer with his experience back of him can teach his men more in a few moments than they could learn in many weeks if left to themselves. The keynote of a successful organization is interest—interest on the part of every member of the force. It is the duty of the employer to stimulate this interest. This can be done in several ways, although one of the most attractive ways is to have occasional gatherings such as dinners from time to time, where everyone can get together and exchange ideas with perfect freedom. Everyone should feel at liberty to make any suggestions as to ways in which the business could be improved. House dinners, followed by general discussions, have proved very helpful to many organizations. The dinner puts everyone in a pleasant frame of mind and they are ready to get together and hear the suggestions of their fellow workers. In this way they are induced to think seriously regarding their business.

The KENT Master Adapter

It is not an attachment nor a makeshift, but a part of your phonograph.

It is simple, neat and durable.

It is sturdily and honestly built.

Makes any disc record playable on the NEW EDISON DISC Phonograph

Write us for special literature covering the particulars about this ingenious device.

F. C. KENT CO.

The TALKING MACHINE WORLD

JUNE 15, 1919

11
A FULL PAGE advertisement in the Saturday Evening Post of June 21st will announce this talking machine to America. On sheer merit alone it has already won its way into homes by thousands and thousands. Now a big campaign of full page national advertising, of which this is only the beginning, will help introduce it into millions of homes.

Men in the trade, shrewd, well posted merchants, will recognize this instrument from the models here shown; our slogan—The Phonograph Plus at the Price Minus—perhaps serves sufficiently to identify it to them. And the mere mention of forthcoming extensive national publicity will be enough to rouse hundreds to action. Low stocks will be replenished, new agencies established; this sensational, fast-selling, big-profit talking machine will become an even swifter seller, and thus a still bigger profit maker.

Get the June 21st Saturday Evening Post. Look for the page like this. Judge for yourself how it will impress the millions of Post readers. Then act—as your business judgment dictates.
Educating the Children to the Entertainment Value of the Talking Machine

By W. B. Stoddard

There are new fields opening for the talking machine every day, and one of the latest is for the amusement of the little ones of the nursery age and just past. All children enjoy music, and there have been many records made that they thoroughly enjoyed, but now they are having their own little nursery songs reproduced, and in a manner that will give many a bedtime entertainment.

Here is the way Hamburger’s, Los Angeles, Cal., introduced some of these story records, a publicity campaign, by the way, that could be emulated by any progressive dealer in talking machines and records. This enterprise firm has a story-telling hour every Saturday afternoon, at which time a young woman especially engaged for that purpose gathers around her with the little people of the woodland and forest. Recently the store took a quarter page in the local papers to address themselves directly to their little friends:

LISTEN, CHILDREN

Of course you are all coming to Hamburger’s next Saturday afternoon to enjoy the story hour, and learn about Mother Goose’s children. This week we have a surprise in store for you, and on this special occasion we want you to bring your mamma, papa, uncle or auntie, or some grown-up friend to enjoy it with you.

We know you all will be interested. Be sure to come.

Saturday afternoon, three o’clock.

HAMBURGER’S FAIRYLAND

This wording of the invitation for the children to bring their grown-up friend instead of the usual “come and bring the children with you” appealed mightily to the youngsters, and they felt very much interested in this expedition into Fairyland on Saturday afternoon with their parents in tow.

The Story Lady had near her a pile of records and a talking machine. She opened a book and began to read a little story in verse about different characters in Mother Goose, and as each character made its first appearance it sang a little song. Instead of reading this song, however, the Story Lady took up a record, placed it on the instrument, and it was sung in a manner to delight the large audience. At the conclusion of the entertainment there was much interest manifested in the story-talking machine, and the lady explained that it was a new game gotten out by a well-known publishing house, and showed the books, which were of stout paper, illustrated with a number of colored pictures. Three of the sheets were double, fastened together, and in the pocket thus formed was placed a record containing the song to be sung at the introduction of each character.

Further interest in these “story-talker” records was aroused by a striking pair of windows arranged by the firm to give publicity to these records. The first pictured a well-appointed living or music room. The floor was covered with small rugs, and on top of which was a snail of similar height, in the center was a papier mache toadstool, three feet high, on top of which was a talking machine cabinet. The second window drew shouts of glee from the children, as it was floored with green, and a store in Valdosta, Ga., and is displaying the Edison phonograph.

The Strickland Phonograph Shop has opened a store in Valdosta, Ga., and is displaying the Edison phonograph. An excellent line of musical instruments is offered in addition to the Edison phonograph.

NEW GEORGIA STORE OPENED

The Strickland Phonograph Shop has opened a store in Valdosta, Ga., and is displaying the Edison phonograph.
Columbia Grafonola

We've Told Millions of People About Them

The advertisement on the opposite page shows some of the uses of Vacation Model Columbia Grafonolas. The text tells some more. We have put this vivid advertisement in The Saturday Evening Post, Ladies' Home Journal, Delineator, Cosmopolitan, Red Book, Collier's, Literary Digest, and many other magazines—with a total circulation of more than 15,000,000.

We have asked the millions of readers of these magazines to call on Columbia dealers. We asked the readers of these particular magazines because they include the people who take summer vacations, who motor and yacht and canoe, who dance and sing and play. We asked these readers because they're the people able to buy the things they want.

COLUMBIA GRAPHOPHONE COMPANY
New York

Columbia Grafonola—Type C-2
Price, $500
Substantial, beautiful in tone and lines. Complete in every detail. Mahogany or selected quartered golden oak.

Columbia Grafonola—Type D-2
Price, $600
The tone volume is astonishing, the tone quality exceptional. Mahogany, golden oak, fumed oak, or Early English oak.

Columbia Grafonola—Type A-2
Price, $250
Least in price, but embodying in every detail Columbia's perfect workmanship, this is an ideal portable instrument. It is small and light, but with tone volume ample for the dancing party in the home. Mahogany or quartered oak.
Columbia Grafonola

Take Music Wherever You Go

All the joys of vacation days are redoubled when Music is one of your merry party.

Light and compact in its traveling kit, with plenty of space for records, the Columbia Vacation Grafonola can be tucked away safely in any corner of your automobile, motor-boat, or canoe. It is out of the way, except when you want it, and then any time, anywhere, you have all the latest successes of songland, the best of the newest music for dancing.

Ask any Columbia dealer to show you the Vacation Model in its handy traveling kit. Hear the rich tone of this remarkable little instrument. See how easy it is to select from Columbia Records just the music you want for happy vacation days.

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

COLUMBIA GRAPHOPHONE COMPANY, New York

Loudon Factory 127 Claverack Road, E.C.
PROVING THAT OLD MOHAMMED HAD THE RIGHT IDEA

The Story of One Talking Machine Man Who Went to the Customers When He Found They Wouldn't Come to Him—Making Even the Commuter Stop His Rush for the $3.5

When Bill Smith leased the store for his talking machine emporium the suave real estate agent gave him the low-down on the location. He told him that at least 3,000 automobiles and 100,000 pedestrians passed the store every day. Developments proved that the real estate baby was right—more than right. The automobiles and pedestrians did pass the store—that was the trouble—too few of them came in.

Bill was not long in getting wise to the reason for the go-by. He was within three blocks of the railroad terminal most used by suburbanites. In the morning they had to hustle by to punch the time-clock, and at night they had to do the distance in nothing flat to catch the S.5. Some of the old boys who had got to the point where they could blow in at 10 and out at 4, traveling in their limousines, dropped in once in a while, as did their favorite stenogs, to grab off a few new records, but there wasn't enough of this kind of trade to keep the wolf in the dim distance.

Bill fixed up his windows so that they stuck out like sore thumbs, and made men with their coat-tails sticking out behind them slow down to take a slash. The dames with the war-time slacks were traveling slow enough, anyhow, to glimpse the window while passing it, but they were stepping fast enough to go by. Bill advertised in the trains and in the stations, as well as in the newspapers, but the guy who can draft an advertisement that will stop a commuter in his rush is a guy that gets his name back in the newspapers, but the guy who can draft an advertisement that will stop a commuter in his rush is a guy that gets his name back in the newspapers. A three-way service for the busy guy. The card bore a picture of an overloaded commuter making his train with the line under it, "Don't Forget Your Music." Next came a description of the service Bill had inaugurated.

It was not long before a girl had to give her entire attention to telephone orders, and there wasn't any money lost at this rate, either. The busy man liked the idea, as did the lazy girl. They not only ordered by phone, but when they had an hour to spare dropped in to hear some of the new records. That is, Emerson hits. Call us up for the current record lists are ready for distribution and were full of musical sweetness. The sign also informed the eager public that the circulars would be delivered to the office, or could be called for at the store or station. A three-way service for the busy guy. The store would be attended to right away, and the records would be delivered to the office, or could be called for at the store or station.

Next Bill got a better hunch. He took several hundred record lists, got out a milky little circular and a sassy card, hired a wise kid, stuck a cap bearing his name on the kid's head and sent him to the offices. The kid had such a good time hating to take money for it. The little note with the lists simply said that a telephone call to Bill's store would be attended to right away, and that the records would be delivered to the office, or could be called for at the store or station. A three-way service for the busy guy. The card bore a picture of an overloaded commuter making his train with the line under it, "Don't Forget Your Music." Next came a description of the service Bill had inaugurated.

The Arcadia Music Co., of Atlanta, Ga., has been incorporated to sell talking machines, records and pianos. A store has been opened at 33 Peachtree Arcade, Atlanta, under the direction of H. L. Barnitz, formerly with the Central Piano Co., Chicago. The Arcadia Co. is engaging in aggressive advertising, and reports the prospects for spring business are excellent.

You Know Him

Because he is out of khaki
And earning his daily food,
He's not a bit less a real soldier—
For he is the man who made good!
Line up!

How well we behave at this command!

*Uniform* Needles line up perfectly and you get the same playing result always. Line them up and compare them in every way.

Inspect the point and prove to your own satisfaction that the perfectly rounded ball point precisely fits the groove. You will observe the taper is free from grinding marks. The ends are made with a clean cut, you will find each package of *Uniform* needles contains one hundred perfect points. You know scientific manufacturing alone produces Uniformity.

Write for samples and prices at once. You will find you do not have to pay any more for Torrington *Uniform* Needles than you do for ordinary needles.

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*The Jobber said*

that he likened the talk of some people regarding the quality of their needles to the position of a certain campaign manager on the eve of an important election. His candidate was getting rattled. He was afraid to face the rapid fire questions of his opponent. "Do I dare to claim so much?" he asked his manager. "Claim," snorted the manager, "Claim everything!"

The jobber said, charging like "sixty" in the past for immediate deliveries had given place to a chattering of quality, which would seem to be almost reverential in its feeling.

It is one thing to claim and another to make good.

Torrington doesn't claim—Torrington proves.

It is a whole lot easier to sell an article that is always one hundred per cent perfectly uniform, and a whole lot more profitable.

So my friend the jobber is selling Torrington and nothing else. He wants a needle that always gives his customer the same full round tone that only the Torrington ball point gives.

I think you will do as this man has done, for the thought "that anything goes" which apparently must have been the slogan of some manufacturers, has prevailed too long.

Lining up needles will speedily result in the critical dealers falling into line with Torrington Uniform.

It will pay you to promptly investigate our product.

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*President*
“Core ’ngrato,” Stracciari’s song of a faithless heart, will touch thousands of hearts. Have you an adequate supply? Columbia 49522.

EDISON TONE-TEST PLANS

Verdi E. B. Fuller Outlines Program for Featuring the Edison During Coming Season

In discussing the question of Edison tone-tests and the plans being made for tone-test programs for next season V. E. B. Fuller, general supervisor Thomas A. Edison, Inc., says, in part:

"Several of the publications devoted to the profession of advertising have commented from time to time on our tone-test recitals as unusual and very effective merchandising propaganda. These recitals have provided the keynote for most of our national advertising, and they have also proved individually successful and profitable wherever they have been given.

"The number of recitals booked during the season of 1918-1919 was the largest in our experience. Practically all of the dealers who had previously given tone-tests booked them again and a number of dealers who had not before given them gave their initial recitals.

"The present outlook is that the season opening in the fall of 1919 will be the biggest yet and we are trying to get enough artists to meet the demand. The recitals themselves have made it somewhat difficult, because those artists who have engaged in tone-test work have secured added popularity and have more and more been called into regular concert work. While this is gratifying and beneficial to the Edison business it sometimes causes embarrassment so far as the tone-test work is concerned.

"Among the artists whom we hope to put on tour are: Vernon Dalhart, Miss Amy Ellerman, Glen Ellinson, the Fleming Trio and Mme. Melba Wagner-Shank, Mme. Florence Ferrell, Miss Ida Gardner, Miss Julia Heinrich, Miss Marie Morrissey, Mrs. Betsy Lane Shepherd, Miss Marie Tiffany and Hardy Williamson.

"Owing to their concert engagements, however, we will not have the unbroken time of all of these artists. Several newcomers also will be with us. They are Miss Leola Lucey, Mario Laurenti, the baritone of the Metropolitan Opera Company; Miss Clair Peteler, a young soprano; Miss Sibyl Sanderson Fagan, the talented whistler, whose charming records soon will be heard, and our old friends, Collins and Harlan.

"In arranging tours the effort will be made to send artists into localities where they have not previously appeared.

"The most important result secured by a tone-test is to get people to hear the New Edison during the first time and thus to understand and appreciate it. It will also pay for itself in sales of Re-Creations and we are prepared now to take full advantage of this. Most of the numbers on our tone-test programs will be manufactured during the summer and ready for shipment before the season opens."

DEATH OF JAMES A. FOSTER

James A. Foster, head of the J. A. Foster Co., Providence, R. I., Edison dealer and Edison Amberola distributor for that section of New England, died suddenly at his home a short time ago. His death was due to heart disease, and although he had been in poor health for more than a year he was constantly active in business up to the day of his death.

OPENS NEW YORK OFFICES

George Mittleman, 427 Broadway, New York, is now the exclusive Eastern representative of the Faultless Caster Co. of Evansville, Ind., and is in charge of their New York office at the above address.

WARD'S KHAKI MOVING COVERS

Protect Your Machines From All Kinds of Weather and will enable you to deliver them free from dust, scratches, bruises and all other finish destroyers

Write for prices

BRISTOL & BARBER CO., INC.
111 E. 14th St. New York City DISTRIBUTORS

YAH R & LANGE DRUG CO.
Milwaukee, Wisconsin DISTRIBUTORS

COHEN & HUGHES, INC.,
Washington, D. C. DISTRIBUTORS

BECKWITH-O'NEILL CO.
Minneapolis, Minn. DISTRIBUTORS

THE C. E. WARD CO.
MANUFACTURERS
101 William St., New London, Ohio Also Manufacturers of Rubberized Covers and Dust Covers for the Warehouse

Columbia Graphophone Co.
NEW YORK

Lines Music Co. Emphasize Their Progressive-ness by Using Plane for Commercial Purposes

The Lines Music Co., of Springfield, Mo., are distinctly up-to-the-minute. They advised the World Phonograph Co., of Chicago, that recently they called on one of their dealers in an airplane, and en route dropped circulars boosting the World phonograph, which they represent, and on their return did some stunts over the city which attracted considerable attention. Inquisitive ones were deluged with a shower of circulars which told them something of the World phonograph and its mission. Mr. Lines and Mr. Ellis were both scheduled to make flights in the plane, and it is said an order for a carload of phonographs was secured while on the aerial visit.

This is probably the first actual record where the airplane has been used in the talking machine trade as a sales medium, and the move certainly reflects credit on the Lines Music Co.

FEATURING VOCALION RECORDS

The advertising department of the Aeolian Co. has just issued two attractive posters featuring popular Vocalion records. One of these posters presents appropriate illustrations for the songs, "Eyes That Say I Love You" and "When Cherry Blossoms Fall," both of these records being sung by Arthur Burns, tenor. Another poster features "Turkey Tain" and "Lullaby Blues," sung by the Premier American Quartet.

IN NEW LOCATION

Freeman T. Reid, Gourneur, N. Y., local Pathé representative, has opened in a new location in the Aldrich building. He has increased his stock by the addition of a full line of musical supplies.

Dear Mr. Dealer:

You have customers for $85.00 Phonographs

We have the machine that you want for that Customer. Send for a copy of our Catalog, and let us give you our special dealer proposition.

Paragon Mfg. Co., Inc., Hickory, N. C.
Invest Three Cents in a Postage Stamp

Ask for Our Illustrated
Bulletin of Eleven Special Releases

It is a Full Hive of Hits—Ready for Delivery

OKEH

RECORDS

IMMEDIATE DELIVERY

RING OUT! SWEET BELLS OF PEACE (Tenor)
(1 SHA LL MEET YOU (Tenor)
JA-DA (Ja-Da, Ja-Da, Jing, Jing, Jing!) (Tenor)
CAN YOU TAME WILD WIMMEN? (Tenor, with Orchestra)
A LITTLE BIRCH CANOE AND YOU (Vocal Trio)
GIRL OF MY HEART (Tenor)
MARY (Fox Trot)
BEAUTIFUL OHIO (Waltz)
TILL WE MEET AGAIN (Waltz)
RAINY DAY BLUES (Fox Trot)
THE KISS THAT MADE ME CRY (Tenor)
SOME DAY I'LL MAKE YOU GLAD (Tenor)

THAT WONDERFUL MOTHER OF MINE (Tenor)
FOREVER IS A LONG, LONG TIME (Tenor)
JOHNNY'S IN TOWN (Baritone)
ANYTHING IS NICE IF IT COMES FROM (DIXIELAND (Baritone)
MUMMY MINE (Rose) (Fox Trot)
HOW YA GONNA KEEP 'EM DOWN ON THE FARM? (One Step)
VANITY FAIR (One Step)
FLUTTER ON BY MY BROADWAY BUTTERFLY (Fox Trot)
AND THAT AIN'T ALL (Vocal Duet)
BY THE CAMP FIRE (Girling-Wenrich) (Vocal Trio)

INVEST THREE CENTS
We'll Attend to the Rest

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street

New York City, N. Y.


BRANCH OFFICES: Chicago, Ill. San Francisco, Cal.
NEW NEWARK HOME
of the
HEINEMAN-MEISSELBACH
Motors and Phonograph Supplies

When Fully Completed this Building will have 350,000 square feet floor space

THE BUILDING WILL BE EQUIPPED THROUGHOUT WITH THE MOST MODERN MACHINERY AND WILL PROVE THE STRONGHOLD OF THE

Heineman-Meisselbach
"QUALITY" PRODUCTS

Otto Heineman Phonograph Supply Co.
25 West 45th Street
New York City, N. Y.

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

BRANCH OFFICES: 
Chicago, Ill.
San Francisco, Cal.
Toronto, Ont.
Finer by Any Comparison
Say Dealers of The Brunswick

Test it for tone against any American or foreign phonograph. Play all records—voice, piano, violin, orchestra—of all makes, and you will grant The Brunswick pre-eminence.

And though tone is the primary consideration in choosing musical instruments, judge it also for grace and beauty of appearance. Here again The Brunswick is supreme. You will say that no other phonograph equals it for elegance and charm of case design.

The Brunswick Method of Reproduction

Of vast importance to dealers as well as owners is the Brunswick Method of Reproduction. It revolutionized all former standards of phonographic art. It pioneered in the playing of all makes of records. A remarkable, yet simple invention—the Ultona—made this possible. By a turn of the hand it presents the correct needle and diaphragm to any record, regardless of type or make.

The Amplifier—Another Advance

A scientifically designed tone-chamber of moulded wood—the Amplifier—banished the usual strident, harsh sounds. By eliminating all metal from its construction and by following the absolute laws of acoustics, its inventors secured a pure, round tone, as perfect as that of a rare violin.

Now in Enormous Demand

The success of The Brunswick has been sensational. It leaped at once into favor, and its popularity has never ceased to grow at an astonishing rate.

Dealers everywhere will tell the reason—because by any comparison, The Brunswick immediately shows its superiority.

The Brunswick-Balke-Collender Company General Offices Chicago and New York
Branch Houses in Principal Cities of United States, Mexico and Canada

Canadian Distributors, Musical Merchandise Sales Co., Excelsior Life Building, Toronto
The world-wide fame of the House of Brunswick is founded on the high standards of its products. Success has come in many fields by constantly striving to produce the best.

The Brunswick is a phonograph which meets every ideal of this 74-year-old house. Because it brought new and vital contributions to the phonographic art, because it bettered what had gone before, a great success was won.

The public acclaimed The Brunswick instantly. Dealers wrote from all parts of the country telling of its increasing popularity.

Then came the Brunswick Method of Reproduction. Old conceptions of tone were displaced. Former methods no longer satisfied. The initial success of The Brunswick became a lasting triumph.

Branches in all the leading cities of the country facilitate distribution to the dealer. They also permit a saving in selling costs that makes possible the unusual features of The Brunswick without an advance in price.

National advertising is constantly bringing the superiorities of this master-instrument to the attention of millions of readers everywhere. Brunswick service co-operates with the dealers in building sales.

A remarkable record is behind The Brunswick. A greater future is ahead.

The Brunswick-Balke-Collender Co.
General Offices:
CHICAGO and NEW YORK
Branch Houses in Principal Cities of United States, Mexico and Canada
Canadian Distributors, Musical Merchandise Sales Co., Executive Life Building, Toronto
TEN YEARS BUILDING QUALITY ALBUMS

OUR experience in the manufacturing of record albums up to the present day has secured us the trade of two-thirds of the talking machine manufacturers who equip their cabinets with record albums.

This trade-mark on our albums stands for Quality, Service and Satisfaction. Our samples and prices upon request.

Chicago, Ill.: Cullen, Marsh & Co. 21 East Van Buren St., Middle West Rep.

HONORED BY SAGINAW BUSINESS MEN

Geo. E. Brighton, President of the Sonora Co., Dined by Prominent Industrial Magnates in Recognition of His Enterprise—Makes Interesting Historical Address.

A very great compliment was recently paid to Geo. E. Brighton, president of the Sonora Phonograph Sales Co., Inc., at Saginaw, Mich., where a dinner was tendered to him by John L. Jackson. There were present the heads of the leading industrial and financial interests of Saginaw and other large Michigan manufacturing plants, and it was probably one of the largest gatherings of important men ever assembled in the history of that progressive lake city.

In his remarks, following the introduction by John L. Jackson, Mr. Brighton said that he had been a resident of Saginaw for thirty-five years and had seen a number of industries come, many of them large and some smaller, but that there had never been any person come to Saginaw to bring an industry there, or increase an industry already there, who would spend upwards of a million and a half dollars as Mr. Brighton, the guest of the evening, had done without asking either the board of trade or the town board for some contribution, and that this was an exceptional case.

In his remarks, following the introduction by John L. Jackson, Mr. Brighton said that he was pleased with the many complimentary remarks made by the guests present, that he was delighted with the progress which Sonora is making and that, being a businessman, he enjoyed greatly being among the progressive men engaged in commercial activities.

The occasion caused Mr. Brighton to look back over his own business career and he gave his audience some interesting reminiscences.

For many years Mr. Brighton was engaged in the sale of dry goods, and his first acquaintance with Saginaw City dated back to 1872, when that princely merchant, William Barrie, purchased from him a large bill of goods and Mr. Brighton, being a very young man at that time, felt extremely proud at having sold Mr. Barrie and always remembered this incident with great pleasure. In later years Mr. Brighton became acquainted with a number of other merchants in the city who had been customers of his. At this point Mr. Brighton related the incidents which led up to his connection with the Sonora phonograph.

In 1900, after having been connected with the H. B. Claflin Co., as a manager for many years, Mr. Brighton left that concern, bringing suit against it for what he considered a wrong-doing on the part of one of the principals. One of the suits was tried in the Supreme Court before the referee and a verdict was rendered in favor of the Claflin Co., which later was unanimously affirmed by the Appellate Division of the State of New York. However, Mr. Brighton, feeling that he was right in his claim, and being told by his attorney that the law was on his side, told his lawyer to "bite his teeth" in his brief and go to the Court of Appeals with the case.

A few weeks ago the Court of Appeals rendered a decision in Mr. Brighton's favor, reversing the earlier proceedings in court. The judge who wrote the opinion in the case announced that the unanimous verdict of the judges of the Court of Appeals was in favor of Mr. Brighton. This decision, which was rendered in 1913, was received by Mr. Brighton with great gratification because it was the result of eighteen years' litigation.

This little story is necessary in order to understand how Mr. Brighton came to leave the dry goods field and seek another line of business. A phonograph was brought to Mr. Brighton's attention and the Sonora Phonograph Corp. was formed in the year 1912. It began in a very small way with less than twelve employees and grew steadily. In 1914 it was several times larger than in 1912 and five years later, at the present time, its employees number thousands, and are engaged not only in the city of New York but in Saginaw, Mich.; Wil- liamport, Pa. St. Croix, Switzerland, and in other places where contracts have been given for supplies which the present capacity of Sonora's own plants cannot provide.

While it is true as has been stated that Sonora is spending upwards of a million dollars in Saginaw, its contract for goods in that city two years ago reached the enormous sum of $15,000,000. The growth being so extremely rapid it was finally deemed advisable to go to Saginaw and buy the Herzog Art Furniture Co. plant. Additional buildings have been purchased also that now upwards of twenty-five acres is the property of the Sonora Phonograph Sales Co., Inc., and most of this is covered by extensive buildings. Additional ones to meet future trade requirements are being planned.

Mr. Brighton further stated that despite the great growth of Sonora year after year, the company's finances have always been liquid, and in December, 1913, the company finished paying every dollar of indebtedness that it had borrowed from banks or banking institutions.

There are now on the books millions of dollars of unfilled orders. Sonora's sales have been made without traveling salesmen, and it may be mentioned. The Sonora phonograph, because of its great popularity, is growing faster in sales than ever, and it is impossible to state when the supply of these instruments will catch up with the demand.

Mr. Brighton explained that he wished to be careful to avoid any appearance of boasting and simply state facts concerning the Sonora in order that all might become acquainted with the conditions existing. He believed that everyone in Saginaw could take pride in having the Sonora as one of the city's prominent industries.

MIDDLETOWN DEALER MOVES

Lyman Payne, one of the enterprising talking machine dealers of Middletown, Conn., has recently moved into larger quarters at 71 Washington street. He carries a large line of Sonoras, Grafonolas and records as well as general musical merchandise.

CORTINA Phone-Method

Suggest to your customers how they may return from their vacations at the mountains or seashore with the accomplishment of another language acquired, at the same time providing excellent pastime for the long summer evenings.

Sell them the CORTINA Phone-Method

It means profits on records, machines and text books. Send for full information. Advertising matter and window displays.

The Cortina Academy
12 East 46th Street New York
SUMMER SALES

There are twelve good months for the Phonograph business—June, July, August and nine others.

That is one way to look at it.

Do not divide your year into dull months and busy months. Consider every month a busy month and then proceed to make it so.

To go back to June, July and August.

They are the mid-summer months. People sit on their porches, smoking, chatting; friends drop in. It is too hot to read; the theatres are closed.

The stage is set for the appearance of the Phonograph.

You must ring up the curtain.

THOMAS A. EDISON, Inc.
ORANGE, N. J.
THE EDISON INDUSTRIES AND THE SOLDIER
By GEORGE E. CLARK, Manager, Disc Record Mfg. Division, Thomas A. Edison, Inc.

The newspapers for months past have given considerable space to the problem of "What is to be done with the returning soldiers, sailors and marines?" Will the various industrial institutions throughout the country take back those who left their employment to go and fight the Hun, or will it be necessary for them to join the army of unemployed, and take their chances?

That the man who went into the service, offering his life for "the colors," should not be forgotten by a grateful people the Edison industries have emphasized by a consistent policy to restore that man wherever possible to the position he occupied when he answered the call to arms, and the present finds of those who joined the colors had to be filled.

Word was sent out through the American Red Cross that we could place in lucrative employment a number of men who had lost a leg, or possibly both legs, in the war, and it is not an unusual sight to see seated at our work benches men who received their wounds in the trenches of Flanders or in the Argonne Woods, or on some other part of the European battlefields.

It has been possible for us to take care of our returning boys thus far by placing, wherever practicable, our operations on an actual eight-hour day (three eight-hour shifts), thereby giving employment to practically all soldiers applying for work.

We shall continue our plans, and make similar changes to the end that the Edison policy with respect to its employees generally, and particularly in the returning soldiers, will ever stand forth as pre-eminently fair.

We are doing our part for the returning soldiers, and we are taking care of those who helped us so successfully to keep the "Home Front" standing. It ought to be understood that the man who always thinks he's "misunderstood" ought to be glad, sometimes—but he never is.

A Chain Is Only as Strong as Its Weakest Link

Likewise your phonograph is only as perfect as its weakest part. Tone-arms, Reproducers, Turntable Hubs, Motor Governor Discs, and Knobs are all important parts of your machine and the use of inferior die-castings on any one of these or any other part means dissatisfaction to the consumer.

"Indiana" White Metal Die-Castings in any phonograph part, regardless of size or shape, mean a casting that will stand the test of time and hard usage. "Indiana" Die-Castings help you keep the faith the Public has in your product, because they are made of the right material—by experienced workmen.

Send us your model or blueprint and we will estimate the cost of dies for your exclusive use, together with the cost of volume production of die-castings from these dies.

THE TALKING MACHINE WORLD
June 15, 1919
FIGHTING PREJUDICE IN ENGLAND

British Writer Tells Why Talking Machine Was at First Unpopular in England—The Lack of This Prejudice Reason for Rapid Growth in Popular Favor in United States

An interesting British point of view regarding the growing popularity of the talking machine is shown in an article in the Talking Machine News, London. The writer gives his explanation of the rapid growth of the machine in America, and likewise his reason why its growth in England was not so rapid. He discusses the question under the subject of "Fighting Prejudice," and says:

"The insular prejudice which peculiarly characterizes the Briton has become a byword among our go-ahead cousins. No matter what new thing is set before him, he views it with a contemptuous suspicion. It was notoriously so with railways, with gas, and, in pre-war days, with aeroplanes. The talking machine was jeered at and derided before it had been given a fair trial, and persons who should have known much better joined in the outcry. It is true the first machines were poor specimens of this new development of science, just as the famous 'Puffing Billy' was a poor specimen of the locomotive engine, but they gave indications of what might be arrived at by perseverance and the further application of science, just as the famous 'Puffing Billy' was a poor specimen of the locomotive engine, but they gave indications of what might be arrived at by perseverance and the further application of skill. The prejudice, however, was established, and for over forty years it has been impossible to uproot it from the ultra-conservative minds of many of our countrymen.

"In America, the land of the instrument's birth, no such prejudice ever existed, and the consequence is the talking machine is the leading power in the musical world in the States. In this country we can hardly conceive the importance of the gramophone trade as an industry among our go-ahead cousins. Not only does it take its proper rank as a musical instrument—a rank which is to a great extent denied it here—but it is regarded as a most potent factor in education, and a school without a gramophone would stand in the same category as a school without a blackboard.

"Our dealers are well aware of the prevalence of this prejudice, a slowly dying one, but ineradicably ingrained in some of the older generation, and it is up to them to fight against it to tooth and nail. One of the most powerful weapons for the dealer to use in his conflict with ignorance—for prejudice in this case means ignorance—is the insistence that the talking machine is a musical instrument of the highest type, that it is not a toy or a piece of furniture for the house. He must demonstrate this with the utmost patience by placing the best records he possesses on the machine. If the unbeliever is without an ear, of course the case is hopeless, but when the prejudiced person has some knowledge of music it is always possible to convince him, though the task may be long and dreary. It is extraordinary that this unreasonableness exists more among the 'high-brow' element than among the common people. It is therefore necessary to have a scientific knowledge of the machine to impress the perverse. When the dealer has caught his unbeliever he must never forget to reiterate the fact that the talking machine is distinctly a high-class musical instrument, capable of reproducing the sounds of all other musical instruments, either in solo performances or in combination as in orchestra or band. Emphasis may not convince, but aural demonstration added to emphasis must have its effect in the long run."

TO MANUFACTURE CABINETS

The Climax Cabinet Co., Inc., Buffalo, N. Y., has been incorporated at a capital of $500,000 to manufacture cabinets for music rolls and records. The incorporators are Thomas I. Dean, Fred W. Miller and George W. Chambers, Buffalo.

The McKannon Piano Co., Denver dealers for the Victor machine, are using billboards throughout the city to advertise these instruments.

SHELTON ELECTRIC CO. FILES SUIT

Files Bill of Complaint Against the Victor Talking Machine Co.—Seeks Triple Damages

A bill of complaint was recently filed in the Federal Court by the Shelton Electric Co. of New York against the Victor Talking Machine Co., asking triple damages, aggregating $1,317,937.50 under the Sherman Law and charging that the defendant sought to deprive it of the benefits of its business as a manufacturer and dealer in talking machine motors. It is further alleged that the Victor Co. compelled its dealers to sign a contract which provided that no part of the Victor machine should be taken out and replaced by any device not made by that company. By means of this contract it is charged that the Victor Co. sought to create a monopoly in electrically-driven talking machines.

INSTALL NEW VICTOR DEPARTMENT

East Liverpool, Ohio, June 5.—The Lewis Bros. Co., of this city, have just completed a new Victrola department, which is claimed to be one of the largest and best-equipped departments in eastern Ohio. It is located on the ground floor of their large furniture store. There are eleven demonstrating booths, each having individual ventilation. Under the able management of F. H. Burbick the Victor business of this firm has been making rapid strides and long ago outgrew its old quarters, forcing the firm to add the new department at a time when material and labor were hard to get and very expensive. As Mr. Lewis said, "he had to do it or stunt the growth of the business."

INCORPORATED

The New England Piano & Phonograph Co. has been incorporated in Boston with a capital stock of $100,000. The directors are Charles G. Faux, of Brighton, president and treasurer, and Henry B. Peck and Hardy Harrock.
The Announcement

here last month of our increased production of phonograph motors met with a most flattering response from the trade.

Several years of successful motor construction have given to our product a prestige among phonograph producers that is undeniable.

In our motors is embodied the same excellent workmanship which has been a feature of the tools and machinery so long produced by us.

You should get acquainted with SILENT POWER.

We will send you literature.

Better still, we will send you a few motors for your inspection.

KRASBERG ENGINEERING AND MANUFACTURING CORPORATION
CHICAGO
MIRKIN JOINS TRAVELING STAFF

Latest Addition to Columbia Traveling Forces Will Cover New England and Eastern Territory, Making Headquarters in New York

R. F. Bolton, sales manager of the international record department of the Columbia Graphophone Co., New York, announced recently the appointment of Samuel Mirkin as a member of this department's traveling staff. Mr. Mirkin will visit the dealers in New England and the Eastern territory, making his headquarters at the offices of the Columbia international record department, 104 West Thirty-eighth street, New York.

Mr. Mirkin is equipped to give Columbia dealers valuable service and co-operation in developing their foreign-language record business, as he has had a number of years' experience in the talking machine business, and conducted his own retail establishment.

DEATH OF WILLIAM HENRY LEE

William H. Lee, manager of the retail department of the Stewart Talking Machine Co., Indianapolis, Ind., died at his home on May 15 after a short illness. He was born in Franklin, Ind., and came to Indianapolis in his boyhood, and was for many years connected with the music trade.

The Franklin Phonograph Co., Inc., has been incorporated in Philadelphia by Max Meiter and others with a capital stock of $50,000.

LARGE COLLECTION OF RECORDS

What is said to be one of the largest collections of records owned by one individual is that of Henry B. Hall, head master of the John Winthrop School, Dorchester, Mass. He is an enthusiastic advocate of the talking machine as a means of bringing classical music to the attention of students, and his collection represents an expenditure of $2,000. It is a collection that reflects his culture.

EDISON DEALER TO ENLARGE

The Diamond Disc Shop, Inc., Peoria, Ill., is to enlarge its present quarters, according to an announcement made by the directors. A long lease has been taken on the entire second floor of the building at 422 Main street.

TO FEATURE PATHE IN FT. WAYNE

The music department of the Tepper store, Fort Wayne, Ind., was recently opened and created a new musical center in that city. The Pathé phonograph and records will be featured, and special demonstration booths have been installed for that purpose.

John T. Smallin, Jr., of Pocomoke City, Md., is planning to open a music store on Market street, where he will carry the Columbia line.

FAULTLESS PIVOT BEARING CASTERS

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

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

Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

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

FAULTLESS CASTER COMPANY
EVANSVILLE, INDIANA

“Move the FAULTLESS Way”
An Effective Collection System One of the Main Supports of a Retail Talking Machine Business

The difficulties often met with by talking machine dealers in regard to making collections on term payments are very troublesome and often cause the dealer much financial loss. If they are not properly handled, to-day, when the majority of machines are sold on time payments, it is vitally important that the system of collecting the money due be carefully worked out and kept up to date. Collection troubles have often caused many dealers to complain about the uncertainty of human nature and the like, but these complaints would not be heard if those dealers exercised due care in the extension of credit. Payments usually cover a considerable period of time, and in order to secure the cooperation of the dealer, he must be satisfied that it is a good account and by doing so will save himself much worry and expense.

A fat order looks well on the books and is a source of satisfaction to the dealer, of course, but if the account is one that will give him trouble later on it should never have been opened. In their eagerness to make sales and fill up the pages of their books, dealers sometimes fail to investigate carefully the status of their customers. On the other hand, families are often too eager to have a machine in their homes, and do not consider that they are putting a mortgage on their earning for a considerable period. They do not stop to consider that their payments must be met, and if they are run on too close a margin and fail to leave something over to take care of emergencies, such as sickness or other trouble, they will become involved in difficulties. This is so often the cause of bad accounts and this cause could be avoided if the dealer would make the necessary investigations, informing himself thoroughly as to the financial condition of his prospects by means of personal investigation and references.

Some dealers have application blanks which the customer fills out before the sale is made, and on these blanks is contained information which should safeguard the dealer in extending credit. It is well to impress the customer with the fact that the payments should be made at your store, for in this way the dealer can keep in touch with his man without difficulty.

Keeping track of payments is perhaps one of the most important factors in the term payment plan. A good system of bookkeeping is absolutely essential, and unless a careful account of payments is kept trouble is sure to result. To allow payments to lapse and bunch up on the customer is to invite disaster. It is far easier for the customer to make his payments regularly, and he will be better satisfied than if he faced the necessity of making a large inroad on his resources at one time. This defeats the very purpose of the instalment plan which is designed to make payments easy by making them small.

Then the method of collection is often a troublesome one for the dealer. It is not necessary to employ collectors in this work if the matter has been handled right at the start. With a good account it is usually sufficient to send a statement of the amount due and a check will be forthcoming. Many dealers, in trying to make the collections themselves, are forced to neglect the sales end of their business and leave the store in charge of a boy or girl who is practically useless as a selling factor. The belief that personal contact is beneficial in making collections is a false one, for it offers a chance for the customer to impose on the collector or talk him out of his purpose. Handling collections by mail is the best way.

When the payment falls due, as shown by the books in the office of the dealer, a statement should be sent at once to the customer. If the money is not paid within a reasonable time, say, three or four days on weekly accounts and a week or ten days on monthly accounts, a second statement should be sent upon which is noted the fact that it is a second notice. If the customer is still delinquent, send a final notice stating that unless payment is made it will be necessary to take action. Sending this final statement by registered mail is a good idea, for it makes it necessary for the customer to sign the post office slip. The fact of this signing increases the importance of the transaction and makes the customer realize that he is under a certain obligation. This method has proved satisfactory in most cases, especially where the accounts were live accounts and had been investigated before a contract was made.

Threatening letters are poor means of making collections, for they arouse antagonism, which is always detrimental to any kind of business. The music trade has taken pains to build its business on the basis of good will and the present status of the industry shows the correctness of that theory. Harshness is poor policy, but firmness is necessary and usually brings results. But harshness and firmness are very different things. This difference spells the measure of business success.

In conclusion it should be said that professional collection agencies are not the dealer's last resort. It is unfortunate but nevertheless true that too many of these professional collectors are unreliable and do the dealer more harm than good. Handle the accounts by mail, and if proper judgment has been used in establishing these accounts many of the troubles of collections will be lessened.

COLUMBIA DEALERS IN KANSAS CITY

Have Satisfying Get-Together Session as Guests of Columbia Co. Wholesale Branch

KANSAS CITY, Mo., June 2—More than seventy Columbia dealers situated in the local territory met with the officials of the local wholesale branch of the Columbia Graphophone Co., at the Hotel Baltimore here recently, for the purpose of engaging in discussions relative to the present and future of the business. One of the features of the evening was an excellent dinner, after which Toscha Seidel, the young Russian violinist and a popular Columbia artist, played several selections for the entertainment of the visitors, among them being "Ave Maria," a Hungarian dance, Dixie airs and a Turkish march, all rendered most artistically.

Miss Bessie Miller, supervisor of music in the Kansas City schools, gave a short talk on music in the schools and expressed her appreciation particularly of the Columbia Co. new catalog, "The Grafonola in the School," which she declared should prove a substantial factor in developing musical interest among children, as well as in improving sales for dealers. She urged the retailers to familiarize themselves with the arguments presented in this volume.

E. A. McMurtry, manager of the Kansas City wholesale branch, presided at the meeting and led the open discussion for business among the dealers. Thomas Devine gave a very interesting and instructive talk on the handling of records.
"How 'Ya Gonna Keep 'Em Down on the Farm?" when that's the title of the newest medley one-step played by the Yerkes Jazarrima Orchestra? A-6108.

CARRIERS MUST RECEIVE FREIGHT
Railroad Administration Orders That Freight Be Received When Offered Regardless of Schedules of "Shipping Days" in Effect

Shippers of freight in and about New York have suffered considerable inconvenience and no little expense as a result of the rules made by carriers serving New York under which a schedule of shipping days was established. As a result of this schedule shipments were only accepted and forwarded on specified "shipping days," and freight agents have refused in a great many instances to receive freight offered on other days.

The Merchants' Association of New York, maintaining that it is a common law obligation of the carriers to receive freight from any consignee on any week-day at any pier station in New York from which rates to the points of destination were on file, took up the matter with the Railroad Administration, with the result that the following circular letter was sent to freight agents:

"It is fundamental that the shipper has the right to require his freight and to tender same to the carrier at any pier or freight station on any business day destined to points to which there are through or joint rates properly applicable from such pier or station.

"It is the intent, therefore, necessary, in view of these circumstances, for the shipper to tender freight in effect, namely, either in the case of any shipments rendered upon other days or at other points than provided for in the Shipping Day Guide, such shipments should be received if there are in effect joint or through rates from the station at which tender is made."

It is suggested by the association, however, that shippers endeavor to co-operate with the carriers to as great an extent as possible in carrying out the shipping schedules without serious inconvenience to themselves.

MOVE TO NEW QUARTERS
The Favorite Phonograph Accessories Co., who for the past two years have occupied quarters at 1491 De Kalb avenue, Brooklyn, N. Y., have moved into a new home at 1506 De Kalb avenue the same city.

Carl Kroenberger, president of the above company, states that his business has been constantly increasing during the past few months, and the demands for tone arms and needle cups especially have greatly increased.

LAKEWOOD DEALER TO ENLARGE
Geo. H. Hurlburt, Lakewood, N. J., Victor dealer, has begun improvements on his property which when finished will represent an outlay of about $15,000. The Victrola department has grown rapidly during the last few years, and it was decided to drop the toy department and devote more time and space to the Victor line.

H. L. WILSON RETURNS FROM WEST
Vice-President and General Manager of the Columbia Co. Pleased With Business Outlook

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., returned recently from a Western trip, upon which he called at the Columbia branches in Chicago, Cincinnati, Detroit, Indianapolis and Pittsburgh. This was the first opportunity offered Mr. Willson to call upon these Columbia branches within the last year, and his trip was therefore unusually interesting.

In a chat with The World Mr. Willson commented as follows: "Conditions throughout the West are splendid, and I was delighted to find that every phase of the business situation is decidedly encouraging. Our branches had only one complaint—a shortage of stock, this shortage applying both to Grafonolas and records. "I was very much pleased with the progress being made with the Columbia products, particularly the appreciation of the dealers as to the quality of our product and the public demand for Columbia goods. The class of dealers handling our line is a matter of keen gratification, and there is an evident desire on the part of representative dealers to become and remain members of the Columbia family. The outlook, everything considered, is most satisfactory in every respect."

"Does It Play All Records?"
Certainty MAGNOLA does, and without any extra attachments, too. This is only one feature, albeit a most important one, in the thorough up-to-date equipment of the MARBLEWOOD MAGNOLA.

MAGNOLA "Built by Tone Specialists"

May we send you our handsome illustrated catalog full of information concerning the wonderful phonograph system of MAGNOLA and the beauty of its musical result, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZE, President
General Offices, Southern Wholesale Branch
311 MIlWAUKEE AVENUE
CHICAGO
459 CANALO RD., ATLANTA, GA.

PATRIOTIC DISPLAY FOR JULY
A Timely Window That Will Make a Strong Appeal—Hooks Up Publicity and Patriotism

The Columbia Co.'s dealer service department has issued an attractive patriotic window display for July which will undoubtedly meet with the hearty approval of the dealers. This display is designed solely to provide the dealers a means to move the war-time records while there is the opportunity. The collection of war-time relics as a fad is growing to enormous proportions.

THE TALKING MACHINE WORLD
JUNE 15, 1919

BEST QUALITY RECORDS DELIVERY ENVELOPES PLAIN
The Aldine Co. Printed PITTSBURGH, PA.
The Talking Machine World

Victor Co. Making Every Effort to Increase Output

B. G. Royal, General Superintendent of the Victor Factories, Outlines Reasons for Curtailment in Production During the War, and Tells of Production Plans for the Future

One of the main objects for discussion among wholesalers and dealers in Victor goods has been that concerning the prospect of getting more goods from the Victor factory to fill orders as rapidly as possible. It has been the policy of the company to fulfill the steadily increasing demand for those products. In view of the existing situation, therefore, the following statement by B. G. Royal, general supervisor of Victor factories, is of special interest. The statement appears in "The Voice of the Victor" for May and is headed "The Outlook for More Victor Goods," and reads as follows:

"It is interesting to learn that the trade does not fully understand exactly what we have accomplished in the way of converting our factories from a veritable beehive of wartime activities to a normal plant for the production of Victor merchandise in large quantities. Considering the problems confronting us we feel, in fact, we know, that our progress in this direction compares most favorably with other manufacturing organizations similarly situated.

"On that never-to-be-forgotten day, November 11, 1918, we were virtually assured that the Government would require our services only for a short period and that accordingly we might proceed with plans previously formulated for manufacturing Victor products exclusively. In this connection we realized fully that we had a big task before us, but even at that we did not anticipate the tedious and tiresome delays that we would be obliged to deal with, delays that were entirely beyond our control. Immediately following the signing of the armistice there was a marked relaxation on the part of the entire nation, including the personnel of the various Government departments. It was extremely difficult to secure cancellations of contracts. In fact, definite authority to discontinue work and dismantle equipment. Finally, on January 5, we received disposition orders on the Government materials on hand and in process of manufacture, thus making it possible for us to give undivided attention to our own problems.

"At that time our kiln plant, which was and probably is to-day the largest unit of its kind, was engaged to 90 per cent. of its capacity in drying rifle stocks and a great variety of ash and spruce lumber for use in the manufacture of aircraft.

"In our cabinet factory entire floors were occupied by special machinery installed especially for our Government work and not suitable for any other purposes. Besides this, additional floors had been cleared of machinery to provide ample space for the assembling of aircraft frames measuring more than 100 feet in wing spread.

"Our motor manufacturing department was engaged up to 85 per cent. of its capacity in the manufacture of thousands of different metal parts for aircraft, rifle parts, shell parts, adapters, boosters, etc. Here, too, the normal arrangement of machinery had entirely been done away with to provide the best possible facilities for our war work.

"After completing our Government contracts we had approximately 50 per cent. of our normal quota of workmen. We have since employed enough new men and women to operate our factories in the manufacture of Victor products to their fullest capacity, but many were found unsuited to the work. Our working force now stands at 80 per cent. of normal. However, additional employees are engaged daily, in fact, as fast as they can be instructed in their work.

"In the record factory, where the equipment was intact and only skilled labor needed, it was possible to increase production very rapidly and inside of three months we were manufacturing more records per day than we had ever done before.

"Victor instruments require four months to manufacture as we insist upon making them. An immediate start at quantity manufacture was made early in January, so that the first instruments of our 'after the war' production are just now coming through. This fact and the unprecedented demand may account for the trade having apparently overlooked a natural increase in the production of instruments of more than 60 per cent. since January 1, 1919.

"Never before have we undertaken an expansion program that has matured as smoothly as the present one, and we are more than pleased with the present outlook. We are bending every effort in an endeavor to operate our plant to full capacity by July, and are also giving full consideration to every practical suggestion for even greater capacity.

"We have every reason to believe that the decision of the board of directors to concentrate effort for the present on maximum production from our immense plant will prove a far-sighted policy and will insure the trade Victor products in large quantities within the shortest possible space of time."

Branch Store in Fillmore, Cal.

R. H. Paulin, who has a large music house in Santa Barbara, Cal., has established a branch store in Fillmore, where a large stock of talking machines and records will be carried. A. Baronda is manager of the local branch.

Harry Swartz has joined the firm of A. Livingston & Sons, Bloomington, Ill. in the capacity of manager of the Victrola department. Business is very good with this concern, with plenty of orders on hand awaiting stock.

Federal Sign System (Electric), Lake and Desplaines Sts., Chicago, Ill.

Please send full information on Porcelain-Enamelled Steel Sign to my Business and explain your 12-months-to-pay plan.

Name

Street and No.

City

State

Business

No. of Floors

[Advertisement for Federal Electric Sign, including sign and address information.]
HERE'S a big idea back of Gennett Lateral Records—and it is this idea that makes Gennett Records sell. The idea is simply this—to make the very best phonograph record in the market. And the result is that every person who hears a Gennett Record acknowledges its remarkable beauty of tone.

Gennett Records are made in New York, the birthplace of all the latest musical hits. If you could watch the care with which they are fashioned in our recording studios there, you would realize why Gennett Records are so wonderful.

Gennett Records may be played on any make of phonograph, and they improve the tone of any phonograph.

Dealers who handle Gennett Records are sending us re-orders faster than our factories can fill them. That is why we are now enlarging our plant. Come along with us.

THE STARR PIANO COMPANY
Established 1872
Richmond, Indiana
EVIDENCE OF INCREASING PROSPERITY IN BUFFALO TRADE

ACTIVITY IN VARIOUS LINES OF INDUSTRY DEVELOPING PURCHASING POWER—MANY SALES OF HIGH-CLASS "TALKERS"—HOW ADVERTISING HELPS—Hengerer and Adam Concerns Adopt Free Insurance Plan

BUFFALO, N. Y., June 3.—Buffalo talking machine dealers reported new sales of many thousands of dollars as a result of the current advertising campaign. They claim the public is taking kindly to the new OkeH records for which his firm has the distribution in this territory. Elaborate window signs advertising these records are being distributed, and the Hoffman store has been redecorated throughout and other improvements have been made.

Edward P. Houseal, former advertising manager of the William Hengerer Co., has completed his work as a director of athletics for the Y. M. C. A. in the Bordeaux region in France and is back home again.

One of the city's most popular detective agencies has recently been reorganized with a new organization, Sheldon Morris, general manager of the Southern California Hardware & Mfg. Co., who for some time past has been engaged in connection with this drive. Many pages of advertising are being used in the local papers and is carrying on an extensive advertising campaign which, as usual, is conducted along dignified lines.

Mr. Morris declared they were excellent, and had a number of improvements recently in the talking machine product, and one of his missions East was to secure fine cabinet woods. In the matter of woods, Mr. Morris stated that the recent suggestion that redwood would be found most acceptable for talking machine cabinets was not practical; in his estimation, inasmuch as redwood for the most part, while desirable for many purposes, lacked a figure so desirable for cabinet and furniture work. Occasionally some redwood was found that showed a fair figure, but this finish was in chief demand with those who had their home furnishings in redwood and desired a talking machine to match.

As to trade conditions on the Pacific Coast, Mr. Morris declared they were excellent, and that the opportunities for the sale of talking machines of good quality appeared to be unlimited.

The Knight-Campbell Music Co., Denver, Colo., is featuring the Victor talking machine in the local papers and is carrying on an extensive advertising campaign which, as usual, is conducted along dignified lines.

A VISITOR FROM LOS ANGELES

Sheldon Morris Declares There Is a Big Field for Talking Machine Sales There

A recent visitor to New York and Eastern markets was Sheldon Morris, general manager of the Western California Hardware & Mfg. Co., who for some time past has been engaged in the manufacture of talking machines in addition to other activities. Mr. Morris stated that his company had made a number of improvements recently in the talking machine product, and one of his missions East was to secure fine cabinet woods. In the matter of woods, Mr. Morris stated that the recent suggestion that redwood would be found most acceptable for talking machine cabinets was not practical; in his estimation, inasmuch as redwood for the most part, while desirable for many purposes, lacked a figure so desirable for cabinet and furniture work. Occasionally some redwood was found that showed a fair figure, but this finish was in chief demand with those who had their home furnishings in redwood and desired a talking machine to match.

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The Knight-Campbell Music Co., Denver, Colo., is featuring the Victor talking machine in the local papers and is carrying on an extensive advertising campaign which, as usual, is conducted along dignified lines.
The Highest Class Talking Machine in the World

NOT only are Sonora phonographs magnificent in tone and wonderfully beautiful in appearance but they are available in a wide variety of styles from which the most exacting customer who enters your store can choose a phonograph that will suit in every way.

Nine different upright styles are offered and the Sonora period models can be secured in the following superb designs: Gothic, Chipendale, Louis XV, Louis XVI, Jacobean, William and Mary, Adam, Colonial and Duncan Phyfe.

The dealer who is interested is invited to correspond with the Sonora distributor operating in his territory.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

SONORA PHONOGRAPH CO.
636 Mission Street, San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, Northern Idaho.

STREVELL-PATerson HARDWARE CO.
Salt Lake City, Utah

MINNEAPOLIS DRUG CO.
Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota.

YAHN & LANGE DRUG CO.
Minnabakee, Wis.
Wisconsin, Upper Michigan.

WALTTHALL MUSIC CO.
Dallas, Texas
Western part of Texas.

SOUTHERN DRUG CO.
Houston, Texas
Southeastern part of Texas.

SOUTHWESTERN DRUG CO.
Wichita, Kansas
Southern part of Kansas, Oklahoma (except five counties in Northeastern section), and Texas Panhandle.

C. D. SMITH DRUG CO.
St. Joseph, Mo.
Nebraska, Minnesota, Northern and Eastern part of Kansas and five counties in Northeast Kansas.

C. J. VAN HOUTEN & ZOON
Marquette Bldg., Chicago, III.
Illinois, Kentucky and Iowa.

KIEFER-STEwART CO.
Indianapolis, Ind.
Entire State of Indiana.

OHIO SALES CO.
Berkman Bldg., 400 Superior Ave., Cleveland, O.
State of Ohio.

HERRICK-Eliis DRUG CO.
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.
The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

The distributors whose names appear on these pages realize that their success is based fundamentally on the success of the dealers who buy from them.

They are ever on the alert to secure the promptest service which energy and watchfulness can make possible and they truly act as the dealers' representatives, in a vigorous, enthusiastic fashion.

The Sonora has deservedly won a wonderful reputation and the man who is thinking of selling phonographs or is considering an addition to his present line will with profit study the experiences of Sonora dealers.

The Sonora sells easily for cash, keeps up the dealers' bank balances and is the foundation of thousands of substantial retail businesses.

Sonora is licensed and operates under BASIC PATENTS of the phonograph industry

SOUTHERN SONORA PHONOGRAPH CO.
Selma, Ala.

ROUNTREE CORPORATION
Richmond, Va.
North Carolina and South Carolina.

GRIFFITH PIANO CO.
603 Broad Street, Newark, N. J.
Northern New Jersey.

L. MONTAGNES & CO.
Byrle Bldg., Toronto, Canada

MUSICAL SUPPLY & EQUIPMENT CO.
221 Columbus Avenue, Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

SONORA PHONOGRAPH SALES CO., INC.
575 Broadway, New York.
Distributors for Greater New York.

W. B. GLYNN DISTRIBUTING CO.
Saxtons River, Vermont
States of Maine, New Hampshire, Vermont and part of Massachusetts.

HILLMAN & SON PHONOGRAPH CO.
Wheeling, West Virginia
Virginia and West Virginia.

C. L. MARSHALL & CO.
Butler Bldg., 83-84 Griswold St., Detroit, Mich.
State of Michigan.

SMITH, KLINE & FRENCH CO.
States of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

GIBSON-SNOW CO.
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and exception of Greater New York.
Maurel in the marvelous "Rosary," the song that has searched a million hearts! Have you a big stock of A-2724?

Columbia Graphophone Co.
NEW YORK

1919 Will Be A Banner Phonograph Year

Prepare Now To Give
YOUR CUSTOMERS THE BEST POSSIBLE
By Getting
Pathe Phonographs and Pathe Records
Through
The Fischer Company
(Oldest Pathe Jobbers)

As the afternoon session began, for forty-five minutes the time was devoted to a series of five-minute talks, which were extremely interesting and valuable to every talking machine dealer. The speakers and their respective subjects were as follows: C. S. Hixson, Richmond, Mo., "Get Acquainted With Your Jobber"; W. H. Wimber, Excelsior Springs, Mo., "Is It Well to Recognize Competition?" Fred M. Wells, Ottawa, Kan., "How the Edison Looks to a New Dealer"; W. M. Hinde, "Why I Am Going to Quit the Road and Go Into an Exclusive Edison Shop at Sedalia, Mo."; Claude C. Cosgrove, Wichita, Kan., "My Plans for an Exclusive Edison Shop in Wichita"; C. L. Dosch, Marysville, Mo., "How I Was Converted to the Edison and What It Has Meant to Me"; Clayton T. Cunningham, Hutchinson, Kan., "Let the Owner Call for Service, or Regular Sales Inspection Service"; Mr. Mode, Salisbury, Mo. These various subjects were handled in a masterly way by the speakers.

One of the most interesting and instructive talks of the afternoon was given by C. E. Goodwin, the Chicago jobber, on "The Edison Information Bureau."

Walter Welch, with Welch & Pope, of Macksville, Kan., told how in three months, in a small town of only 600 population, he sold $3,406 worth of Edison products. This set a new mark for the possibilities in the Edison line. Then followed another period for open discussion, during which the chairman called on several dealers for statistics or specific experiences along the lines discussed.

"Just What Is the Function of Advertising, and What May We Expect It to do for an Edison Dealer?" was the subject well handled by W. C. Eckhardt, with the Gundlach Advertising Co. of Chicago.

In the evening in the Francis I room an elaborate four-course dinner was served, after which a theatre party was given for the guests at the Orpheum Theatre. Preliminary to the usual Orpheum bill, Glen Ellison demonstrated to a packed house the reproducing qualities of the Edison phonograph. Miss Pauline Lawrence, another noted Edison artist, gave a piano solo also. The theatre party concluded a wonderful day's program and entirely successful from every standpoint.

Tuesday was devoted almost entirely to a get-acquainted conference, and dealers were given an opportunity to get all the personal information about their own business or the Edison business in general from any number of Edison representatives who were at their service during the afternoon.

EMERSON SINGER AT OPENING

Duff's Music House recently opened at Rockaway Beach, N. Y., and on the opening night a concert was held at which Miss Martha Duff, the juvenile Emerson record contralto, sang several selections. James Karp, the famous author of "Dixie Is Dixie Once More," also rendered a pleasing program for the occasion.
Make It Your Rule—

if you seek customer satisfaction—to sell a needle that is uniformly good; one with uniform points, of uniform hardness, and of uniform length; that is the BRILLIANTONE NEEDLE.

Before placing your next order, try this experiment. Then send to us for samples of Brilliantone Needles, and satisfy yourself that they really are The Best.

When you buy Brilliantone Needles, you do not pay for a pretty envelope, but for superior quality needles.

BRILLIANTONE STEEL NEEDLE CO.
OF AMERICA, INCORPORATED
Broadway at 34th St., NEW YORK CITY

Suite 655-659 Marbridge Building.
34th Street, N.Y.C.

Name

Address

Please send me samples and prices of your Brilliantone Needles.
TALKING MACHINES AS PRESENTS

THE EDISON CONVENTION CHAIRMAN

H. E. Blake, Edison Dealer of Philadelphia, a Wide-awake, Progressive Edison Booster

H. E. Blake, of Blake & Burkart, Philadelphia, Edison dealers, who will act as chairman of the Edison Dealers' convention late this month, is a man with practical ideas, and his store in Philadelphia is one of the most up-to-date in the country. He advertises extensively, not only in the ordinary ways, but in several original ways of his own. He issues a little house organ containing information of interest to his customers, he writes particularly good circular letters, beautifully gotten up and exceedingly interesting, and he utilizes plenty of newspaper space.

Mr. Blake makes a specialty of summer sales. Last summer he moved a great deal of old stock by sending out packages of Re-Creations to customers of his at their summer homes requesting that they return within a certain specified period of time those they did not wish to keep. This summer he will probably do the same thing.

One of the important things about this convention will be the open discussion of everything pertinent to the subject of phonograph selling. There will be a question box, of course, and it is none too soon for Edison dealers to finish jotting down questions which they would like to have put before the house at the convention. The open discussion bids fair to be mighty interesting. But aside from the discussion in session, private conversations with other dealers who have to meet identical problems would alone make the trip to New York worth while.

A VISITOR FROM NORWAY

A recent caller at the offices of the Otto Heineman Phonograph Supply Co., New York, was Th. Bjerke Gruner, from Christiania, Norway. Mr. Gruner, who is well known in Norwegian business circles, arrived here accompanied by Mrs. Gruner, and intends to make this visit a combination of business and pleasure.

He called at the Otto Heineman offices in view of the fact that he has recently become associated with a large phonographic enterprise which is rapidly becoming an important factor in Scandinavian commercial and musical life. Mr. Gruner planned to make an extended Western trip, visiting various business institutions in which he is interested.

OPENS SHOP IN YONKERS

The Concerto Phonograph Co., manufacturers of the "Concertola," has opened a shop at 36 Warburton avenue, Yonkers, N. Y., under the name of the Dell Distributing Co., which will be under the management of J. Dresner. A full line of Emerson records is carried.

The Denver Music Co., of Denver, has added the Brunswick to its talking machine department. The Victor and Columbia is also carried.

AMERICAN

In the AMERICAN line you will find a model for every prospective buyer, seven models made in mahogany and oak. The AMERICAN remains sold when delivered, and plays all records. Guaranteed throughout.

The cabinet, the motor, the tone chamber, the tone arm, the reproducer, and the packing case are all proven and correct.

Catalog upon request.

AMERICAN PHONOGRAPH CO.

17 N. IONA AVE.

GRAND RAPIDS, MICH.
WILSONIAN VI—$160.00
49 in. high 22¼ in. wide 23 in. deep
Mahogany, Golden and Fumed Oak

A handsome instrument with tone of distinction befitting every modern music room.
Here It Is!

The new Wilsonian is on the market!

The talk of the Music Trade Convention in Chicago.

Beautifully designed, with cabinet work of superior quality and tonal excellence that speaks for itself.

And it sells for a moderate price, with a handsome profit for the dealer.

The Wilsonian is distinctive—the subtle grace of its lines, the master craftsmanship of skilled cabinet makers, and the splendid finish, mark it as a superior instrument. It is truly a masterpiece of phonograph construction, this new Wilsonian.

But when you listen to it, you will really understand its worth. The sweet, mellow tones, its adaptability for voice, orchestra and piano records will delight you.

Every new improvement is embodied in the new Wilsonian. Universal tone arm, automatic cover release, perfected silent motor, special record file cabinet, etc.

Write or wire today for agency.

Wilsonian V—$135.00

47 in. high 215 in. wide 221 in. deep Mahogany, Golden and Fumed Oak

For style, finish and workmanship this machine is unsurpassed. It combines the best points of all high-priced machines in one. The motor, which is of the latest type and fully guaranteed, is equipped with noiseless bevel gear, making it absolutely silent. Has self-releasing lid and is furnished with six albums.

Wilsonian IV—$110.00

45 in. high 201 in. wide 211 in. deep Mahogany, Golden and Fumed Oak

A beautifully designed instrument. Has convenient shelves for records, self-releasing lid and is equipped with silent, heavily constructed bevel gear motor, fully guaranteed.

Wilsonian III—$90.00

43 in. high 18 in. wide 201 in. deep Mahogany, Golden and Fumed Oak

Artistically designed and beautifully finished. Has convenient shelves for records. Equipped with silent motor of the latest type. Later.
TALKING MACHINES ON THE RHINE

R. R. Souders, Former Columbia Man, Writes of Interesting Experiences in Germany

The World is in receipt of an interesting letter from Robert R. Souders, now in the Y. M. C. A. service with the army of occupation on the Rhine and well known as a talking machine man, having held managerial positions with the Columbia and other companies. He is at present business secretary of the Rhine Valley Leave Columbia and other companies. He is at present

BOASTS OF A WAR RECORD

There recently returned to New York one of the Sonora Portable phonographs taken overseas by a New York soldier. This "portable" went away in its usual brown cowhide dress, but came back entirely different. Its present appearance, however, was not so very much of a surprise to those New Yorkers who had seen the War Department's parade of tanks and guns.

Sonora Portable Camouflaged a short time ago. The little "Portable" is a mass of zigzag colored white, blue and brown streaks, and although the camouflage might not be eminently successful when it stands in the display rooms it doubtless would be highly effective if placed out in the open where this Sonora did most of its work in bringing joy and stimulation to our boys.

RECORD MATERIAL FROM WEEDS

Candelilla Wax Obtained From Waste Lands in Texas and Rio Grande Region Valuable

Candelilla wax, which is used in the manufacture of records, can now be obtained from Texas, and the wax industry has grown rapidly in that section of the country. It is considered by many that this wax, which comes from the wild candelilla weed, and the commercial possibilities of this waste product were not realized until a few years ago. Since that time the value of the wax obtained from the Rio Grande region is in the neighborhood of a quarter of a million dollars a year. In the near future this region will be extensively developed and plants are now being constructed to obtain this wax.

"MAGNET" DECALCOMANIE NAMEPLATES

Pamphlets with fac-simile illustrations and prices mailed on request.

SMITH-SCHIFFLIN CO.
126 Liberty Street
New York City

CASH BONUSES FOR ACCURACY

Errors by Sales Force Cause of Much Loss to Employer—Reward of Accuracy Offers Incentive for Each to Do Good Work

There are many places in the routine of a retail store where slight errors by members of the sales force cause loss of money to the firm and make irritated and dissatisfied customers. The salesmen may write a name or address incorrectly or make a mistake in the price; the clerk may make a wrong entry or copy incorrectly; the auditing department may contribute an occasional error and the shipping clerk may bill the wrong to the seller. All these errors, although they are as a rule trivial, cause annoyance and endless trouble to the firm and are all the more exasperating because they can be avoided with the exercise of a little care on the part of each individual connected with the sale. Some stores, however, have instituted a system of rewards for accuracy; in other words, cash bonuses for the members of the force who make the fewest errors in their work. Given a little ambition, a mark to aim at, and a reward for attaining this goal, will make anyone strive to do the best work possible. It is not always possible to find people who will do accurate work just because they know it is to their advantage, for in the daily grind they often become careless and feel that it will make no difference to them in the end if they do make an error now and then. Cash bonuses for accuracy have proved very satisfactory wherever this system has been used, and is well worth the little expense to the house, for the cost is more than paid by the saving of lost effort and dissatisfaction. Keeping a record of the mistakes made during the month by each employe makes it possible to determine the efficiency of each and his value to the organization. By examining the records individual improvement can be noticed, and this serves as a guide to the management for promotion, because it reveals executive ability.

SOME RECENT PATHE VISITORS

H. E. Morrison, of Wright & Wilhelmy, Omaha, Neb., Pathe jobbers, who was a recent visitor at the factory of the Pathe Freres Phonograph Co. in Brooklyn, spoke enthusiastically of financial conditions and predicted a period of prosperity with a general increase of business throughout the West.

Mr. and Mrs. O. C. Potts also called at the Pathe factory recently, coming from Unionville, Mo., to inspect this plant. They have just opened a Pathe shop in that city and are making plans for an aggressive campaign.

Percy Hemus, well-known concert singer and Pathe artist, visited the Pathe factory recently and went through the building from roof to sub-cellars. He said that he had been making records so long for Pathe and had heard so much about the factory that he wanted to look at it himself. He was delighted with his visit and promised to call in the near future, when the new factory is completed.

In the illustrated supplement of the New York Times of May 25 there appeared a splendid photograph of Thomas A. Edison, his daughter, Mrs. Sloan, and his young grandson, Thomas Sloan—three generations of Edisons.

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, $4.25
Gold, $7.75

Distinctive Features

The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle remains in the same position, whether it be one or two in the cabinet.

Surface noise is less than with any other reproducer—surface scratches being reduced to a minimum through perfect proportioning of the frame 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 a new method of projecting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural construction or expansion of the metal parts.

The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual harshness 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 phonograph records.

The right-angle turn for changing needle is hindered by 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 ball in the bearings, therefore no burning noise can occur from the great vibration on high notes.

Barnhart Brothers & Spindler
Monroe and Throop Streets—Chicago
—since time began the common people have had an unquenchable yearning for music. Nothing can stop it. Nothing ever will stop it. Emerson hits make an every-day appeal to every-day people. In your community doesn’t it pay to sell to the majority of the population?

If you wish representation why not write today to our Vice-President, Mr. H. T. Leeming?

Emerson Records

Emerson Phonograph Company Inc.

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvd.
Why It Pays Talking Machine Dealers to Handle Accessories and Novelties

By Henry Daimer

For a great many years after the talking machine was first introduced to the American public in a thoroughly practical and musically artistic form there was no special effort made to develop accessories and novelties to sell in conjunction therewith. There was in fact no need for such things, because it took the entire effort and time of the retailers engaged in the talking machine business to promote the sale of machines and records in which the turnover was and is over 95 per cent. of the total sales made.

Within the last few years, however, conditions in the talking machine industry have changed materially. The number of manufacturers of both machines and records has increased to such an extent that to-day the retail dealer, instead of competing against four or five other products, finds himself seeking to sell a market that is also being sought by a great many others. Despite this fact the combined factory production of machines and the combined factory production of records have fallen very far short of satisfying the public demand, and retailers almost universally have been forced to operate in the face of a marked shortage of both machines and records, regardless of the particular brand or brands they might be handling.

This is the status of affairs to-day, and has been the status ever since the great world war first hampered factory production. It is, moreover, a condition that is largely responsible for the tremendous strides that have been made within the last few years in the accessory and novelty end of the talking machine industry. Retailers who normally would give but scant attention and time to accessories and novelties, owing to the comparatively small percentage of their total profit which would come through handling these goods, have found themselves in position, due to the shortage of machine and record stock, where they could not only afford to give time to the consideration of accessories and novelties, but could derive a fair percentage of their total profit from the handling of them.

All this being true, many inventors of great ability have concentrated on giving to the talking machine industry accessories and novelties that will have a popular appeal to the customers of the talking machine dealer and that will at the same time prove of commercial value for the dealer to handle. The results of the efforts made along this line are destined to be remarkable.

Great Advertising Value Comes Through the Handling of Advertised Specialties

This is evidenced by the fact that in traveling around the country one can hardly find a talking machine dealer who does not handle one, and usually several different accessories and novelties.

The talking machine dealers, generally speaking, have been quick to realize the value of handling good, reliable accessories and novelties, as have also many prominent wholesalers. Probably the first thing that has attracted the notice of both retailers and wholesalers is the financial profit which many of these side lines are capable of producing when properly promoted. But more on the dealers' endorsement than on the original manufacturers, and therefore bestows the credit for progress, etc., on the dealer who first introduces novelties into a community.

Again the promotion of accessories is accomplished without added overhead expenses. They often make admirable features for use in window displays and for use in interior store arrangements. In either place they are brought to the attention of a wide field of buyers—in the case of window display to every passer-by and in the case of interior display to the purchasers and prospective purchasers of machines and records, and also to people coming to make payments on instalment sales.

Good, steady record customers are a particularly profitable field for accessories and novelties, but, discounting entirely the monetary side in the handling of accessories and products, it is doubtful if any dealer can afford to lose the great advertising value which comes through the handling of these specialties. It is indeed doubtful if anything will cause your store to be more talked about than accessories and novelties. Men, women and children love to tell their family and friends about the new this and that they saw at So and So's. It's wonderful advertising for a retail institution.

NEW STORE FOR COLUMBIA DEALER

J. A. Abrams, Columbia dealer of Pascagoula, Miss., has opened in new quarters in the People's Bank Building in Delmas avenue. This building is one of the handsomest in the city and offers an excellent opportunity to display the large line of Columbia Grafonolas and Columbia and Emerson records. Much space is being used in the local papers to advertise the new store where the Columbia is being featured.

CONVERTO CABINET EXPANSION

For over two years orders for Lundstrom Converto talking machine cabinets have been greater than manufacturing facilities could produce, but the C. J. Lundstrom Mfg. Co., of Little Falls, N. Y., have recently completed extensive improvements and have enlarged the facilities for making these cabinets so that the trade's immediate requirements can now be taken care of.

An Excellent List of Victor Records

We Will Gladly Play Any Record For You

309 W. Susquehanna Ave.

CLEMENT BEECROFT

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—$75

No. 150—$85

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, $3.05; No. 2, double-spring, 10-inch turntable, plays 3 10-inch records, $3.65; No. 3, double-spring, 12-inch turntable, plays 3 10-inch records, cast-iron frame, bevel gear wind, $7.75; No. 10, double-spring, 12-inch turntable, plays 3 10-inch records, cast-iron frame, bevel gear wind, $10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, $1.05 per set; No. 3, $1.25 per set; No. 4, $2.50 per set; No. 5, $2.50 per set.

MAIN SPRINGS—No. 00, 1/3 in., 9 ft., 29c; No. 00A, 1/2 in., 9 ft., 32c; No. 01, 3/16 in., 7 ft., 29c; No. 02, 3/8 in., 7 ft., 42c; No. 02A, 3/16 in., 10 ft., 49c; No. 03, 3/8 in., 10 ft., 54c; No. 04, 1/2 in., 9 ft., 42c; No. 04A, 1/2 in., 10 ft., 49c; No. 05, 1 in., 9 ft., 39c; No. 05A, 1 in., 11 ft., 52c; No. 06, 11/16 in., 10 ft., 52c; No. 07, 1 in., 11 ft., 69c; No. 09, 1/2 in., 10 ft., 49c; No. 09A, 1/2 in., 11 ft., 59c; No. 10, 1 in., 11 ft., 89c; No. 11, 11/16 in., 12 ft., 99c; No. 12, 1 in., 12 ft., 119c; No. 13, 1 1/4 in., 12 ft., 139c; No. 15, 2 in., 10 ft., 169c; No. 16, 2 1/4 in., 12 ft., 189c; No. 17, 2 1/2 in., 12 ft., 219c; No. 18, 3 in., 12 ft., 259c; No. 19, 3 1/2 in., 12 ft., 299c; No. 20, 4 in., 12 ft., 339c; No. 21, 4 1/2 in., 12 ft., 379c; No. 22, 5 in., 12 ft., 419c; No. 23, 5 1/2 in., 12 ft., 459c; No. 24, 6 in., 12 ft., 499c; No. 25, 6 1/2 in., 12 ft., 539c; No. 30, 7 in., 12 ft., 639c. We also carry over 60 other sizes main springs to fit Victor, Columbia and all other motors at nominal prices.

RECORDS—POPULAR AND GRAMMATON, new 10-inch, double-disc, lateral cut, all instrumental selections 35c. each; 32c. each in 100 lots; Columbia, 10 inch, double-disc, new records, 35c. each.

GOVERNOR SPRINGS—To fit VICTOR, COLEMANIA and all other motors at moderate prices. Special prices on large quantities to motor manufacturers.

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

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

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

NEEDLES, steel, 48c. per thousand in 10,000 lot; 40c. per thousand in half million lots. We also manufacture special garden parts, such as worm gears, stampings, for wire machine parts for motor, reproducer and part manufacturers. Special quotations given to quantity buyers in China 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.

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

Manufactures Now Going Abroad at Rate of $3,000,000,000 Annually, It Is Said

Since the termination of the war, exports of manufacturers from the United States have con-
tinued to run at a rate of about three times as much as in the pre-war years, according to com-
pilations of the National City Bank. The value of manufactures exported since the signing of the armistice has been at the rate of more than $2,000,000,000 annually, as compared with $1,000,-
000,000, or slightly less one year before the war began.

Manufactures exported from the United States in November, 1918, the first month fol-
lowing the armistice, amounted in value to $272,000,000; in December, $229,000,000; in January, $251,000,000; in February, $280,000,-
000; and in March, $259,000,000, an average since the close of the war of $264,000,000 per
month, or at the rate of $3,168,000,000 per an-
num, as against an average of little more than
$1,000,000,000 per annum prior to the war.

These figures suggest that the large gains in
exportation of manufactures which charac-
terized the war years were by no means exclu-
sively due to the demands for war requirements,
but that, on the contrary, the growth in ex-
portation of manufactures was largely due to
other causes.

TO OPEN BRANCH IN LOS ANGELES

F. F. Brackett, Just Discharged From Aero
Service, Will Represent Walter S. Gray in
Southern California and Arizona

A visitor to The World sanctum last week was Forest F. Brackett, who received his dis-
charge after 15 months' overseas service with
the 157th Aero Squadron, where he rendered splendid service in behalf of Uncle Sam. Mr.
Brackett left at once for Los Angeles, in which
city he will have charge of Walter S. Gray's
supply depot, and will also act as sales manager
for southern California and Arizona for this
temporary San Francisco jobber in talking
machine specialties.

Mr. Gray's trade has been developing so rap-

cidly on the Pacific Coast that this new branch is absolutely necessary to meet the demands of his customers. Mr. Brackett will be joined in his work in this territory, at an early date, by Mr. Gray's son, who has been serving with the Army of Occupation in the Rhine sector, and who is expected back from Europe at an early
date. Mr. Brackett and the junior Mr. Gray are old-time chums, and it goes without saying that they will make quite a record in developing the Walter S. Gray business throughout South-
ern California and Arizona.

THEY ARE ALL AMERICANS

How the Melting Pot of Humanity Contributed to Making of Music Through the Grafonola

A Columbia Grafonola lately shipped from the factory to South Africa for use among a British colonial regiment composed of Kaffirs, Sudan-
eses, Hottentots and Egyptians was designed by an American named Smith. The material was selected by a Frenchman named Chagnon. The parts were machined by a Russian named Kuro-
patkin. Then hardened by an Irishman named Scully. Then plated by a Belgian named La-
Fleurs. Then buffed by a Greek named Verino. Then assembled by a Lithuanian named Mar-
rowalda. Then tested by an Englishman named Harmsworth. Then adjusted by a Bulgarian
named Carayoneh. Then inspected by an Italian
dnamed Corsano. Then cabineted by a Hungarian
dnamed Horwath. Which had been made by a
Turk named Kapitaakis. Which was polished by
a Canadian named Waddell. Then crated by a
Spaniard named Olain. Then marked by a
Scotchman named Christie. Then trucked by a
Pole named Likaseki. Then forwarded by a
Macedonian named Lamluly. All employed by a
Yankee named—Gilhooley—Americans all.

SENDING IN SOME LARGE ORDERS

F. S. Soltin, who recently joined the sale staff of the New York Album & Card Co., has been
sending in large orders from the Eastern trade, and to date has closed a number of important
contracts for Nyacco albums. Mr. Soltin's ex-
tensive experience in the trade enables him to
give the dealers valuable co-operation and serv-

cice, and the results to date indicate that this
service is meeting with the hearty approval of
the trade. Mr. Soltin will leave shortly for a
two months' trip, visiting the dealers in the
West.

VICTOR DEALER ACQUIRES STORE

Baas's Victrola Shop, Rock Island, Ill., is now
successor to the store of the Baxter Piano Co.,
and the proprietors of the new concern are R.
S. Baas and Miss Elizabeth Roth. The Victor
line will be handled exclusively by this estab-
lishment.

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, 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 selec-
tion, play one ten times with the same WALL-
KANE needle, and, by reason of special composition, 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 cleaner, will have less surface noise, and that under, the same playing, 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, Exact Loud and Medium, greater value than 500 ordinary steel needles, for

tails for 15c, costs the dealer 75c, 8c, in the Far West.

JOINING TERRITORIES OPEN

Progressive Phonographic Supply Co.<br>145 West 45th Street, New York

INSURANCE

Selling life insurance to-day depends chiefly upon the Pros-
pect's ability to pay. He knows it's good.

Selling Cabinets for Record Insurance

Is getting to be on the same basis.

Customers appreciate record insurance. That's why the demand for

Udell Cabinets

Has increased to such tremen-
dous proportions. They represent the most attractive record insurance in the trade.

Just one of many new models.

THE UDELL WORKS

1205 W. 28th St., Indianapolis, Ind.
GREATEST HOST OF HITS
ever gathered on

OKEH RECORDS

Never before have there been as many great song and dance hits recorded on Okeh Records at any one time as RIGHT NOW.

THIS MEANS QUICK SALES

Immediate delivery on any number

Let us suggest to you a sample order of sure sellers

CONVINCE YOURSELF

RING OUT! SWEET BELLS OF PEACE
(Tenor)

I SHALL MEET YOU (Tenor)

JA-DA (Ja-Da, Ja-Da, Jing, Jing Jing!)
(Tenor)

CAN YOU TAME WILD WIMMEN?
(Tenor, with Orchestra)

A LITTLE BIRCH CANOE AND YOU
(Vocal Trio)

GIRL OF MY HEART (Tenor)

MARY (Fox Trot)

BEAUTIFUL OHIO (Waltz)

TILL WE MEET AGAIN (Waltz)

RAINY DAY BLUES (Fox Trot)

THE KISS THAT MADE ME CRY
(Tenor)

SOME DAY I'LL MAKE YOU GLAD
(Tenor)

THAT WONDERFUL MOTHER OF MINE (Tenor)

FOREVER IS A LONG, LONG TIME
(Tenor)

JOHNNY'S IN TOWN (Baritone)

ANYTHING IS NICE IF IT COMES FROM DIXIELAND (Baritone)

MUMMY MINE (Fox Trot)

HOW 'YA GONNA KEEP 'EM DOWN ON THE FARM? (One Step)

VANITY FAIR (One Step)

FLUTTER ON BY MY BROADWAY BUTTERFLY (Fox Trot)

AND THAT AIN'T ALL (Vocal Duet)

BY THE CAMP FIRE (Vocal Trio)

RISHELL PHONOGRAPH COMPANY

Williamsport, Pa.
The Heine Piano Co., now located on lower Stockton street, has concluded a deal whereby it will have a new building on Stockton street, just across the street from the present store. The building from which the Piano Co. is to move will be the same as the new building of the Columbia Graphophone Co., and will feature the Columbia Grafonola and other Columbia instruments. The place now occupied by the Piano Co. will be vacant for a short time, and then will be remodeled and used as a conservatory.

Other News of the Trade
Hon. William H. Johnson, a vice president of the Columbia Graphophone Co., was a visitor in San Francisco during the month. Mr. Hartley, a Columbia dealer at Mountain View, and James Coffman, of the Columbia Graphophone Co., was a visitor in San Francisco during May con- ferencing with Nathan Milnor, manager of the San Francisco office. The other visits were entertained by motor trips into the surrounding country as guests of Mr. Milnor.

A Great Record Month
Andrew McCarthy, of Sherman, Clay & Co., head of the wholesale Victor business on the Pacific Coast, says more Victor records were sent out in April than in any other month thus far. Mr. McCarthy expects the machine situation to improve steadily from now on. Otto Rothlin, of the wholesale record department, paid a visit to the northern branches during the month to install an improved system in distributing and ordering records.

News of Wiley B. Allen Co.
The Wiley B. Allen Co. are to make improvements in the talking machine departments of several of their stores this summer. Besides the enlarging of the department in the San Francisco store, the Portland store will be remodeled and the talking machine department enlarged, while the store at San Jose will be remodeled in some departments. The Los Angeles store may also come in for some improvement work. James J. Black, formerly manager of the talking machine department of the Wiley B. Allen Co., is out of the navy after serving about two years. Mr. Black is at present making a trip to the various branches of the company on the Coast. This house is highly satisfied by the way the public takes to the Brunswick machines and a large addition to the stock has just been received. The employees of the San Francisco and Oakland talking machine departments enjoyed a barbecue picnic at Niles Cahn on Sunday, May 25.

TAKES ON COLUMBIA AGENCY
The Reliable Furniture Co., of Napoleon, O., has taken on the Columbia agency for that section and will feature the Columbia Grafonola and records. The Columbia agency in Napoleon was formerly in charge of C. P. Clay.

REMOVE TO NEW QUARTERS
The Templeman Piano Co., Cynthia, Ky., has moved into new quarters at 5 Pike street and the building has been altered and demonstration booths installed for display of Columbia Grafonolas and records.

SALES LOST THROUGH NOT HAVING ADVERTISED GOODS IN STOCK—CONDITIONS IMPROVING—NEW BUILDING FOR CLARK WISE—HEINE CO. ALSO EXPANDING—TRADE PROSPECTS EXCELLENT IN SAN FRANCISCO

The business of the Sonora Phonograph Co., on the Pacific Coast has shown a steady increase all along the line in recent months, and it is remarkable how large a proportion of the machines sold are of the more expensive models. Sonora jobbers report steadily increasing interest in Sonora goods. E. C. Johnston, manager of the Sonora Phonograph Shop, says the public appears to be much pleased with the new 1919 Sonora models which arrived here recently and that May business has averaged better than was anticipated. Several of the new $1,000 machines have already been sold.

The employes of the San Francisco office, May 25. The monthlys were opened in the past month.

San Francisco, May 28.—Spring business has averaged large in volume with the leading talking machine dealers of California, notwith- standing the shortage of standard machines. The trade lives in hope that the manufacturers will soon again be in a position to supply goods promptly and steadily on all lines in popular de- mand. The large proportion of not having well-advertised goods in stock is evident, and no doubt many sales are permanently lost because not clinched on the spot. High-class records are in steadily increased demand, it being especially notice- able that McCormack records sold readily at the time the singer gave concerts in San Fran- cisco. Small machines are moving well and a still brisker market is to be looked for. The trade in phonograph and record machines and dance and song records is expected now that the vacation season is at hand.

Sonora Business Shows Steady Increase
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Clark Wise Signs Lease for New Building
Clark Wise, who has been looking for a new location for many months by reason of his hav- ing to vacate his present store, has at last signed a lease for a long term on the entire building at 35 Stockton street. He will not be ready to move into the new quarters for some time yet, and the store will have to be re- modeled. The new store has a frontage of three stories in height. The location is exceptionally good, being in the heart of the retail shopping district. The owners of the building have promised to spend $20,000 on improvements before the tenant moves in. Mr. Wise expects to have his large talking machine department on the main and mezzanine floors, and the demonstration room will be located on the main floor. A new plate glass front will be built and the show window arrangements will be made as attractive as possible.

Eight-Story Building Planned
The Heine Piano Co., now located on lower Stockton street, has concluded a deal whereby it will have a new building on Stockton street, just across the street from the present store. The plans call for an eight-story Class A building, which will cost approximately $125,000. A part of the building will be used as a conservatory.

Stern Corp. Expanding
The Stera Talking Machine Corp., of San Francisco, has completed plans for increasing its capitalization and expanding its business. The San Francisco branch will have an addi- tional capital of $75,000, and the branch at Rich- mond, Cal., will have $15,000 additional. J. L. McNew, of the San Francisco branch, is in charge of the Richmond office.

Visitors in San Francisco
William F. Stidham, the manager of the Los Angeles branch of the Columbia Graphophone Co., and Frank Dorian, manager of the Seattle office, were in San Francisco during May con- ferencing with Nathan Milnor, manager of the San Francisco office. The other visits were entertained by motor trips into the surrounding country as guests of Mr. Milnor.

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R. H. Paulin, a well-known talking machine dealer of Santa Barbara, reports favorable re- sults from his new store at Fillmore, Cal. A. Baronda is manager of the Fillmore shop.

THE TALKING MACHINE WORLD
June 15, 1919

MACHINE SHORTAGE STILL RETARDS CALIFORNIA TRADE

Sales Lost Through Not Having Advertised Goods in Stock—Conditions Improving—New Building for Clark Wise—Heine Co. Also Expanding—Trade Prospects Excellent in San Francisco

Z. J. Lousac, a talking machine dealer of Anchorage, Alaska, was in San Francisco on one of his biennial trips during the month. He was entertained by Walter S. Gray, dealer in talking machine accessories, and he said business in Alaska was not brisk this year. Workers in the North have not had their wages advanced as fast as in other parts of the country and feel the pinch of high prices.

J. P. Garber, a prominent merchant of Kings- bury, Cal., recently put in a Columbia line and is enjoying splendid success with it in his dis- trict.

Mrs. M. Howell, of the Emporium record de- partment, has resigned her position in order to reside at Portland, Ore., with her husband.

ACTIVITY IN LOS ANGELES TRADE

A recent visitor to New York was Sheldon Morris, general manager of the Southern Cali- fornia Hardwood & Mfg. Co., who is visiting the East for the purpose of securing equipment for the production of Hawthorne phonographs. Mr. Morris states that this phonograph is making ex- ceptional progress, and that some of the best- known dealers in Los Angeles are now handling it. He also commented upon the fact that 150 accounts were opened in the past month.

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ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Riley's Lubricant makes the Music make good
In preferred in the proper quantities, will not run, dry up, or become sticky or raedy. Resinous in the original form indefinitely.

Put up in 1 1, 5, 10 and 50-pound cans for dealers.

This lubricant is also put up in small cases to retail at 15 cents each order the trade house.

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Eureka engineered for special applications to phonographs.

ILSLEY-DOUBLEDAY & Co., 229-231 Front St., New York
Have you seen the Columbia Magic Mirror Sign? Your customers look in the mirror, see themselves, and then—our trade-mark greets their eyes.

Columbia Graphophone Co.
NEW YORK

TALKING MACHINE MEN, INC., ELECT NEW OFFICERS

J. T. Coughlin Again Heads Organization—Other Men Selected—Favor Passage of Stephens Bill—Gold Watch Presented to J. J. Davin—New Committees Appointed—Service Bureau Established

The annual meeting and election of officers of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, was held on Wednesday, May 22, at the Marlborough Hotel, New York. The meeting was preceded by a luncheon and a good attendance was on hand.

According to the constitution of the association the election of new officers should be held in April, but at the April meeting a quorum failed to appear and it was necessary to postpone the election. While there was at first a misunderstanding as to the names of the nominees for the offices as submitted by the special committee appointed for that purpose this obstacle was soon swept away and the following officers were unanimously elected: J. T. Coughlin, permanent chairman; J. J. Davin, chairman of the executive committee. The membership of the association will address the members and the following will be the proposed duties of the committee, as outlined at the executive meeting:

This committee is now in a position to render any service within their power that the dealers are in need of. The experience of the three members of this committee, together with the data they have collected for the past number of years, puts them in a position to answer and give advice on the majority of the dealers' problems, and such questions as they are unable to answer they will go out and dig up the information for the dealer in need. There is absolutely no charge for this service and the dealers should immediately avail themselves of this new bureau.

The month of July has been designated as "Membership Month." The drive will start July 1, with a luncheon, at which a very prominent speaker will versed on the subject of organization will address the members and prospective members. The lieutenants and their aids for the various sections of the city will be given their literature and instructions at this luncheon.

The Kerr & Smally Music Co., Phoenix, Ariz., opened on May 12. The store has been remodeled and additional demonstration booths have been installed.

The Wonderful Tone Production of PHON D'AMOUR

- is like the memory of a musician thinking over the performance of a great player. The

PHON D'AMOUR

plays every record and reproduces them tone true. This tone quality is obtained by the patented Diaphragm and Amplifier, which features are only obtainable in the

PHON D'AMOUR

THE FRITZSCH PHONOGRAPH CO. N. W. C. & Canal CINCINNATI, OHIO
YOU KNOW THAT

The Motor is the Heart of the Phonograph

YOU KNOW

The Tone-Arm is the Musical Throat

YOU SHOULD KNOW

THAT TO ACHIEVE

PERFECT TONE PRODUCTION

You Must Use the World-Wide Known Combinations

of

HEINEMAN-MEISSELBACH TONE-ARMS and SOUND BOXES

Heineman Tone-Arm No. 11
Sound Box No. 2

Meisselbach Tone-Arm No. 97
Sound Box No. 6

Gold or Nickel Plated

Immediate Delivery
COLUMBIA MAGIC MIRROR SIGN

Specialty Put Out by the Dealer Service Department of Columbia Co. Meets With Favor

The dealer service department of the Columbia Graphophone Co. has produced recently a Columbia magic mirror sign which is meeting with unusually penetrating and hits the eye with a flasher. The sign alternates the brilliant sign with current is off reflections are produced as in any events, plays a perfect circular mirror, and when the mirror in an unusual multiple-repeating effect, the Columbia trade-mark glows through the plain mirror. These incessant flashes are not only captivating but are also effective in making the sign stand out.

The face of the sign is framed in a one and one-half inch polished mahogany molding, four inches in diameter, fitted with two wooden feet. The body is seven inches over all, including the cornucopia-shaped housing with vent holes, equipped with wire easel and adjustable to any height or angle.

$141,000 FOR CLEAN ADVERTISING

The bigger work will take four chief directions, (1) the establishment of a force of special investigators working out of the headquarters offices of the association in New York City, (2) intensive work for the establishment of additional local vigilance committees, this branch being under the supervision of William P. Green, who recently returned to the association from Washington, (3) the establishment of a bureau to do in foreign markets what has been done for the protection of trade in North America, and (4) intensified work in co-operation with various trade associations, representing important lines of business, toward the establishment of "standards of practice" by leaders in these various lines for the elimination of evil practices which have been allowed to grow up. Local vigilance committees of advertising clubs are organized and their work is guided under the direction of the international office in New York City, and it has been found that the adoption of such standards has tended to eliminate much misleading advertising before it is published, for there are many practices among local advertisers which have grown up through competition and which each advertiser would be glad to eliminate if others would.

Simultaneously with the announcement that the $141,000 fund is to be raised and the work enlarged comes the further announcement that considerably more than a tenth of the fund is in hand.

HISTORICAL WINDOW DISPLAY

A window display showing the evolution of the talking machine from the most primitive model to the present-day machine was recently shown by McLellan & Stagg, Edison dealers, in Frederick, Okla. It attracted a great deal of favorable notice and praise.

INCORPORATED

The Dixola Phonograph Investment Corp. has been incorporated at Norfolk, Va., at a capital of from $5,000 to $25,000 to deal in musical instruments. The officers are C. A. Everhart, president, and W. A. Brown, secretary, both of Norfolk.

USE AS MUCH CARE

In the selection of the Reproducer or voice of your Phonograph as you do in its design or finish.

The "BLISS" Reproducer, with its treated silk diaphragm, is successfully meeting the most exacting and critical comparative tone tests.

THE BLISS REPRODUCER IS DIFFERENT

The EJECT-O-FILE has been designed to meet the growing objections to albums. They are furnished in sectional cases for cabinet type owners and for the Victor and Columbia table type Phonographs in standard cabinets.

Write for prices and send us order for a sample

Other Phonograph Specialties that we are featuring are the "Disk-Lite," an electric lighting attachment adaptable to any Phonograph; the "Phono-Lite," an automatic lighting attachment for the New Edison; also Diamond and Sapphire Points, Lakeside Rotometers, B & H Fibre Needles, B & H Fibre Needle Re-pointers, Vallorbes Semi-Permanent Needles and Steel Needles.

Write for our dealers' price list

BLISS REPRODUCER, Inc.
80 FIFTH AVENUE
NEW YORK

Successors of
D. M. Bliss Co.
Wilson-Laird Phonograph Co.
TO SHORTEN A LONG STORY

Until we are able to organize a high class sales organization to call and demonstrate The Artist we will ship any model illustrated in our catalog to any well rated dealer who is in the market for considerable quantities with the understanding that if The Artist does not reproduce any record particularly the Piano, Violin or Soprano Voice with more naturalness, with better tone quality and with less surface noise than ever before heard

The instrument is to be held at our disposal

Catalogue Now Ready

Other upright cases
$100 — $125 — $250

Quantity Deliveries in August

We are able to handle contracts of any size and guarantee prompt deliveries.

GRAND RAPIDS PHONOGRAPH COMPANY

The Columbia Saxophone Sextette prances through "Chong" as a medley fox-trot. You'll prance, too, when you count your receipts from this record. A-2730.

Columbia Graphophone Co.
NEW YORK

ENTHUSIASM IS A VALUABLE ASSET TO THE SALESMAN

This is universally conceded, but its practical application in securing results is a matter of distinct importance—how music has ever exercised a stimulating influence for good.

There is no question but that enthusiasm is one of the biggest assets of any salesman. This fact is admitted. The practical application of the enthusiasm, however, is distinctly an important matter, and the manner in which this factor may be used to advantage in the selling of records is set forth as follows in "The Voice of the Victor" for May:

"Have you ever had a friend come to you fresh from a fishing trip with his sunburned face alight, his eyes sparkling and radiating enthusiasm, as he tells you about the big fight he had with a particularly scrappy, silvery denizen of the water? If so, you responded in sympathy and formed a mental picture of the sizzling line, the splash, the glitter of the silvery fins, the best rod, the final plunge, and that crowning achievement—the landing. If the same friend told how his fishing trip had merely consisted in unsuccesful efforts to keep dry in pouring rain, and no fish biting, you would at once experience through sympathy and fellow-suffering a sense of dampened ardor and drooping discomfort.

This immediate response to the mood of others, so natural, so insistent, is an important factor in the Victor business. Your customers respond in exactly that way to your own enthusiasm over any record. If you have an enthusiasm for a certain record, and paint its glories so vividly as to fire the customer's fancy, he will respond to the spirit of the music, and awaken the enthusiasm of the customer, the enthusiasm engendered all around is immeasurably greater. The customer responds as you responded to the fisherman's tale; he glows with your enthusiasm.

Artists who perform in public will tell you that half the battle lies in winning the audience. Unless the artist can make his listeners share his enthusiasm for the music his best efforts will fall flat.

The late Evan Williams told us that he depended as much for success upon his own magnetic personality as upon his voice. Sometimes he would go into Victor dealers' stores and tell the salesmen something about his more difficult records. Such visits, he said, always increased the sales of his records, and so, after hearing him, the salesmen would share something of his own enthusiasm in demonstrating the records to customers. Never again could they hear his records without seeing him as he stood before them with eyes alight describing the music he loved.

KIMBALL-UPSON CO. BUSY

New Demonstration Car Has Been Added to Improve the Repair and Service Work

The Kimball-Upson Co., of Sacramento, Calif., had added to its force demonstration car No. 6, which will be used in the service of supplying spare parts for all kinds of talking machines. The repair and service department is in charge of W. Z. Pay, a well-known factory expert. A large supply of spare parts is kept on hand at all times, and many dealers throughout California, Nevada and Oregon have been availing themselves of this service. The talking machine department of the Kimball-Upson Co. is in charge of C. A. Moore, who says that the past month has been a very prosperous one.

The picture herewith shows John L. Taten and S. M. Johnston leaving the store with a load of machines. This house carries the Brauns.

He Wouldn't Buy the New Machine Without a VEECO MOTOR

That is why a private owner who had used a VEECO ELECTRIC MOTOR in his talking machine for 3 years and was going to sell it (including VEECO MOTOR) and purchase a high-class phonograph of another make refused to buy it until we assured him that a newest type VEECO MOTOR could be installed therein—that's satisfaction.

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 12 1/2 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.

THE VEECO COMPANY
248 Boylston St.
BOSTON, MASS.
The original producers of a complete electric drive for talking machine manufacturers' use.
SUFFER SEVERE DAMAGE BY FIRE

PITTSFIELD, Mass., June 1.—Rice & Kelly, of this city, whose establishment has been located at 283 North street, suffered severely from fire on May 14. This is a large furniture house, four stories in height, and one of its important departments was its phonograph, in which the Brunswick line was featured. Here particularly there was a severe loss. The total fire damage is estimated at $35,000.

PATHE DEALER IN NEW BEDFORD

John Alexander, of New Bedford, Mass., Pathé dealer, has opened a new store at 866 South Water street. At the formal opening a pleasing musical program was offered to the public. In addition to the Pathé phonograph and records, this concern also carries musical supplies and musical instruments of all kinds.

The Griswold, Richmond & Glock Co., Meriden, Conn., has arranged with Frank Baker to take a newly created position as traveling representative for its Victrola department.

WHY TALKING MACHINE REPAIR MEN MAKE MONEY

Hill & Welch Co.'s Artistic Window

the manager and he recently entered upon a progressive Brunswick campaign which brought this line of instruments conspicuously before the public of this city. The window contained all the latest models of Brunswick instruments and was most attractively arranged.

ATTRACTIVE BRUNSWICK DISPLAY

LYNN, Mass., June 1.—The accompanying picture shows the window display arranged by the Hill & Welch Co., whose large store runs through from Monte to Oxford streets. E. A. Moulton is the manager and he recently entered upon a newly created position as traveling representative for the store.

Still another use of the Talking Machine as a Preventive of Loneliness—This Time China Gives Us the Latest Fad in Records

Still another use for the talking machine! This time the latest wrinkle has its origin as far away as China, and the story was brought to light by the arrival of one of the big passenger ships from the Orient. Emmet W. Loree and his eight-year-old son who arrived in Manhattan from China the other day, brought with him a cherished record on which was recorded the conversation of the lad’s favorite chow dog. When he was told that he would have to leave China the lad was very disconsolate at the thought of leaving his little friend behind. It was quite a problem to know just what to do, and the talking machine offered the solution. The boy’s father had a record made of the dog’s cheery “good morning” in his original barking style. Thus there was a complete record to bring to America, and now when the boy gets lonesome he takes out the record, hears his dog’s voice, and is properly cheered up. This might be called a reversal of the well-known “His Master’s Voice.”

NEW HOME FOR HOWARD PIANO CO.

The F. C. Howard Piano Co., Syracuse, N. Y., has removed its store to 119 West Onondaga street, and in the new store will be carried the Pathé and Columbia phonograph machines, as well as a full line of records.

FOREIGN TRADE OPPORTUNITY

The following trade opportunity has been reported by the American Consular office in India. 2933.—Talking machine parts, motors, sound boxes, tone arms, etc., are required by a manufacturer in India. Terms, payment through banks in New York. Reference.

CABINET SUPREMACY

No Matter What Make of Talking Machine You Handle, Whether Victor, Columbia, Edison, Sonora, Pathé, Vocalion, Etc., Our Cabinets Will FIT and MATCH them Perfectly, Giving them that “Cabinetmatch” appearance. QUALITY, PRICE AND SERVICE are the most important factors when purchasing cabinets. You will find SCHRLOOS BROTHERS, 637-645 West 55th Street, New York PHONE, COLUMBUS 7847.
JUST as surely as there is inspiration in music, there is magnetic appeal in an artistically designed instrument producing it.

Summed up in one word today's phonograph buyer wants "looks."

Richness and evenness of tone are assured in The Modernola. Its equipment is of proven merit. The Saxophone Horn Chamber is original with The Modernola. It's a superior musical instrument.

Prospective buyers turn away from popularized instruments of conventional design to admire the more beautiful Modernola. *And they buy it.* For this "different" Circular Instrument, with its beautiful Silk Lamp Shade, has an appeal that is irresistible.

The Modernola gives life and color to the dealer's window and floor displays. It brightens and cheers in the home—when silent as well as when entertaining.

United States Government Patents granted on the designs and exclusive Lamp Shade feature of the Modernola greatly enhance its value as a selling proposition—make its sales rights particularly inviting alike to jobber and dealer.

WRITE US
Good territory still open for jobbers as well as dealers. Write—Right NOW. Be prepared to handle the Modernola in your territory.

THE MODERNOLA CO.
JOHNSTOWN, PA.
REPAIRS
TALKING MACHINE TROUBLES AND
HOW TO REMEDY THEM
Conducted by Andrew H. Dodin

This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide experience in the talking machine business, and conducts an exclusive talking machine repair shop at 174 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.

SOME QUESTIONS AND ANSWERS

Same Governor Featured
Repair Department, Talking Machine World:

Does the shape of the governor ball or length of the governor springs make any difference in the running of a motor? Will a long governor spring tend to make a motor run smoother than a short governor spring?—M. B., Newark, N. J.

Answer.—No difference, it being understood that the balls and springs on governor are the same size, weight and shape. The shape of the ball in some cases will depend upon the amount of space you have in which to place governor, in relation to the casting, and should be determined at the time of designing the motor.

Why the Producer Blasts
Repair Department, Talking Machine World:

I have a machine of foreign make on which the reproducer worked very well when it was new. Recently, however, the reproducer blasts or ordinarily high notes and otherwise proves unsatisfactory. It has not been dropped or otherwise damaged, to my knowledge. Will you kindly suggest what may be the trouble with this sound box?—C. J. S.

Answer.—Blasts in reproducers are caused as follows: The rubber insulators or gaskets become dry and hard, leaving the diaphragm loose in its setting; the screws holding the needle arm to frame work loose, permitting the arm to become loose on its bearing points, the wax which is placed at the point of contact of the needle arm to the diaphragm may become cracked or the screws holding the metal back (or in some cases a face ring is used which presses against the gasket) may not be tight. If you look over all these points carefully, replace gaskets if necessary and tighten all screws, I would say the sound box should reproduce perfectly.

Spring Lubrication
Repair Department, Talking Machine World:

I have made several experiments in regard to spring lubricants, and have as yet found none that gives satisfaction.

No doubt you are familiar with the spring barrel in question, which is the new style Edison. There is an extra disc inside of the spring barrel cover which I cannot find the reason for using. Do you think this disc rubbing against the edge of the spring would cause a pounding sound, or jumping spring?

What do you think of dry graphite as a lubricant?—R. P., Indianapolis, Ind.

Answer.—For a spring lubricant for use in new style Edison motors would suggest that you try Dixon's Graphitoleo, which can be obtained in small cans and is manufactured by the Jos. Dixon Crucible Co., Jersey City, N. J.

As to the extra disc inside spring cage, do not think the same could cause trouble unless the side in contact with spring had become rough or cut in some way.

Think your trouble is more in the graphiting; I never use dry graphite for spring lubrication.

SOME INTERESTING LITERATURE

The Hoffay Talking Machine Co., Inc., manufacturers of the Hoffay "Alright" talking machines and the "Resurrectone," a patented sound box, are issuing a new pamphlet describing the Hoffay machine and especially featuring the fact that the Hoffay tone arm is airtight in playing either the hill and dale or the lateral cut type of records.

Included in this publicity material are illustrations of a young lady demonstrating that by blowing through the tone arm when the sound box is either in the lateral cut or hill and dale position the tone arm remains airtight. The Hoffay Co. state this is an exclusive feature of the tone arms of their machines and they intend to give this and other features of their product much publicity.

The Melodious Phonograph Corp., of Delaware, has filed a notice of revocation.

ATTENTION

If you are looking for quick service and right prices, get in touch with us on the following lines:

Q R 5 Rolls
Emerson 7 inch Disc Records
Wall Kane Needles

Complete line always on hand
Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.
145 West 45th St., New York City

MAURICE RICHMOND, Genl Mgr.

We are the largest jobbers of sheet music and music books in the U. S.

Save time and money by ordering all your supplies from one house.

ATTENTION

We purchase in any quantity, anything you have for sale in the talking machine industry. The larger the quantity the better we like it. We can use cabinets, motors, tone arms, reproducers, springs,uboakers, micas, machine screws, wood screws, etc., etc., in job lots, or regular merchandise if the price is satisfactory.

GATELY-HAIRE Co., Inc.
78 Pearl St., New York City

Lucky 13 Phonograph Co.
40 East 41st Street, New York

THE TALKING MACHINE WORLD
June 15, 1919

48

Albany Was Chosen as the Capital of the Empire State because of its central location

The Gately-Haire Co.

Chose Albany for its headquarters for the same reason

Seven Railroads
Two Barge Canals
One River

are within a stone's throw of Gately-Haire headquarters

This makes Gately-Haire Service Possible

Paraphrasing a well-known advertising slogan

"Ask the Dealer Who Uses It!"

Remember—

ALBANY

"for capital service"

NEED WE SAY MORE?

THE GATELY-HAIRE CO., Inc.
Victor Distributors
121 N. Pearl St.
JOHN L. GATELY, Pres.
Albany, N. Y.

screws holding the metal back (or in some cases a face ring is used which presses against the gasket) may not be tight. If you look over all these points carefully, replace gaskets if necessary and tighten all screws, I would say the sound box should reproduce perfectly.
The More Operatic Records You Sell,
The More B & H Fibre Needles—

and vice versa, too—if you tell your customers how Fibre Needles protect their investment in records.

Yes, it works both ways. A new patron buys high priced records from you. You remind him or her, casually, of the Fibre Needle and its many virtues. No wear on the records, ever. No hiss. Only the "pure" music, beautifully subdued in volume. Result: a Sale of Fibre Needles.

Then what happens? Friend patron, at home, "loves" the effect. Recalls your statement regarding "no wear". Figures naturally that so long as the investment is thoroughly safeguarded, more fine records ought to be added to the just-started collection. And then—back to you for the records!

Constructive salesmanship, isn't it? See how it works out for you.

And, by the way, have you plenty of B & H Fibre Needles on hand?

B & H FIBRE MFG. CO.
33-35 W. Kinzie Street, Chicago
Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO.
109-113 West Broadway, New York

ATTRACTION WINDOW DISPLAYS DEVELOP PUBLIC INTEREST
A Recent Display of Talking Books and Dolls by G. Schirmer, Inc., the Prominent New York Music Publisher, the Subject of Much Commendation for Its Attractiveness

The Emerson Record Sales Co., 6 West Forty-eighth street, New York, metropolitan distributors of Emerson records and "talking books" and "talking dolls," is establishing a chain of window displays throughout the metropolitan district featuring these "talking" records.

Forty-third street, New York, one of the best-known music publishers in the country. Every item of "talking book" production is distinctly emphasized in this display—"talking books," "talking dolls" and "talking animals."

The Emerson Record Sales Co. states that this series of window displays is producing substantial sales and gratifying results, and dealers are enthusiastic regarding its practical value.

All springs used in Dayton motors are manufactured on a detailed specification not only as to size, thickness and length, but as to pulling power at various stages during the unwinding. The factory tests all springs on specially constructed testing equipment, and they are retested in the Thomas laboratory.

The Thomas Mfg. Co. also report an increasing demand for their tone arms and sound boxes, as well as their universal tone arm which is manufactured in several designs.

SONA-TONE
"The tone you can’t forget"
The Phonograph that is making Piano and Violin Records Famous.
No better constructed and equipped instrument—with a tone not equalled by any. We invite your critical investigation.
Jobbers and Dealers in open territory solicited. Write for catalogue and terms.

Sona-Tone Steel Needles and Jewels are the Best on the Market
SONA-TONE PHONOGRAPH, Inc.
110 West 40th Street
New York City

DISTRIBUTORS AND EXPORTERS

G. SCHIRMER’S ARTISTICALLY ARRANGED WINDOW THAT MERITS PRAISE
This display is creating considerable interest, and the accompanying photograph was taken in the window of G. Schirmer, Inc., 6 West in the installation of his motors. These men are sent to the talking machine factories completely equipped with everything necessary to demonstrate the most economical methods of installing Dayton motors in their cabinets.

Final inspection of all details of the motor is made in the shipping room, insuring customers against any annoyance caused by the lack of a screw, bolt or other small accessory when motors are received. Extraordinary care is devoted to the motor power plant—the springs.

This series of window displays is producing substantial sales and gratifying results, and dealers are enthusiastic regarding its practical value.

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The Thomas Mfg. Co. also report an increasing demand for their tone arms and sound boxes, as well as their universal tone arm which is manufactured in several designs.
Everybody Is Asking: "How Is It Possible?"

HOW?! The Answer is Very Simple

HEAR

OKEH

RECORDS

Then You'll Know Why They Became Popular in a Briefer Period Than Any Other Record

THEN YOU'LL REALIZE WHY

JOBBERS, DEALERS and MUSIC LOVERS ALL OVER AMERICA

Found Them the Greatest Combination in the Record Industry

1—Beautiful Full Tone 2—On the Dot with Popular Hits and

3—Never Late Deliveries

YOU GET ALL THIS WHEN YOU BUY

OKEH RECORDS

They Thrive by Comparison

Otto Heineman Phonograph Supply Co., Inc.

25 West 45th Street New York City, N. Y.

FACTORIES:

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

BRANCH OFFICES:

Chicago, Ill. San Francisco, Cal.

Springfield, Mass.

Toronto, Ont.
THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass., June 2.—It does one good to see the enthusiasm that is everywhere manifest in the local talking machine business. Those who have been asleep have suddenly waked up to the opportunities that await them in this line of endeavor; and those who were afflicted with apathy or indifference have suddenly realized that there is big business to be had if only they exercise the accepted methods of seeking business. Everywhere there is a revival of interest and no better proof of the faith and confidence that the Boston trade has in the future of the industry is to be had than to note the changes, renovations, improvements and enlargements that everywhere are going on among the dealers and jobbers. Nobody is questioning about what is to come; all seem to know, to be convinced that there is a great future and those whose vision carries them into the period of next fall see something way beyond anything that ever was known even in the best days of the business. Already one hears of a phenomenal growth month by month, and May with some of the retail houses showed a 100 per cent. increase or more over previous months. The business is pushing along with a mighty rush and no mistake about it.

Prepared for a Busy Season

The Arch street establishment of M. Steinert & Sons Co. is making great preparations for a busy season, and the whole establishment from Robert Steinert, the manager, down to the most inconspicuous employe is fired with a zeal and enthusiasm that augurs well for prosperity. It was about nineteen years ago that the Steinert house first became interested in the Victor proposition and beginning in a small way the business has been developed to such a degree that today M. Steinert & Sons Co. not only has been able to build up a big local business but a similarly successful condition obtains at the firm's several branch houses throughout New England. One of the secrets of the success of the Steinert house is service in all that the word means—service that is prompt, service that is courteous, service that plays no favorites. At no time in history of the Steinert business was there so severe a test of the company's real disposition toward dealers as during the late war and that its entire output was diverted to its dealers indicated that under the stress of emergency the house could be depended on to do its utmost to keep the trade in a satisfied mood. With conditions now vastly improved the best service possible is given dealers, who are getting a far larger proportion of their orders than in a long time.

Great Welcome for Mrs. Frances E. Clark

Mrs. Frances E. Clark, manager of the educational department of the Victor, was in Boston May 27, the guest while here of the Eastern Talking Machine Co. She came over for the special purpose of giving a talk before some of the music supervisors and teachers of music in the schools and it was her first visit here in several years. The recital hall of the Eastern's retail establishment, occupying almost the entire third floor of the Tremont street building, was used for the conference. Warren Batchelder, retail manager, was in charge of the arrangements, and Miss Grace Barr assisted in planning the afternoon's program.

There were thirty-five men and women present, including John O'Shea, head of the music department of the Boston public schools. Mr. Horning, who has general supervision of the Victor business in the New England territory, was present, and Mrs. Horning presided over the tea table. Following the afternoon's program Mrs. Clark was entertained at Pemberton Inn, which included Retail Manager Batchelder, Miss Barr, Mr. and Mrs. Horning and Herbert Shoemaker, general manager of the Eastern's business here, went by motors. Mrs. Clark was brought back to Boston in time to take the midnight train for New York.

Install Unit Construction Exhibit

The Eastern Talking Machine Co. has aligned itself with the Unit Construction Co. of Philadelphia, which is arranging to install a model booth, 9 by 15 feet in dimensions, at the Essex street headquarters. There will be a record alcove with racks and wrapping counters, and eight panels will illustrate the different methods of booth construction, finishes and equipment. The Eastern Co. will be the New England headquarters of the Unit Co., and when Harry Baish of this latter house comes to town he will use this as his headquarters.

Conference of Columbia Dealers

Another of those delightful dealers' conferences was held by the Columbia in the Swiss room of the Copley-Plaza on May 13. Marion Dorian, the auditor of the Columbia, gave a talk, telling some facts about the early beginnings of the company and tracing its development down to the present time, giving special emphasis to the various factors which have been conspicuous in bringing the Columbia to where it stands to-day. It is safe to say that the Columbia dealers went away with a new fund of information regarding the really brilliant history of the company. For special entertainment there was Irving Kaufman, tenor, one of the Columbia artists, who contributed several songs.

(Continued on page 52)
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

Some of the out-of-town dealers present at this conference were the Misses Burns and Jeffery and Mr. McPhee of P. W. Peabody Co. of Gloucester; Mr. Kingsbury of the G. H. Tilden Co., of Keene, N. H.; Mr. Hooper, manager of the graphophone department of the W. G. Brown Co., of Gloucester, and his associate, Mr. Johnston, and Mr. Steele of the Steele Furniture Co., of Derry, N. H.

Changes in Steinert Branch Personnel

The Steinert Company's Arch street store is soon to have the third floor equipped with Unico booths and there is to be a general rearrangement of the whole establishment with the one idea of increasing the quality of service and placing goods before the public in the most attractive way possible. Through its ingenious exhibits the company hopes to educate dealers as to the most efficacious way to advertise their goods.

Changes have been announced by the Steinert Co. in some of the personnel of its branch stores. Frank Cunningham, who was paymaster in the merchant marine, and who was formerly in the employ of the Steinert Co., is now in charge of the Bridgeport, Conn., establishment; Jerry Spillane, who formerly was with the Eastern Co. before he entered the nation's service, is now with the Springfield store; and Ed Welch, also with the Eastern before the war, is with the New Bedford warerooms. Emmet Ryan, after two years in France, is back with the house, devoting his time to the outside wholesale end of the business.

Sign Up Many New Dealers

The new Sonora phonographs that Manager Joseph H. Burke is receiving at the warerooms of the Musical Supply & Equipment Co. incorporate some of the important changes on which the Sonora Co. has been working for some time, and dealers have been quick to pick them up. Manager Burke has signed up several new contracts, these including G. W. Marsden, of Lawrence, and J. E. Bostock, of Taunton. Big business is the report that one gets from this house. A new advertising campaign is soon to be inaugurated in and around Boston, one that will show up the Sonora proposition to a new following. Business in the Silvered-toned needles is reported by Manager Burke as being very large, and several Boston houses are disposing of quantities of them.

Install New Service Department

Manager Burke is about installing a new service department in his Columbus avenue headquarters. This department will be under the supervision of Robert A. Powers, who comes here with a wide knowledge of what dealers need and should have in their business. The department will be completely equipped with signs and such accessories as a live dealer should possess by way of focusing attention on what he has to offer his clientele.

Makes Encouraging Report for Month

Manager Oscar W. Ray, of the Emerson New England, makes a most encouraging report of what the month just past was able to show, for there was a marked increase in all the products which the house carries. This of course was especially true of the Emerson records, the call having been especially heavy for some of the new reproductions.

Mr. Rosenfield, of the Emerson International, was in town about the middle of May and gave a talk to the salesmen. Another who was here and was entertained by Manager Ray was Mr. Porske, the sales representative of the Emerson International. While here Mr. Porske closed up with the West End Phonograph Co. at 74 Leverett street, this city, and with the Conclave Co. at 95 Staniford street, also in the West End. Arthur H. Cushman, president of the Emerson New England, was another caller, but he makes quite frequent visits to this city to consult with Manager Ray.

Manager Ray went over to New York over the double holiday (which included Memorial day) and he was obliged to go by rail, as his handsome new motor car has not yet arrived, though ordered some time ago. On his way home he made several stops to survey the business condition, these including places in Connecticut and Massachusetts.

The Boston Vocalion Chapter of the Aeolian Employees' Association was created here during the early part of May, and the organization bids fair to be an important factor, promoting the business and social interests of all who are members. At the regular gatherings the members of the families of the employees and their friends always will be welcome. The next meeting will be held on June 19, and by that time the organization will have been pretty well under way. An especially good time is antici-
toes are human in Portland and Providence—

Feet in Portland and Providence are no different from feet elsewhere in the U. S. A. They all start shuffling to the irresistible persuasion of Emerson dance hits.

Speaking of dance hits—have you sent for the latest Emerson dance records? Don't wait till some one asks for this or that new "Blues"—put in your order now. We fill a large order as cheerfully as we do a small one. Try us.

Emerson New England, Inc.
68 Essex Street, Boston, Mass.
Distributors for Emerson Records, Q R S Player Rolls and Brilliantone Steel Needles throughout New England.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 52)

Charles Shriber, a live young man, conversant with music in its various branches and especially familiar with Columbia records, has been appointed assistant manager of the Song Shop, one of Jerome H. Remick's enterprises.

Welcome for Wm. G. Gaston
A local visitor whom the Victor trade was glad to see the latter part of May was William G. Gaston, who is now the Victor traveling representative for the States of Maine, New Hampshire and Vermont. Mr. Gaston is just out of service, where he was an ensign in the United States navy for eighteen months. During that time he was on the Battleship "Montana" stationed in the North Sea. Before entering service he was the Victor representative in New York City.

The Talking Book Corp., whose products, largely of the nursery type, have made a pro-

(Continued on page 54)
The "PERFECTION" REPRODUCER

No. 11a
“PUR-I-TONE” TYPE

reproduces all makes of hill and dale records on Columbia machines, especially Edison Disc records. The reproduction of sound through the medium of this reproducer is the most perfect that may be desired on the part of Columbia owners who wish to play Edison Disc records on their machines.

These reproducers are the very finest made, mechanically—reproducing as the records were recorded in the recording room—Clarity of sound with great volume.

IN STOCK FOR IMMEDIATE SHIPMENT — WRITE FOR QUANTITY PRICES

Manufactured by
The Largest Manufacturers of Phonograph Accessories in the World
16-18 BEACH STREET
BOSTON, MASS.
Pacific Coast Distributor: WALTER S. GRAY
Chronicle Building, San Francisco, Cal.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 53)

announced hit with the dealers who are aligned with the Hallet & Davis Co., many of whom handle the Pathé line.

Mrs. Rogers, formerly manager of the Brookline Talking Machine Shop, in the town of that name, is now in charge of the phonograph department at Butler’s store in Tremont street.

Samuel Katz, who manages the Conclave Phonograph Co.’s shop at 48 Cornhill, is to be a benedict on June 17. His bride will be Miss Rose Goldkrand, daughter of Mr. and Mrs. Hyman Goldkrand. The couple are to reside in Lawrence avenue, Roxbury.

J. E. Pollard, manager of the United Talking Machine Co., of Rutland, Vt., was a Boston visitor a short time ago, making his headquarters at the Columbia’s Federal street establishment.

His special visit here was to confer with Manager Mann relative to an extension of the Columbia business in his important territory.

To Handle Pathé Line
Manager R. O. Ainslie, of the Pathé, has just signed up the Happy Home Furniture Co. of New Bedford, which has installed a good-sized Pathé department, which will be under the joint management of H. J. Magnant and George Jusseaume. A large initial order for machines and records was placed. Another to take on the Pathé line is William Cuff, of South Braintree.

J. A. Tidmarsh in "Our Midst"

A new Pathé expert soon to appear in the local field is J. A. Tidmarsh, who comes to Bos- ton from Chicago at the earnest solicitation of Manager Ainslie, who was associated with him in that Illinois city before coming East. Mr. Tidmarsh is coming to assist Mr. Ainslie in the New England headquarters, his special wish being to educate dealers in the use of Pathé super-latives backed up with a sound knowledge of the line. Mr. Tidmarsh has been at the Pathé goods for five years.

Busy Times With Ditson Co.

Business with the Victor department of the Oliver Ditson Co. continues good, and there is an increased demand for the higher-priced outfits. Manager Harry Winkelman is pleasantly anticipating the return of one of his faithful employees, Joseph Carlson, who has been at the front about a year and who is expected to arrive in New York in a few days. Mr. Winkelman is going as usual this summer to his farm in Athol, whether he goes and comes daily during the warm weather.

E. E. Clarkson Expands Business

BURLINGTON, Vt., June 1—E. E. Clarkson, of this city, having sought other fields to conquer, has opened Columbia shops at both St. Albans and Barre, this State. They have been fitted up most attractively and the business from the day of opening has been most encouraging.

J. F. Rolfe Installs New Booths

SALEM, Mass., June 1—J. Frank Rolfe, of this city, has a well-appointed and centrally located Columbia store. He has added three new booths and generally remodeled the interior of his music store.

HIGHLY OPTIMISTIC FOR OUTLOOK

MALDEN, Mass., June 1—The Perkins Music Store here is one of the establishments making a bid for Columbia business. The store is located in the Auditorium building, right in the center of the city, and A. M. Perkins, who is in charge, is highly optimistic over the future of his business.

The New England Talking Machine Co., of Boston, Mass., report exceptional business in their line of talking machine accessories. Present orders are in excess of those for the same period of last year.

JAQUITH MACHINERY BUREAU, Inc.
Designers and Builders of SPECIAL MACHINERY
Mechanical and Electrical Devices Designed, Developed and Patented
Correspondence with Talking Machine Industry
77-79 North Washington St., Boston, Mass.

REPAIRS AND REPAIR PARTS
Low Prices and Efficient Work
Phonograph Supply Co. of New England
28 School Street, Boston
EDISON DEALERS FOR MICHIGAN CONVENE IN CLEVELAND

Convention of Edison Dealers for Michigan and Northern Ohio Discuss Many Topics of Interest—Warm Weather Helps Trade—Recent Important, Grinnell Bros. Move—News of Interest

Detroit, Mich., June 5.—It has been mighty warm for the past two weeks and indications point to a continuance of warm weather. It has been a stimulant in many lines of trade—in fact most lines, and this ultimately results in better business among talking machine dealers. Record business is good, many people buying in large quantities to take to their summer homes. Especially popular are the dance numbers, one-step and fox-trot.

There is a great tendency for better music, not the too classical selections, but the tuneful selections from the operas and musical shows. Dealers say they are selling more Red Seal records than ever and the same statement comes from those who are handling the various lines of talking machines.

The Phonograph Co. was host to about seventy-five Edison dealers from Michigan and Northern Ohio recently, who came to participate in the fourth annual convention. The meetings were conducted by R. B. Alling, general manager of The Phonograph Co., Detroit jobbers for the Edison, and the business sessions morning and afternoon were held in the recital room of the Edison Shop, 234 Woodward avenue. The entertainment was most lavish, comprising a luncheon at noon at the Hotel Pontchartrain and a banquet and dinner dance at the same hotel at 6:30, at which there was also considerable entertainment. There were many subjects discussed pro and con business lines among them canvassing, salesmanship, advertising, tone test, new models, handling accessories, etc. T. J. Leonard, sales manager at the factory, was present and he delivered a talk on the new period models which will be in the dealers' hands during the summer months. Charles C. Fogarty, of Chicago, explained a special dealers' advertising service for Edison retailers which had been prepared by his agency. J. J. Callahan, now territorial supervisor for the Edison Co., was on hand. All in all the convention was very successful, both from a business and social standpoint. We are glad to mention that every one-steps and fox-trots.

What More Can You Ask

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

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

MAGNOLIA TALKING MACHINE COMPANY

279 BROADWAY, DEPT. Y, NEW YORK

Three Grades: Loud, Medium, Soft
30c per Card of 5—40c in Canada

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

279 Broadway, Dept. Y, New York

Toronto: Ryrie Bldg.

CAUTION! Beware of similarly constructed needles of inferior quality
Revolution! Opportunity!

The Talking Machine Industry is facing a great Transition Period—almost a Revolution—especially in the production and marketing of RECORDS.

We believe that right now there is a greater opportunity for distributors and dealers to lay the foundation of a great business, or greatly to increase an already established business, than there has been for the last 15 years, or will be for many years to come.

Grey Gull Records are taking a part in this revolution; building broad and deep, with a greater regard to business ten years from now than to the immediate future.

Within 30 days we will be manufacturing enough records, in both Lateral and Hill and Dale, to meet the needs of our present distributors, and also to take on a few more.

We will be glad to communicate with strong, progressive concerns in any part of the country, whether or not they have previously been closely associated with the Talking Machine industry, who are willing to represent us in their territory.

Grey Gull Records
General Offices 693 Tremont Street
Boston
June 15, 1919

THE TALKING MACHINE WORLD

57

EXCLUSIVE SONORA SHOP IS OPENED IN INDIANAPOLIS

Charles Mayer & Co. to Handle This Line Exclusively With Ernest L. Arthur in Charge—Pathé Expansion—Edison Shop Publicity—Pearson Club Organized—Demand for Victor Is Active

INDIANAPOLIS, Ind., June 6.—Charles Mayer & Co., distributors of the Sonora in Indiana, for more than a year carefully studied the Indianapolis field with the idea of getting a high-class representation for the Sonora here, and chose the Charles Mayer & Co., which was established in 1890, and has a large store building in one of the finest locations in the city. The Sonora department fits into the business ideally and an aggressive newspaper advertising campaign will be started. The Sonora department has four large booths finished in gray enamel inside and with mahogany outside. Floor lamps in the booths add to the attractiveness. All the Sonora models are carried from the $100 to $1,000 styles.

E. R. Eskew, manager of the Pathé Shop, is encouraged over the improvement in the short-age condition in machines and records. Business is good, and Mr. Eskew is confident that the Pathé will make a record in sales in Indianapolis this year. He has delivered to the city recreation department the three Pathé Army and Navy models that will be taken around to the city recreation centers during the summer. The Victrola department of the Fuller-Ryde Music Co. continues to enjoy a good business. C. J. Fuller reports.

T. H. Braacken, manager of the Starr Piano Co., says that the Starr phonograph and record sales are keeping up a good record, and the rainy weather during May did not affect the business seriously.

Photographs of views of the Edison Shop were used effectively in newspaper advertising by A. H. Snyder, manager, in featuring the new Edison. The entire force of the advertisement and window display was to emphasize the fact that the Edison phonograph is the result of experiments in perfecting the New Edison, which cost $3,000,000. One of these photographs showed the window of the Edison shop in which the new Edi-

Columbia Graphophone Co.
NEW YORK

Showrooms of Edison Shop

son machine occupied the center of the stage. On one side was a large poster showing the portrait of Thomas A. Edison and on the other was a dollar bill with the statement that it took 3,000,000 of them to perfect the new Edison. The record department of the store was featured in a special picture showing the record racks and arrangement of stock. The third picture is reproduced herewith and shows the display of the machine itself in the beautiful sales rooms.

The talking machine department of the Pearson Piano Co. has organized a club known as the A. M. Club. Miss Lola Glasscock is president; Miss Mildred Mason, vice-president; Miss Ethel Hankins, secretary; Miss Friea Ruth, society editor, and Miss Hazel Thomas, treasurer. Mrs. J. Edison Fish, in charge of the department, and Mrs. Blancha Mitchell are honorary members. The purpose of the club is to stimulate co-operation among the department employees. What the initials A. M. stand for is a deep secret as The World correspondent learned when he asked for the full name of the club.

George Kadel, one of the crack Edison salesmen at the Edison Shop, who was in the tank service in France, is back on the job. A. H. Snyder, manager, reports that business during May was fine. The shop has bought a new delivery truck.

W. G. Wilson, manager of the Grafonola Shops, Inc., reports that business in May was ahead of the preceding month. Miss E. L. Schneider, who has made a nice record as a saleswoman in the shop, is to marry Morris Huber, an advertising man, in June.

"Business is keeping up better this spring for a longer time than I have ever seen it," said C. P. Herdman, manager of the talking machine department of the Baldwin Piano Co. store, which handles Columbia and Windsor machines.

H. E. Whitman, of the Circle Talking Machine Shop, which handles Victrola exclusively, visited the factory last week. Mr. Whitman said that when one sees the hundreds of machines the factory is turning out he is forced to wonder where they all go and why there is such a shortage.

Miss Minnie Springer, manager of the Victor department of Taylor's, says that business is very good. The seal system of selling records, not permitting any to go out on approval, is making a hit with the customers of the store. The Kipp Phonograph Co., Edison distributor, has re-stocked its offices, increased its storage space and fitted out a room especially for visiting dealers. Walter E. Kipp, president of the company, is proud of the claim that he now has the best equipped wholesale house among Edison distributors. He is working hard for the Edison dealers' convention. Back orders are being caught up with slightly at the Mooney-Mueller-Ward Co., Pathé distributors. Records are coming in better.

At the Stewart Talking Machine Co., Victor distributors, business is still limited to the supply of machines and records, but the company is expecting soon to handle all its demands.

W. A. Wilson, general manager of the Columbia Co., visited the wholesale branch here recently. At the last regular monthly meeting of Columbia dealers Capt. Fuechler, of Winton & Livingston, New York, spoke on the co-operation the dealers could give in arranging for the Columbia artists to appear in concert here. C. P. Herdman spoke on the value of co-operative advertising. Ben Brown, manager of the wholesale branch, discussed general conditions.

Everyone knows the Marseillaise. Everyone wants to hear it in English superbly sung by Louis Graveure. A-6106.

Progressive Dealers sell

LANGUAGE Records

Phone Method

and ROSENTHAL'S Practical Linguistry

The courses are so simply arranged that the demonstration satisfies the prospect. An excellent line for high-class dealers. We especially want to hear from dealers with good music locations.

Write for dealers proposition, booklet and advertising matter.

THE LANGUAGE PHONE METHOD
992 Putnam - 2 West 45th Street, New York
Cleveland, O., June 5—Talking machine dealers are making an unusually hard drive for midsummer business. More stock is now available than has been supplied in many months and the outlook for a good season is especially bright. Members of the Talking Machine Dealers' Association of Northern Ohio are enthusiastic over the business outlook, according to Herman Wolfe, president of the organization. A prosperous summer season is also expected by R. E. Taylor, district manager of the Starr Piano Co.; the Fischer Co.; W. F. Young, manager of the Cincinnati branch of the Brunswick-Balke-Collender Co., and E. M. Buel, head of the Cheney Phonograph Sales Co.

The Cheney Sales Co., 4400 Euclid avenue, reports an ever-increasing demand for Cheney talking machines and records. This enterprising Cleveland concern has developed a big business since it was organized several months ago. Cleveland went dry May 26, when more than 1,300 saloons closed their doors under an amendment to the constitution adopted by the State's voters last November. Hilarious scenes marked the closing days of the "wet" period.

Business men are not worried over the outcome of the city's going dry. Piano, player-piano and talking machine dealers generally say they are glad "booze" has been eliminated, being insure you getting good service and well experience in manufacturing insure you getting good service and well made cases.

We make record cases.

Made by PLYWOOD CORPORATION

GOLDSBORO, N. C.

8 Mills in Va., N. C., and S. C.

New York Office, 103 Park Ave.

Chicago Office, 111 Monroe St.


PHONOGRAPH CASES

Reinforced 3 ply veneer

THE STANDARD CASE

for Talking Machine and Records

and

Plywood Cases

ARE SYNONYMOUS

For 10 years phonographs have travelled in plywood cases and have reached destination in perfect condition.

Our capacity and experience in manufacturing insure you getting good service and well made cases.

We make record cases too.

Let us figure on your requirements.

Cleveland dealers in Columbia talking machines and records are featuring Graveure, declared to be the "pre-eminent baritone." Columbia records reproducing the songs of "Colonel Read's Band" are also featured. The Aldrich-Howe Co., East Fourth street furniture dealer, is offering the latest to add Victor records to the firm's general stock.

The Fischer Co., Pathé distributor, is featuring music rolls in window displays and pushing the class of stock with $1,000,000. The Euclid building property will be remodeled into one of the most complete music stores of the Middle West. Pianos, organs, talking machines, records, string and band instruments, music boxes, rolls, and other articles will be handled. The Wurlitzer Co.'s quarters, 600 Huron road, have been outgrown. The new site is more advantageous from a retail viewpoint, it being on the most valuable realty section of Cleveland's downtown business and shopping district, which is one of the enterprising Cleveland concerns which sells Victor records and Victrolas as drawing cards.

"A Good Man Is Hard to Find" is a Victor record the C. C. Lipstreau & Son, 4025 Payne avenue, are pushing. Claus & Schroeder, 4124 Clark avenue, are booming OkeH talking machine records, among them being "Sundown in Birdland.


Among the popular current talking machine records in Cleveland are these:

Colombia—"By the Camp Fire" and "Mammy o' Mine," by the Sterling Trio; "Bringing Back Those Wonderful Days," by Bert Williams; and "The Music Box," by the Columbia Miniature Orchestra.


Pathé—"I've Got a Pair of Swingin' Doors That Lead Right Into My Heart," by Arthur Fields; "I'll Say She Does," by Ernest Hart; "Round the Town," by Joseph Samuel's Orchestra; and "Everybody Shimmies Now," by the Syncro Jazz Band.

Edison—"Dear Old Pal of Mine," by Thomas Chalmers; "Life's Dream Is Over," by Marie Rappold and Carolina Lazzari; "Night Time in Little Italy," by the Frisco Jazz Band. Dance music at present is making a particular strong appeal to devotees of tarspine and to music lovers generally, according to statements of talking machine dealers.
YOU are cordially invited to visit our newly appointed offices (Chicago or New York) and hear a talking machine played as never before. Tonofone is absolutely different—it improves all phonographs. It makes all records better—makes good records great.

Remember this, no phonograph or record can possibly be one bit better than the needle with which it is played. Inferior needles are a positive injury to the phonograph business.

Tonofone is musically and scientifically right—it is to the ordinary needle what the nightingale is to the blue jay. The purity of its tone is marvelous—more marvelous still, it plays all kinds of records and all kinds of machines.

A single Tonofone will play fifty or more records and bring out every tone, loud or soft, high or low,—each one clear and pure and in its right volume. The nuisance of constantly changing needles is ended.

Tonofone makes the phonograph like "a thing with a soul"—makes it sing and talk like the human voice—makes it play instrumental music like the instruments themselves in master hands. Critics are amazed.

Tonofone is not an experiment—it has run the gamut and stood the test. It is the needle supreme—the needle that helps to sell all records and phonographs. It has set a new standard in "phonography"—it has come to stay.

Don't be without Tonofones—you need them. Our big broad business policy is indicated by subjoined order blank.

BETTER FILL OUT THIS ORDER BLANK AND SEND IT TO OUR NEAREST OFFICE OR DISTRIBUTOR—TODAY.

R. C. WADE CO
MAKERS OF "Tonofone"
THE TALKING MACHINE NEEDLE SUPREME
THE NEEDLE THAT'S DIFFERENT

DEALER’S ORDER BLANK

Please send us cartons of Tonofone Needles, each carton containing 100 packages of 4 needles each, to retail at 10 cents per package.

Regular retail price, per carton $10.00
Dealer’s trade discount, 40% 4.00
Net dealer’s price, per carton $6.00

BE CAREFUL TO STATE NUMBER OF CARTONS WANTED

NOTE: This order is given and is to be accepted under your eminently fair TONOFONE "MONEY-BACK" GUARANTEE, which we understand to be a distinctive feature of your general business policy and by the terms of which, if needles are not satisfactory and as represented, we may return them without cost or expense to us.

Signed
Date
Address

THIS ORDER SHOULD BE SIGNED AND MAILED TO OUR NEAREST OFFICE OR DISTRIBUTOR.
TWIN CITY TRADE STILL COMPLAIN OF STOCK SHORTAGE

Vocational Formally Introduced in the Local Trade—Work Started on New Columbia Quarters—Trade Expansion Limited by Supplies—Talking Machine Men Joining New Merchants' Association

MINNEAPOLIS AND ST. PAUL, MINN., JUNE 7.—The Aeolian Vocations swarmed into the Twin Cities at the first of June with a blare of trumpets (in the newspapers) and already have become an institution. C. R. Stone, who is the Northwestern sponsor for the Vocational line, was present to give it the right start, but expects to leave the local management to Col. Gerlach, one of the veterans of the trade in this territory.

The Aeolian headquarters at Nicollet and Ninth, Minneapolis, is one of the best equipped and advantageously situated music houses in the Northwest. The building, which is brand new, is nearly all plate glass and cannot be excelled anywhere for light and display purposes. In addition to a fine retail plant the headquarters will be devoted in part to distribution, as the Stone Piano Co. will control Minnesota, the Dakotas, Montana and western Wisconsin. The New England Furniture Co., Minneapolis, and The Emporium, St. Paul, have taken on full lines of the Vocalion instruments and make liberal use of the daily papers to make it known.

Work began June 2 upon the new headquarters of the Columbia Graphophone Co. for the Northwest at 18-20-22 North Third street. This will be the largest talking machine plant in this territory and will be as complete and modern as the skill of the company's engineer can devise. Manager W. L. Sprague hopes to be installed about August 1, but fears that the contractors will disappoint him.

The only phonograph on the special train provided for the big trade tour of Northern Minnesota was a big fine Edison supplied by Laurence H. Luckett. He was represented by George H. Compton, the widely known traveler for the Edison line.

Henry Doerr, of the Minneapolis Drug Co., Sonora distributor, also was aboard the train.

It may be reported here that dealers in talking machines continue to complain of the shortage of goods. Machines, particularly certain desirable and quickly selling types, are exceedingly hard to get, say the dealers, and they are full of reproaches and bitter complaints. There is little question but that many dealers are throwing business away every day, particularly such as hold to one line, solely because of their inability to obtain the goods wanted. The purchasers in these days of art furniture and period furniture and harmony have a rather clear idea of what they want and woe to the dealers that can't supply the want.

Jay H. Wheeler, who handles the Pathé department for G. Sommers & Co., after a personal visit to the home office, is much better satisfied with the treatment accorded him. It is possible to gather a stock for the big fall run and to accumulate several hundred thousands of records. He reports that the travelers are establishing Pathé agencies right along in various sections of the Northwest.

"Sales are fine, but production is poor," was the summary of the Sonora situation presented by Sewall D. Andrews, Sonora manager for the Minneapolis Drug Co.

One thousand Brunswick machines would solve E. L. Kern, director of the Brunswick-Balke-Collender Co., while 2,000 would transport him to the Seventh Heaven. He knows that the parent company is moving heaven and earth to enlarge the Duquesne plant, but while the work is progressing nicely phonograph business is going over the dam every day. The fact that he is no worse off than others does not relieve his feelings very much.

Although it is impossible for the Victor dealers to supply the cravings of their fellowmen for canned music they are advertising heavily in the twin city papers to show the readers where to buy Victrolas. Foster & Waldo, the L. S. Donaldson Co., the Powers Mercantile Co. and the Golden Rule have patroized the press very freely of late, while at the same time complaining that it is impossible to get machines. Naturally shipments are coming through right along and each dealer doubtless is sharing equally in the distribution, so that no injustice will be done, but the Victor representatives, whether retailing or jobbing, are having a hard time.

Northwestern dealers generally are affiliating with the newly organized Minnesota Music Merchants' Association. They rather feel that their branch of the trade has been somewhat slighted in the division of offices. While it is quite true that no exclusive talking machine dealer has obtained preference, it should not be forgotten that all the officers are very extensive dealers in machines, among the very largest in fact.

RETURNS FROM SERVICE IN FRANCE

Honter B. Johnson, formerly of the Haverty-Ruskin Furniture Co., of Columbia, S. C., now with the Haverty Furniture Co. in Charleston, S. C., has just returned from several months' active service in France, and is doing very well with the Columbia line. He says that the Columbia machine was as well known to the members of the A. E. F. as it is in the United States.

TO HANDLE PATHE ACTUELLE

William Turner, Columbia dealer at 1401 Main street, Buffalo, N. Y., will also handle the Pathé Actuelle in the future. He secured the new agency from the Buffalo Wholesale Hardware Co., Pathé jobbers.

Now Irving Kaufman's brother Jack helps him sing "Eyes That Say I Love You." The record will help your receipts.  A-2726.
Though FREE
This Book is Valuable

For the benefit of progressive dealers, we are now issuing the most complete and informative book which has ever appeared on the subject of environment as an aid in selling musical merchandise.

The subject is fully discussed; the installations of many leading dealers are illustrated and you are shown just how to figure your own requirements.

Examples are shown of the designs of different periods of decorations—methods are suggested of handling your record business more efficiently and with less waste of salesman’s time.

There is no talking machine dealer but will find in this book some new idea and for most dealers it will prove a revelation in selling methods.

The edition is limited and we have already had a good many requests for this book, so, if you wish to make sure of yours, please write us at once and we will send you a copy with our compliments. If you wish, you can simply fill out the coupon and attach it to your letterhead in writing us.

Please address the office nearest you.

The Unit Construction Company
RAYBURN CLARK SMITH, President
58th Street & Grays Avenue
Philadelphia

New York
299 Madison Ave.
Corner 41st St.

83 Essex
Street
Boston

Chicago
Lyon & Healy
Building

Unit Construction Co.
Dept. W.

Please send a copy of Musical Merchandising.

Signed
Truly, a Quality Phonograph

The maker's name on each instrument is our guarantee that every ultimate owner will be satisfied.

Dealers selling MANDEL phonographs may exert every ounce of their selling energy in selling. We back them with a manufacturing organization that knows how to build good phonographs.

Learn more about the new MANDEL line. Let us tell you why it will be to your interest to become a MANDEL dealer.

Model No. 3

$125.00

None better at $200. Our leader. Being sold by over 3000 dealers.

In cabinet design — In tone — In mechanical efficiency — it will fulfill every wish for a good phonograph.

Our Co-operative Selling proposition will interest every Phonograph dealer.

WRITE!

Mandel Mfg. Co., Inc.
501-511 S. Laflin St.
CHICAGO, ILL.
BIRMINGHAM A THRIVING TALKING MACHINE TRADE CENTER

This Progressive Southern City Contains a Live Bunch of Dealers Constantly on the Alert to Expand Their Business Just as Soon as They Can Get Needed Stock

BIRMINGHAM, Ala., May 29.—L. C. Parker, president of the Badger Talking Machine Shop, Milwaukee, was a visitor in this city during the past week, being a delegate to the International Kiwanis Convention, which was held here May 21 and 22, and expressed himself as highly pleased with the outlook for Victrola and Victor records for the immediate future. He was for years manager of the talking machine department of Gimbel Bros. in Milwaukee and greatly assisted Mrs. Clark, of the educational department of the Victor Co., who at that time was musical supervisor of schools in that city.

Manager Lowshe, of the Atlanta Talking Machine Co., paid Birmingham a visit the past week in search of Vocalions. This line has recently been taken on by his house.

The C. C. Holcombe Co. is now in process of making extensive alterations in its store. Several new booths have been installed, and the store front has been changed, making the general appearance much more attractive.

J. E. Cain, “The Little Furniture Man,” bought a solid car of Vocalions of different styles for immediate delivery, and he is very optimistic regarding labor conditions in this section.

Oster Bros., Vocalion and Columbia dealers, bought last week a car of the former make in the higher-priced instruments, which is an indication that the demand generally is for the better grade machines.

The Talking Machine Co., Victor distributors, report business on school machines extremely active owing to the fact that one of the Victor Co.'s educational representatives is working in Northern Alabama and Southern Tennessee.

B. G. Powell, local representative of the Columbia Graphophone Co., is now actively engaged in organizing the talking machine dealers of this city with the idea of bettering conditions in connection with terms, interest and contract business generally. Mr. Powell will have the support of the better class dealers.

Williams Music House report the purchase last week of $20,000 worth of Supertone talking machines ordered through Nestor Roos.

Frank Clark, of Clark & Jones, Knoxville, Tenn., spent several days here with the Emerald Co., and reports a difficulty in securing Vocalions. His visit here was largely for the purpose of securing machines for his Chattanooga and Knoxville stores.

Nestor Roos, representing the Supertone Talking Machine Co., reports business very good all through the South. Accessory business, Mr. Roos states, is exceptionally good.

The friends of C. C. Holcombe were glad indeed to see him again in his store after an absence of over a year. Mr. Holcombe was a member of the Tank Corps and recently returned from France.

R. B. Broyles has recently taken on the Pathé line and is opening up in a businesslike way. His opening announcement was made up of a full page ad in the local papers and his subsequent advertisements have every indication that he intends to “do it right.”

Sales Manager Tracey, of the Vocalion department of the Aroline Co., New York, was a visitor in Birmingham during the past week. Mr. Tracey is very much impressed with the outlook here and expressed himself as highly pleased with the work done by the company's representative in this territory—the Emerald Co. Better machine shipments in the future were promised.

F. W. Bromberg has moved his Edison Shop to the mezzanine floor of his jewelry store. He feels he can give better service having the department where it will be under his personal observation at all times. Hereafter the phonograph department was conducted two doors from the main building and was connected by a rear passage.

Clark & Jones Piano Co. have been featuring the past month the No. 150 and No. 75 Vitanolas. The management reports a very heavy business for this time of year on the latter type. The Victor and Widdicombe lines are also handled by this house and practically everything of these two lines that can be secured is sold in advance of its arrival. The new model Widdicombe machines are now being received, over which the salespeople are very enthusiastic.

The regular monthly banquet to the employees of the talking machine department of this store will be held at the Tutwiler on May 30. The management set a certain amount of business which, if done any month, would entitle the employees to a banquet. A banquet has now been won for eleven consecutive months.

H. S. Jones, president of the Clark & Jones Piano Co., attended the Piano Dealers' Convention in Chicago last week. During his stay North he will visit several Victor distributors, as well as the Widdicombe factory in Grand Rapids, in an effort to get goods.

VICTOR RECORDS INTEREST MANY

BOSTON, Mass., June 4—There was a large audience in Steinert Hall on the afternoon of Monday, June 2, to listen to a demonstration of the June Victor records. The records were played with the assistance of the Duo-Art. On request from persons in the audience any number desired was played.

POPULAR IN CANADA

The “Violaphone” talking machine needles, manufactured by the Fred Gretsch Mfg. Co., Brooklyn, N. Y., are proving very popular in Canada, and dealers are steadily increasing their orders. H. A. Remister, of Montreal, is the Canadian wholesale agent for the “Violaphone” needle.

HASKELITE

Waterproof Plywood

Plants at

Grand Rapids
Ludington,

Michigan

the ideal material for talking machine cabinets, can now be furnished in large quantities for early delivery. Gumwood exclusively—America's most beautiful cabinet wood.

Write or wire for quotations to

Haskelite Manufacturing Corp.


George R. Meyer, President

Total plant capacity

thirty million
feet a year
THE TRADE IN PHILADELPHIA AND LOCALITY

Philadelphia, Pa., June 4.—The talking machine business in the month of May was a little more satisfactory than it was in April, the increased production of the Victor, the Brunswick and the Sonora helping out the dealers in those lines, while the shipments of Edison, Columbia and other machines which have felt less the great drain have been able to satisfy their dealers nearly to the extent of 100 per cent.

The general feeling here is that the worst is over, and that from this the situation is going to be a great deal more easy, but it also looks as if there was going to be a tremendous business in Philadelphia this fall and dealers in every line of talking machines are striving every possible way to get as much stock on hand to meet the wants of the dealers.

Columbia Co. to Occupy New Quarters

To show how this coming condition is impressing the dealers is shown in the improvements that are being arranged for among a number of the large jobbers and wholesalers. The chief change in this respect will come to the Columbia, at present at 210 North Broad street but which firm will move about the first of July, to much larger quarters in the Central Realty Corporation Building, located at the corner of Sixth and Filbert streets.

Manager Nelson J. Wilcox, who is in charge of the Columbia's interests here, has found such a move absolutely necessary. He went to New York last week for several days to discuss the situation with the Columbia people, for he not only wants much more room, but he wants to have one of the finest talking machine jobbing establishments in the country.

During the month the Columbia offices have been visited by the following: A. R. Harris, a representative of the Columbia record department; J. C. Ray, who came to this city to interview a cabinet factory to see whether it would not be possible to speed up work on cabinets; William Koburn, a representative of the Dizphone Co.; X. H. Jarvis, a dealer of Milville, N. J.; H. H. Brown, of West Chester, Pa.; Mr. Kades, of Miller & Kades, Harrisburg Columbia dealers, who came down to get sufficient stock for the opening of their new warehouse at Steelton, Pa.; L. D. Cameron, of the Cameron Piano Co., of Allentown, Pa., who have a large Columbia following in their section, and Mr. Fink, of Fink & Corbett, of Pottstown, Pa.; R. F. Bolton, sales manager of the International Record Department, New York; F. T. Bloom, manager of the Lauter Piano Co., of Trenton, N. J.; F. W. Zercher, of the Regal Umbrella Co., York, Pa.; Mr. Issacs, of the Scranton Talking Machine Co.; O. F. Benz, of the Columbia general sales department, and Mr. Anderson, the Wilmington, Del., dealer.

Larger Wholesale Quarters for Weymann

H. A. Weymann & Son are at present rearranging their building to give much more attention than ever before to their Victor talking machine wholesale department. They are going to remove their offices from the second to the fourth floor, and will give over the entire second floor to their wholesale business, now that the Victor is beginning to get a sufficient stock to warrant such a move. H. Power Weymann, who has just returned from war service in France for more than a year, will assist his father in this Victor wholesale department.

Mr. Weymann states that the Victor Co. were so good to them in May that they have been able to get out a good percentage of their orders and the company promises them in June stock sufficient to fill from 80 to 90 per cent of all orders.

Harry Weymann says: "Such a condition has not prevailed with us for more than a year." He is very much gratified at the number of dealers who remained loyal to the firm, and says: "Dealers who have confined themselves to the Victor line exclusively will no doubt receive the benefit, now that the Victor goods are becoming more plentiful. A great majority of our dealers remained loyal during the scarcity of machines, due to war conditions, and, notwithstanding their loss of sales, we feel sure that they will more than make up for this in the position it will give them as Victor representatives in their localities.

Semi-Annual Meeting of Edison Dealers

The Edison dealers of Philadelphia had their semi-annual meeting and banquet at the Benjamin Franklin Hotel on the evening of June 3. Forty dealers were present, besides a number of guests. The chief speaker of the evening was T. J. Leonard, of the Edison Sales Corporation, who spoke on production, the output of the factory, etc. C. G. Gardner was also a guest, and R. B. Cope, of the Girard Phonograph Co.

Herbert E. Blake, the leading dealer here in the Edison, says that his business in May was larger than in May of last year, and he says that June looks very good to him on account of the large amount of goods that is being received. The June list of records numbers sixty. Mr. Blake says they are doing very well at the 11th street store with the Columbia and Steger, although they are short of stock on the latter instrument.

Anxious to Get More Sonora Goods

Manager E. S. White, of the local Sonora jobbing house, says that while their business has been good they have been handicapped in the securing of stock. They have been unable to fill their orders on account of the shortness of
Ever cull your prospects?

SELL quantity orders to quality people. Instead of sending two pieces of mail monthly to your entire list, send one piece to every name, and four pieces to the prosperous prospects.

You'll find this plan prolific of greater sales, larger profits and an increased satisfied clientele. It keeps those able to buy interested in new records.

The Louis Buehn Co.

PHILADELPHIA

 sells. But they see a big change for the better in machines, and expect some substantial shipments in June and July, and they hope to be able to supply all orders on demand. Francis J. Coupe, of the Sonora, was over from New York this week.

To Open Solotone Warerooms

By next week the new Solotone warerooms at 1727 Chestnut street will be opened with J. A. Scott in charge. They have a finely equipped building for the handling of talking machines, both wholesale and retail, and with very little altering, as the entire first floor is broken up into attractive rooms. They are getting in quite a lot of stock from their factory at Tenth street above Columbia avenue.

Join Estey Co. Forces

Bessie L. Bromley, long identified with the talking machine trade in this city, has joined the forces at the Estey Piano Co.'s talking machine department, where the Victor and Sonora are sold extensively. The firm are very much handicapped at present in having very little to sell.

Cheney Phonograph Progress

The Cheney is continuing to make rapid strides here under the direction of G. Dunbar Shewell. Mr. Shewell states that he is not able nearly to supply his demands. He has been having many applications for the opening of new accounts, but is unable at present to consider any of these. It keeping him busy to keep his old customers supplied. F. Marion Cheney, who has been in France as a sergeant major of the 108th Infantry, has returned to this city. He will resume work at the Cheney offices. He is a son of the inventor of the Cheney phonograph.

Charles E. Robinson, of 3831 Lancaster avenue, is making extensive improvements in his store in the way of building additional booths.

Harry Wilson Appointed Manager

Herbert E. Blake has taken on several new salesmen, including Charles Held, and he has made Harry Wilson, who has been with the firm since they started in business, the manager of his Eleventh street branch store.

Pathé Shop Improvements

Extensive improvements have just been completed at the Pathé Shop on Chestnut street by Walter E. Eckhards. He has increased his booth rooms by ten, and has now one of the largest retail shops in Philadelphia in this respect. He has been able to get all the machines and records needed, in spite of a tremendous business, and in the record line especially fine results have been brought out of the Lieut. Jim Europe's band numbers.

Brunswick Shipments Increase

The Brunswick concern is in considerably better shape to begin the month of June than they were to begin the month of May. They have been getting some fine shipments. Manager F. J. Lyons, the local manager, is very much encouraged at the outlook. But the ship...
TRADE NEWS FROM PHILADELPHIA  
(Continued from page 65)

ments are not yet sufficiently large to warrant them in accepting the many new dealers who are clamoring to become Brunswick handlers in this territory. C. F. Chew, formerly a traveling representative of the Brunswick, is no longer connected with the firm.

Returns From Florida Trip
William F. Lamb, the popular talking machine dealer of Pottstown, Pa., has just returned from a two weeks’ trip to St. Petersburg, Fla., to which place he was accompanied by Mrs. Lamb. They have remodeled their talking machine department, to which they added a number of booths.

Penn Co. Report Gratifying Business
The Penn Phonograph Co. report a gratifying business in May. They have gone considerably ahead of last year, and while neither machines nor records have anywhere nearly equaled the demand upon them, yet they have been able to satisfy their trade by a considerably greater percentage of both. Both Mr. Miller and Mr. Barnhill, of the firm, are enthusiastic golfers, and they take alternate periods on the links. Mr. H. F. Miller and several other men recently purchased a tract of land in Roxborough Golf Club, Lawrence Moore, who was with the Twenty-eighth Division in France, returned the middle of May, has been mustered out and has taken up his old position with the firm.

The miniature dogs, duplicates of “His Master’s Voice,” are being sold in large quantities by the Penn Co. Recently it was suggested that the firm is “going to the dogs,” but don’t you believe it, or don’t you have any feeling that they are trying out the business on the dog, for the Penn “His Master’s Voice” is the greatest thing in the way of an advertisement ever gotten out by a local firm, in fact by any firm for the advertising of the Victor.

Raphael Levy & Sons have recently started to handle the Pathe machine at 726 Arch street. They have gone extensively into the business.

Pathe Line With F. A. North & Co.
One of the most important deals “pulled off” here in a long time has just been consummated between Walter Eckhardt, of the Pathe, and George Miller, head of F. A. North & Co., whereby F. A. North & Co. here, and at all the branch stores of the firm, will handle the Pathe extensively. “When I say ‘extensively’ I mean that nothing will be left undone to give the machine a satisfactory representation. F. A. North & Co. will devote considerable space on their first floor to the display of Pathe, and will devote all of their space in the mezzanine section to the talking machine business. They are erecting an additional story to their building at 1306 Chestnut street, and will move all their offices to the seventh floor of the building. The North firm have arranged to organize every one of their branches with the Pathe machines,” said Mr. Eckhardt, who is probably one of the most important phonograph accounts in this city, as North & Co. are among the largest and most successful firms in this district.

The Louis Buehn Co., through its officials, report a gradual bettering of conditions among its dealers in Philadelphia, Pa., New Jersey and Delaware. Dealers are about completing unfulfilled machine orders left over from the Christmas season. Record stocks are still much depleted, but good monthly record shipments and sales have alleviated to a great degree losses being suffered by its Victor dealers. The Buehn Co. further report an optimistic and aggressive attitude being taken by its dealers, many of whom are completing or planning improved facilities for taking care of the business that inevitably is bound to come—providing sufficient quantity of Victor goods can be had.

Thousands of new homes are being built in this section and thousands more are in the process of planning, yet at the present time there is a shortage of over 30,000 homes in Philadelphia alone. Good wages and steady employment being enjoyed by the workmen of this section are making hundreds of new Victor customers. Dealers are but waiting the chance to get sufficient stock of machines and records so that they can change from the role of order-takers to salesmen and planners of constructive sales methods. Indications are that the time for this is not far distant.

Ensign L. D. Callahan, having been discharged from the service, is now back with the Louis Buehn organization, covering the prosperous coal region section. Ensign Edward P. Bliss, after a year in France, is covering the principal points along the main line of the Pennsylvania. William H. Nolan, who has been covering these combined territories for the past year, is now giving his attention to the city dealers in Philadelphia, and assisting Mr. Buehn on the inside. Aside from Mr. Buehn’s many personal duties he has been placed in charge of the arrangements for the Victor jobbers’ convention at Atlantic City from June 30 to July 2.

In spite of all this he has managed to top off all this by a golf score of 93 on Memorial Day at Atlantic City from June 30 to July 2. During these summer weeks attention of vacationists is being turned toward the portable type of talking machine which is finding much favor among devotees of seashore and mountains. The fact that it so completely combines pleasure and utility makes it more than a luxury and establishes it as a vacation necessity which no one desiring comfort can overlook.

Don’t forget the Children’s Stories so well told on Columbia Records. Have you one of the new translucent decalcomania signs showing all the children’s familiar story friends?

Columbia Graphophone Co.  
NEW YORK

Your orders filled immediately for

TALKING MACHINE NEEDLES

<table>
<thead>
<tr>
<th>BRAND</th>
<th>DESCRIPTION</th>
<th>PRICE</th>
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<tr>
<td>Keystone State</td>
<td>Full Tone Needles per M. at 60c</td>
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<td>Half Tone Needles per M. at 60c</td>
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<td>Fibre Needles, at 30c per hundred</td>
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L. & H Fibre Needle Cutters . . . . at 81c each
Record-Lite Fibre Needle Cutters . . . . at 81c each
Lundstrom Cabinets
Record Cleaner Brushes, etc.

H. A. WEYMANN & SON  
1168 Chestnut St.  
The name "DEAN" has stood for the highest quality of the Phonograph Steel Needle for nearly a quarter of a century.

One Needle
With Three Distinctly Different Tones
Loud - Medium - Soft

PETMECKY MULTITONE NEEDLE

1. For LOUD Tone
   - Play with Flattened Side Facing Record
2. For MEDIUM Tone
   - Play at Intermediate Angles
3. For SOFT Tone
   - Play with Edge Facing Record

Good for Ten Records
PITTSBURGH TALKING MACHINE DEALERS PLAN BIG TIME

Dinner and Business Meeting at the Pines Will Be Victory Jubilee Session—"Mickey" Makes Big Hit—Why Fisher Figured?—Buchon Co. Removes—Starr Co. in New Offices—Other News

PITTSBURGH, Pa., June 7.—The most interesting feature of the talking machine market here the past few weeks was the tremendous hit made by the celebrated motion picture film "Mickey," which opened at the Nixon Theatre May 19 and is still having a very successful run. As a result of the wide advertising, which was both novel and original, practically all of the talking machine dealers had a very excellent business in disposing of "Mickey" records. The Victor, Columbia, Pathé, Emerson, Gennett, Edison and OkeHi record dealers had very tasty displays of the "Mickey" scenario in the large windows in which the "Mickey" records were a prominent feature. Some of the more elaborate window displays were those of the W. F. Freder- erick Piano Co., C. C. Mellor Co., S. Hamilton Co., the Pathé Shop, Star Music Co., Spear & Co., Lechner & Schoenberger, the J. M. Hoff- man Co., May, Stern & Co., and the Mentzer Victrola Shop.

The S. Hamilton Co. and May, Stern & Co. issued several hundred free tickets of admission to the Nixon Theatre for their patrons; the tickets calling for any seat in the house on pay- ment of the war tax. This was a very commendable feature and was much commented on in music and show circles as a live advertising feature. T. E. Shortell, manager of the Hamilton talking machine department, and Manager Barry of the May, Stern & Co. talking machine department, both reported large sales of "Mickey" records.

What promises to be a red-letter event in the chronicles of the Pittsburgh Talking Machine Dealers' Association, and one which will mark a sort of a Victory Jubilee session, is fixed for Tuesday evening, June 17, at "The Pines." This will be the regular business meeting of the association, but mirth and good fellowship will be the dominant notes at the gathering, which will not only include the entire membership of the association but also representatives of each of the talking machine shops in the city.

The committee in charge consists of John Henk, chairman; Leo Half, J. E. McCormick, J. H. Phillips and W. J. Wright. The personnel of the committee is proof positive that there will be a very lively evening and that dull care will not even have "a look in."

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According to Manager A. N. Ansell, of McCreery & Co., the Victrola department of this concern is enjoying unusually good business in machines and records.

A. B. Smith, assistant manager of the Pittsburgh Columbia Grafonola offices, was a busi- ness visitor to Youngstown, Ohio, recently. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue. The Starr Phonograph Co., of Pennsylvania, is now located in their new offices and display rooms in the second and fourth floors of the large office building at 811 Liberty avenue.
Sit Down
Here in
our office
—we want
to talk to
you—

WHY don't you do better advertising?

WHY don't you write better advertising copy—the kind that strikes fire and burns a hole in the people's pocketbook?

WHY don't you use high-priced art work, more attractive cuts that give your store character and personality?

WHY don't you get up eye-catching window displays—originate more effective sales ideas?

Well, why don't you? Speak up!

Your answer is "No single retail store can afford to hire the talent that can do all these things."

You're RIGHT!

But listen—Did you ever think what could be done by Syndicating?

You know what syndicating is. The Associated Press is an example. Syndicating means dividing the big initial cost of a service into very small equal portions or shares, each subscriber paying only one portion. If 100 subscribers, each pays 1/100 of the cost; if 1000, each pays 1/1000; yet each receives the complete service, as if he had paid the entire cost himself.

New and Untried? NO!

Do not think this syndicated advertising plan is new and untried. In the dry goods, hardware and other trades, similar services have been established for more than ten years. But this is the first time, we believe, any service has been so thoroughly and comprehensively prepared for any line.
Talking Machine World Dealer Service

Means

It means a syndicated advertising and merchandising service.

It means copy for your advertising written by men who have spent a lifetime learning one thing—how to write copy that can and DOES sell talking machines and records.

It means illustrations for your advertising that catch the eye, that have the appeal, the charm, the punch—the kind of art work that costs Real Money.

It means prepared layouts for your advertising that stand right up on printed pages and talk out loud. The man that makes them spent eight years here and two years abroad learning how.

It means merchandising plans and ideas that have been tested and proved—no blanks—every one a winning number.

It means this EVERY MONTH—12 months in the year.

It means a complete merchandising and advertising service that costs thousands of hard dollars to prepare, but only a few dollars to you, because it is syndicated.

For the Live Dealer in Each Territory—First Come—First Served

This is not "canned advertising." Talking Machine World Dealer Service is so arranged that you can get personal attention to your individual problems. The copy is written only a short time ahead of the publication, so that it keeps step with the changing conditions and late developments.

It represents the vast fund of experience and knowledge gathered in this industry by the Talking Machine World:

It represents the unlimited resources of capital that can go out and get the best there is, and pass it on to you—if you ask for it FIRST.

The combined salaries of the men who create this service amount to $21,000 yearly—a figure no single dealer could maintain on his payroll for this purpose. The men composing Talking Machine World Dealer Service are the best we know about. In short, the Talking Machine World has not launched this new plan until it was ready, prepared and equipped to have it set a standard in keeping with the standard of the magazine itself.

Talking Machine World Dealer Service is open to any dealer, big or little, regardless of what make of talking machines he handles.

THIS advertisement is not planned to sell you anything. It is solely to inform you that such a service is now available, and to urge you to investigate it. We believe every talking machine dealer will want to investigate it carefully.

Obviously, it can be awarded to only one dealer in a territory. The first dealer in your territory who inquires, and later signs up, gets the rights to Talking Machine World Dealer Service in his territory.

The post mark on your letter counts as the date of your inquiry.

CLIP AND MAIL THIS COUPON NOW

Talking Machine World Dealer Service

373 Fourth Ave., N. Y.

I want to know more about your advertising service.

I want to know how much it will cost me per month under your syndicate plan.

The population of my city is

I handle these lines

By

Address

Firm name

I want to see the goods—send me specimens and an outline of the complete service.

The Talking Machine World

We believe every talking machine dealer will want to investigate it carefully.
NEWS FROM THE PITTSBURGH TRADE

(Continued from page 67)

more space made the change necessary. The retail department, under the direction of Mark M. Mitchell, will remain at the Wood street quarters.

Mrs. D. M. Clemson (Christine Miller), the well-known Edison artist, was one of the Pitts- burghers who went to New York last week to welcome home sons of Pittsburgh from the war zone. Mrs. Clemson made many friends at the training camps, where she sang so frequently before the men went to France.

H. J. Breenaa, manager of the Pathe interests in the Pittsburgh district, stated that business conditions were very brisk and that new agen- cies were being opened for the sales of Pathe- phones and Pathe records in various sections in his territory. Two new Pathe dealers are A. Berman, at Altoona, Pa., and Joseph G. Gaal, at East Brady, Pa. D. P. Spance is the latest addition to the Pathe traveling force. The Trip- lott Pharmacy at Laurelville, Ohio, will here- after be a regular retail agency for the sale of Pathe machines and records.

O. M. Kiess, of the general offices of the Pathe Co., with headquarters in Brooklyn, N. Y., is spending several days in Pittsburgh on business.

H. Milton Miller, manager of the Pittsburgh district of the Smith, Kline & French Co., So- nora distributors, reports a very strong demand for Sonora phonographs. Mr. Miller stated that he had a good-sized "waiting list" of dealers who wished to handle the Sonora Phonograph, which has been making quite a sensation in local talking machine circles. He said that the So- nora machines were practically all sold before they actually arrived in the Pittsburgh office. The Pittsburgh Sonora headquarters is also a distributing agency for the OkeH records, and sales of this popular line of records are reported to be very brisk.

Earle S. Miller, a son of Manager Miller, who served twenty-three months in the United States Navy, will in the future be connected with the Pittsburgh offices as salesman.

W. W. Parson, special representative of the Pathé Frères Co., Brooklyn, was in Pittsburgh the past week, demonstrating the "Actuelle" re- producer at the Pathé Shop. The difference between the "Actuelle" and the ordinary repro- ducer is that the tone is diffused in the same manner as one hears the voice or instrument itself, and it is heard in every part of the room instead of in front of the machine only with the effect of hearing the reproduction through a megaphone. The "Actuelle" plays all makes of disc records by simply turning the diaphragm and its accompanying arm.

MAKE AUTOMATIC COVER SUPPORT

NEWARK, N. J., June 2.—The Automatic Cover Support Mfg. Co. has been formed in this city to manufacture and market a new automatic cover support, the invention of A. F. Zega. Manufacturing quarters have been secured at 54 Jones street, and Mr. Zega will be directly in charge of the marketing of his invention. A large number of the new cover supports were manufactured before their introduction to the trade, which permits of immediate attention to orders received. One of the many interesting claims of this new invention is that it will operate equally well no matter from what angle it is placed.

PLAN FOR SUMMER OUTING

The Entertainment Committee of the Talking Machine Men, Inc., the organization composed of talking machine dealers of New York, New Jersey and Connecticut, is now making plans for the summer outing of the association, which will probably be held in August.

E. H. Lansing, of Boston, reports that the demands for his khaki moving covers are con- tinuing briskly with every indication of a con- tinuance of these good conditions.

LIBERTY PHONOGRAPH CO. PLANS

Distributors With Exclusive Territory Are Be- ing Appointed to Handle the Liberty Line of Records—The Proposition Is Briefly Stated

CLEVELAND, O., June 5.—The Liberty Phonograph Co., of this city, manufacturer of Liberty lateral cut records, is making splendid progress in de- veloping its merchandising and manufacturing plans. In a recent chat with The World J. DeK. Hill, assistant to the president of the company, stated that distributors with exclusive territory are being appointed to handle the Lib- erty line of records. The company will not try to supply the entire country at once, but plans to have its output for the first year average be- tween three and five thousand records per day. These records will be confined to the terri- tories embraced by New York City, Philadel- phia, Chicago, Pittsburgh and Cleveland, ex- panding to new territory as factory facilities increase.

There will be one distributor in each of the five territories named, and part of these terri- tories has already been taken. The first cat- alog of Liberty records will be released in August, although the company expects to get actively into production and supply the dis- tributors in July.

OCCUPYING NEW FACTORY BUILDING

BOSTON, Mass., May 24.—Frank B. Curry, manu- facturer of the Curry Sound Proof Booths and record racks, is now established in his new fac- tory building, 72-74 Dedham street, the entire space of which he will occupy. This building provides greatly increased facilities. A model display room is being fitted up on the second floor, to which a private elevator will give con- venient access. Among the Curry installations of the month was a particularly attractive one for the Grafonola Co. of New England at their Tremont street warerooms, which has been very highly praised.
Leaders of Victor Distribution
From the North, South, East, West
WILL MEET AT THE

VICTOR
Jobbers’ Convention

Atlantic City, June 30-July 2

Cool ocean breezes will be surcharged with pointed thoughts—ideas—plans and virile suggestions emanating from this gathering of the leaders of the Talking Machine Industry for a better and bigger business.

Prominent men of affairs will speak on topics timely and important—analyzing from an outside point of view opportunities and problems which will be ours.

Besides, the leisure moments will be spiced with a lot of good fellowship—golf, bathing, boating, musicales, dancing, open night parties, hydroplane flights for the flighty, etc.

Then a day de luxe—guests of the Victor Company.

GENERAL PROGRAM

Sunday and Monday, June 29-30 - Register.
Monday, June 30—A. M. - Executive Meeting.
" " 2:30 P. M. - General Meeting.
" " 3:00 P. M. - Sailing Party on Bay and Ocean for the Ladies.
" " 5:00 P. M. - Hydroplane Flights.
" " Evening - - Open Night.
Tuesday, July 1—A. M. - Surf Bathing.
" " 2:30 P. M. - General Meeting.
" " 12:00 Noon - Auto Ride for the Ladies to the Country Club, where Luncheon will be served at one o'clock.
" " 7:00 P. M. - - Banquet.
Wednesday, July 2—A. M. - Golf Tournament.

Then to Philadelphia for a delightful evening of unusual pleasure as the guests of the Victor Talking Machine Co.

ARRANGEMENTS COMMITTEE
LOUIS BUEHN, Chairman, Philadelphia, Pa.
LESTER BURCHFIELD, Dallas, Texas BURTON J. PIERCE, Kansas City, Mo.
FRED P. OLIVER, New York, N. Y. FRED H. PUTNAM, Peoria, Ill.
SOUTHERN STATES MAKE ENCOURAGING BUSINESS SHOWING

Atlanta Dealers Report Best Month in Trade History While News From Alabama, Tennessee, South and North Carolina and Florida Is Cheering—Looks Like Busy Summer and Fall

ATLANTA, Ga., June 5—Conditions in general among the fraternity in this city have been very fine during May. The outlook is very bright and sales are at a new high mark. The wholesale branch of the Columbia Graphophone Co., report through Manager Turbush that May, 1919, was the largest month in the history of the branch business, largely exceeding any previous month since the opening of the Atlanta branch.

The Elvea Co., Victor distributors, are quoted as having broken all records, and with the opening up of a more liberal supply of product this company expects to continue to reach and surpass previous high records.

Phonographs, Inc., Edison jobbers, are doing the largest volume of business since their opening here some four or five years ago. The New Edison has certainly made a dent in the talking machine market, and it is in greater demand than ever before.

The report of the dealers' convention in the last issue of The World contained an error in regard to the number of guests entertained by Phonograph, Inc., Edison distributors. About 200 dealers attended this convention, and T. J. Leonard, general sales manager of Thomas A. Edison, Inc., and E. H. Phillips, credit manager, were among the guests.

The Haverty Furniture Co., Columbia and Atlanta dealers, and who also sell the Pathé, say through J. J. Haverty, Jr., manager of the talking machine department, that May was the largest month's business that this old and well-known firm ever did worlds for the sale of its records.

The Haverty Company has been manufacturing pianos and Victrolas for some time, and have not announced it to the public.

The Atlanta Talking Machine Co., Columbia and Vocalion dealers, continue to sell to the limit of their capacity to get stock. Their trade in records is particularly gratifying and is proving a wonderful help at a time when it is hard to get talking machines. This company anticipates no slackening during the summer as the

LAWSON UNIVERSAL PHONOGRAPH

Many Orders Already Received for Machine

Announced by Lawson Piano Co.—Built by

Men of Long Experience in Piano Field

The Lawson Piano Co., whose executive offices are at 372 East 149th street, New York, are now making considerable progress with the Lawson Universal Phonograph, which was announced last month in The World. By way of standardization, which always works out materially for the benefit of the dealer, the Lawson Piano Co. is producing three models known as No. 1, No. 2 and No. 3, and ranging in price from $50 to $150. The company has had the Lawson Universal in process of construction for some time, and have not announced it until they became thoroughly convinced that the machine would give the dealers absolute satisfaction.

The company has been manufacturing pianos for many years, and its executives are men who have been associated also with manufacturers of artistic instruments at all times. The Lawson Universal is equipped to play any make of disc record, and has a noiseless motor. It is also equipped with a tone modulator and automatic stop. Great care has also been taken in the cabinet work, which is of the same high grade quality found in the finish of other instruments manufactured by this concern. An attractive catalog is being distributed for use of dealers.

IN NEW YORK TO GREET HIS SON

The president of the Fletcher-Wickes Co. of Chicago, Ill., recently spent several days in New York City, where he came in order to greet his son returning from overseas service with the U. S. Army. While in town he called on a few members of the trade, and incidentally reported to The World that the demand for the sound boxes made by his company is particularly heavy at the present time, and that his company expects to offer a new tone arm in quite large quantities to the trade within the near future.
Converto Cabinets serve a distinct purpose in the up-to-date stock of talking machines. Experience has proved this for a large number of the country's largest and most successful dealers and distributors.

The Converto is a standard product. It displays itself, is easy to sell—in combination with small Victrolas and to present owners of those models—and, after the sale, there is no service required on your part.

It converts the Small Victrola into an enclosed cabinet type with dust-proof compartment, etc. Its combined cost—cabinet and machine—is lower than even the cheap, unknown cabinet machines of equal size.

Most of the leading Victor Distributors handle the Converto Cabinet as a STANDARD product.

THE C. J. LUNDSTROM MFG. CO.
LITTLE FALLS, N. Y.

Lundstrom "Converto" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

CONVERTO DISTRIBUTORS

Atlanta, Ga. .... Phillips & Crew Piano Co.
Austin, Tex. .... The Talking Machine Co. of Texas.
Baltimore, Md. ... Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala. ... Talking Machine Co.
Boston, Mass. ... The Eastern Talking Machine Co.
O'Keefe & Dempsey Co.
Buffalo, N. Y. ... W. D. & C. N. Andrews
Burlington, Vt. ... American Phonograph Co.
Bowie, Mont. ... Orton Bros.
Chicago, Ill. ... Lyon & Healy
Cincinnati, O. ... The Rudolph Wurlitzer Co.
Cleveland, O. ... The Converto & Supply Co.
The Eclipse Musical Co.
MILWAUKEE ENJOYING ENORMOUS VOLUME OF BUSINESS

Local Dealers Tell of Largest June Demand in History—Difficult for Jobbers to Supply Stock to Satisfy Demands—This Applies to All Makes of Machines—New Wisconsin Association

MILWAUKEE, Wis., June 12.—The early part of June this year has been by far the most active period of trade that local dealers have ever known at this particular time of year. The return of thousands of our soldiers and sailors from overseas and camps in this country during this last month seems to have been largely responsible for a marked stimulation of the demand not alone for the instruments, but records, needles and other supplies and the labor-saving accessories that are being marketed. Every home desires music, especially the homes to which service men are returning. It seems that nothing satisfies quite so well as the talking machine or phonograph.

To meet this relatively enormous demand, the output of the factories has made only a percentage of gain, compared with requirements. While the shortage of instruments today is considerably relieved, the production still is far from being adequate. Dealers at this time of year desire not only to have sufficient stock in hand to fill current orders, but to begin to lay up stocks for the brisk trade of the fall and holiday season to come. In view of this desire, the present situation in respect to supplies of merchandise is not wholly satisfactory.

Almost every other wholesaler and jobber in this territory reports that the demand for instruments is greater than the ability of the manufacturers to supply. While the stocks of some types cannot be had in anywhere near sufficient quantity, creating the impression of a far-away market, almost every other makes the statement that service men are returning to their homes and desire music, especially records, needlen, and other supplies and the labor-saving accessories that are being marketed. Every home desires music, especially the homes to which service men are returning. It seems that nothing satisfies quite so well as the talking machine or phonograph.

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The Phonograph Co., of Milwaukee, distributor of the New Edison, has been able to make excellent progress in providing a fairly liberal supply of instruments and records to its retailing May, but still is behind on its orders. Factory output is increasing, however, and the Wisconsin trade is to-day in a better position to make deliveries than it has been in many months. On certain styles, of course, back orders still form a considerable volume.

The Brunswick phonograph continues to make great forward strides in this territory, judging from the consistent and broadening demands made by dealers upon the Wisconsin wholesale branch of the Brunswick-Balke-Col- lender Co. in charge of Manager Thomas I. Kidd. While it has not yet become possible for the house to fill all orders up to 100 per cent, the factory is rapidly gaining in output and Brunswick dealers will have little or no complaint to make concerning shortage of goods by midsummer.

Milwaukee dealers in the Pathéphone say there has not been the least let-up in demand, although as summer approached in former years a quieter market was experienced. This, of course, was true of all musical instrument busi- ness in years gone by. This year, however, as the coming of summer is merely a matter of a few days, the tone of trade is sustained at a high level reminiscent of the two highest periods of the year and a most gratifying volume is being done by all Pathé dealers.

The Aeolian Vocalion, represented by the Edmund Gram Music House, is experiencing steady and substantial growth, which is making it necessary for the Gram company to provide larger facilities for sales and stock purposes. At this time Mr. Gram has under consideration plans for the remodeling of a part of the store to bring this about. The plans contemplate also the installation of a new record counter at the front of the store, Banking the main entrance and situated directly behind the large display window at the right, which will relieve the congestion in the present record sales department. Miss Julia Wolff, one of the few women man-agers of phonograph departments in this part of the country, is making the Aeolian Vocalion popular at Gram's a real headquarters for music lovers, who are adding materially to the large volume of trade already enjoyed by this big music house.

The organization of the first society of music dealers of Wisconsin at Milwaukee on May 12 exceeds in importance only the fact that one of the most prominent figures in the talking machine and phonograph industry of the State was the unanimous choice for president. When the Wisconsin Association of Music Industries came into being, Richard H. Zinke, president and general manager of the Record Needle & Xylo Co., was elected its first executive. Until March 1, this year, Mr. Zinke was general manager of the Badger Talking Machine Co., one of the largest Victory dealers in the country. When the Badger Shop was purchased by Leslie C. Parker Mr. Zinke assumed charge of the Record company, which manufactures needles, the Record-Lite, several other accessories and general supplies for the trade.

The new Wisconsin association starts with a charter membership of more than fifty dealers, practically every one of whom deals in reproducing machines. It was formed through the efforts of the Wisconsin Association, regarded as one of the most successful dealer organizations in the United States. Besides Mr. Zinke, the officers are: Vice-presidents, Albert E. Smith, Madison; Ralph E. Wilson, Oshkosh; secretary-treasurer, C. LeRoy Dennis, Milwau-kee; directors, A. F. Schenader, Kenosha; Fred Leithold, LaCrosse; Lambert E. Gronier, Lan-caster.

The new association plans to hold a big con- vention in Milwaukee during the week of Sep- tember 8 to 13, at which time the annual Wis- consin State Fair will be held. Plans have not yet taken definite shape but arrangements will be made to provide activities that will attract the attention of the music industry of the entire nation.

Wisconsin industries devoted to the manufac- ture of complete instruments or cabinets and other parts continue to increase their outputs at the greatest possible rate because of the pres- (Continued on page 75)

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?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO.
35 Second Street
MILWAUKEE, WIS.

VICTOR DISTRIBUTORS

Equipped to Take Care of Your Cabinet Needs

Your own designs

Practical specifications can be accurately and com- pletely manufactured by our organization.

Phonograph cabinet building is our specialty.

Skilled workmen who have been with us for years are here to interpret your ideas and re- quirements to the last detail.

We are consulting phonograph en- gineers.

Our wide experience can solve your prob- lems. If desired, we will submit designs, which will allow a wide variety of prices to fit your selling propositions.

Cabinets and phonograph cabinets may be purchased in large quantities, enabling us to give you prices that will assure the most liberal profit margin.

Let us do your manufacturing.

Let us show you how our facilities enable us to give prompt delivery and liberal returns.

A word to us and you will find out.

Singer Talking Machine Co.
Milwaukee, Wis.
sure of the demand everywhere. The Wisconsin Cabinet & Panel Co., New London, Wis., which is a part of the Thomas A. Edison group, is adding 16,000 to 20,000 square feet of manufacturing space and also has taken an option for the outright purchase of an additional plant.

The Standard Accessory Corporation of Milwaukee has been incorporated with a capital stock of $50,000 to manufacture parts, accessories and supplies for the talking machine and general musical instrument industry. The guiding spirit is George V. Beckner, formerly with the Record-Lite Co., now part of the Record Needle & Mfg. Co.

TRADE CONDITIONS IN NASHVILLE

All the Leading Dealers in This Progressive Tennessee City Report an Excellent Business

NASHVILLE, Tenn., June 6.—Bond's Graphophone Shop, Columbia dealer, through E. E. Hyde, store manager, tells your correspondent that its trade in May was excellent. Stock from the Columbia Graphophone Co., in Atlanta, is arriving in better quantities and the record business continues in large volume. Mr. Hyde reports that the prospect for future business is good, and expects that the coming months will show a decided increase over any previous similar period. He has been particularly successful recently in selling symphony records, and Rosa Ponselle's records are in great demand. The Alcoholic Blues is selling in larger volume than any popular-priced record ever released by the Columbia Co.

Castner-Knott Co., Victor and Columbia dealers, report through Forest Taylor, manager of the music department, that their business is progressing in excellent shape. The demand for talking machines and records is growing as each week passes, and the volume of sales is expected to increase in an ever-ascending ratio. The Nashville territory is in a very prosperous condition, owing to large tobacco and other crops and the public is in a buying mood, and it has the money, too.

Clyde P. Street Piano Co., Victor dealers, and who also sell the Vocalion, announce that Edward Brotherton, formerly manager of the talking machine department of Chamberlin-Johnson-DuRose Co., Atlanta, Ga., is now in charge of their talking machine department, and that under his skilled guidance their business has grown in the past sixty days in exceedingly gratifying proportions. Their sale of Victor Red Seal records has increased to a marked degree and the probability of larger stock deliveries from the Victor distributors in the near future the outlook is altogether encouraging.

II. Brown & Co., Columbia dealers, and who also sell the Pathophone, are quoted through Herman Stelver as doing a nice business. Their trade in Columbia records has increased very decidedly and this branch of their business is regarded as more important and valuable than ever before.

M. F. Shea, Edison dealer, is having a fine business, and the New Edison and Edison Re-creations are in greater demand and more sought after than at any time in the past. The outlook couldn't be better.

Reports from travelers covering the Nashville territory are to the effect that business in twenty or thirty nearby towns is very active, and efforts are being made constantly by various parties to qualify as dealers in one of the leading lines.

RETURNING FROM SERVICE IN FRANCE

L. H. Crabtree, Jr., Who Was Wounded in the Battle of Chateau-Thierry, Convalescent—Son of President of the International Mica Co.

PHILADELPHIA, Pa., June 4—L. H. Crabtree, Jr., son of the president of the International Mica Co., has returned, wounded, from France and is visiting his friends throughout the trade. Mr. Crabtree's experiences throughout the great war are very interesting. He received his wounds at the battle of Chateau-Thierry, and was taken prisoner in a semi-conscious condition after only a very few were left out of his company. Company M, of the One Hundred and Ninth Infantry, had been completely surrounded, thus cutting off ammunition, communication and reinforcements, and their wonderful fight to the finish has been especially mentioned in official reports. Mr. Crabtree was fortunate indeed, as he was one of the twenty-two men who survived of the 250 men of his company who entered this particular battle.

Mr. Crabtree is still taking treatment for gas from specialists, but he is also devoting some time to the selling department of the International Mica Co. When he has recuperated sufficiently it is his intention to make a complete trip among the phonograph manufacturers and take up all details of the work which he so efficiently handled before entering the service of his country.

MAKES NEW TALKING MACHINE

J. M. Waddell, of the Waddell Woodenware Co., Greenville, S. C., has produced a new talking machine. This machine was made following several experiments for the improvement of a music table which was being made by this concern, and after making further tests the machine will be manufactured in large quantities and brought to trade attention.

The New York Album & Card Co., Manhattan, has increased its capital stock from $10,000 to $50,000.
Dayton Motors Make Good

Solid Construction Means No Vibration

Observe the Solid Construction of the Dayton Motor, which, coupled with Infinite Accuracy, means Freedom from Vibration and Power Waste.

The Dayton Motor is free from friction and bind. It has the Velvety Action of Perfect Mechanical Balance.

So Reliable has this Scientifically Refined Motor proven in its widespread use that a constantly increasing number of Talking Machine Manufacturers are adopting the Dayton Motor as Standard Equipment.

This material recognition of its Superiority obligates and encourages us to make the Dayton Motor everything that owners and manufacturers have come to expect.

In brief, we build Enduring Satisfaction into every Motor that leaves this plant, and results have shown that the 30 per cent. of manufacturing cost that is represented in Testing and Inspection of the Dayton Motor is appreciated by those who are building for Permanency.

Made in various Sizes for Full Line of Cabinets—from Lowest Priced to the Highest Grade Talking Machines

The Thomas Manufacturing Company
Dayton, Ohio, U. S. A.
are produced by the leading and largest concern of its kind in the world; by an organization whose sole and undivided efforts are devoted to the manufacture of Die-Castings exclusively.

Die-Castings are produced from virgin metals of our own alloying, and as a result of formulas especially developed for their use all talking machine parts of our manufacture are readily plated in Nickel or Gold in a most satisfactory manner by the usual electroplating methods.

Our resources and facilities enable us to offer to die-casting users the advantage of a Quality Product, an unfailing Service at an attractive Price.

C. L. MARSHALL & CO. EXPANSION

Michigan Distributors of Sonora Phonograph
Now Occupying New Quarters in Detroit—Ohio Sales Co. Also Open Offices in Cleveland—Interesting Chat With Mr. Marshall

Detroit, Mich., June 4—C. L. Marshall & Co., Michigan distributors of the Sonora phonograph, are now located in their new quarters in the Butler Building, 82 Griswold street. This is a very desirable location in the heart of the wholesale district, and the company was fortunate in securing this space, as during the past few months the demand for space of this kind has been much in excess of what Detroit has to offer. The third floor of this building is being fitted into offices, with space for display of the entire Sonora line, including period models. At the rear of the floor is a service and stock-room.

The Ohio Sales Co., Inc, Ohio distributors for the Sonora Co., of which Mr. Marshall is also president and general manager, will open their Cleveland office in the Beckman Building, 400 Superior avenue, N. W., about the middle of the month. The company's suite in this building is now being decorated and furnished and will consist of sales, service and display rooms. Fred N. Wyatt, who has had charge of the sales department for the past three years, will have his headquarters at the Cleveland office.

In a chat with The World Mr. Marshall commented as follows regarding the general business situation: "While we have not been able to nearly supply the demand for our machines, the progressive and aggressive policy of the Sonora Phonograph Sales Co. will relieve the situation before long, and we are making preparations to be in shape to handle all the business orders for immediate shipment. The important thing now is a stock of Sonoras. The Sonora semi-permanent silvered needle is meeting with great success in our territory, and the advertising has produced wonderful results."

NEW STRADIVARA AGENCY

A new Stradivara agency has been opened by H. C. Barenstecher, at 1503 Fourth avenue, Seattle, Wash. The latest records will be on sale, and a full line of needles and other accessories will be carried. Mr. Barenstecher has had a wide experience in the talking machine field, having been for eleven years manager of the talking machine department of one of the largest concerns in the city.

REAL LIVE PATHE ROOSTER

During Centenary Week in Memphis, Tenn., the T. J. Beasley Furniture Co., South Main street, gave a special exhibit of the Pathe line and arranged a very effective window display. The famous Pathé trade-mark was represented by a real live rooster dyed red for the occasion and placed on a record at the main entrance of the store. This attracted much interested attention from passers-by and aided greatly in the increased sale of Pathé goods and a knowledge of their musical possibilities.

INCORPORATED

The Majestic Phonograph & Cabinet Co., Chicago, Ill., has been incorporated with a capital of $10,000, by Louis L. Gould, Jacob Romaneczky, and Nathan Mendels.

DIAMOND POINTS and SAPPHIRES

LUCKY 13 PHONOGRAPH CO.
46 East 12th Street, New York
The People's Phonograph

Made by the makers of the Great American Piano for the Great American People

Here is the phonograph that is making friends all the way from New York to Los Angeles, and from Portland, Me., to New Orleans. It fills every requirement that you place upon a phonograph that must make good musically.

STODART Phonograph

It is made by the makers of the Stodart Piano, an all American product, bearing the same splendid reputation that the Stodart Piano has carried for over a century. The Stodart Phonograph has been making good for a long time, making sales for hundreds of dealers, keeping thousands of families musically happy.

The Stodart Phonograph is equipped to play any record without attachment. Its tone is rich and mellow, and has what critics declare to be the most perfect reproducing device ever conceived.

The enunciation is perfection itself. No phonograph, no matter what its advertising or its reputation, can surpass the Stodart for excellence of every kind of musical production. Violin, piano, voice, orchestra, band, etc.

THE STODART PHONOGRAPH CO.
100 Southern Boulevard, New York, N. Y.
Montreal, Can., June 1.—An interesting talk upon the inception, growth and development of the talking machine industry in America and Canada was delivered last week by T. R. Crayson, sales manager of the Columbia Graphophone Co., at the regular luncheon of the Kiwanis Club at Queen's Hotel. Mr. Crayson traced the development of the Talking Machine in the field of the early Edison, when the initial attempt to record sounds by means of smoked glass was made, up to the present time, when gramophones and dictaphones had become one of the most important factors in the social and business life of the community.

Mr. Crayson dealt at length on the remarkable strides made of late years by the dictaphones and Aeolian-Vocalions.

Outstanding features of the machine when he came in other makes, and by so doing would greatly facilitate and in his opinion it should be devoted more to make an impression on the consumer, in and the objections of the industry to retrospective and dance records.

Having traced the first ventures in the field from 1850, when the means of smoked glass was made, up to the time, when gramophones and dictaphones had become one of the most important factors in the social and business life of the community, Mr. Crayson dealt at length on the remarkable strides made of late years by the dictaphones and Aeolian-Vocalions.

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The Two Color Poster
(It came by mail)
on Your Window
and Sell More Records

PATHÉ FRÈRES PHONOGRAPHE CO.
E. A. WIDMANN, President

20 to 56 Grand Avenue
Brooklyn, N. Y.

These Pathé distributors are ready to give you real Pathé service

PORTLAND, ORE.
P. Seller & Co.

ROCHESTER, N. Y.
Rochester Phonograph Co.

ST. LOUIS, MO.
Hellman & Grimm

ST. PAUL, MINN.
G. Sammers & Co.

SALT LAKE CITY, UTAH
Salt Lake Hardware Co.

SAN FRANCISCO, CAL.
Western Phonograph Co.

YORK, PA.
Weser Piano Co.

TORONTO, CANADA
Pathe Freres Phonograph Company of Canada, Ltd.
"EUROPE'S BAND"

"One of the boys of our office went to war.

"On his return I asked him what American effort most impressed him and he answered JIM (Lieut.) EUROPE'S BAND.

"He said that the French and British bands would play and one would say to himself, 'what beautiful music! But when Europe's Band came along, no one, whatever his race, could keep still. There was that pep, that something of life and animation that made everybody want to do something."

Telegraphic Repeats Come Every Hour

Get these latest hits played and sung by Europe's Band and Soloists Exclusively for Pathe

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<th>No.</th>
<th>Title</th>
<th>Size</th>
<th>Price</th>
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<tr>
<td>22080</td>
<td>How 'Ya Gonna Keep 'Em Down on the Farm? (One Step). Chorus sung by Lt. Noble Sissle.</td>
<td>10 in.</td>
<td>$ .85</td>
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<tr>
<td>22081</td>
<td>Darktown Strutters' Ball (Medley) (Fox Trot)</td>
<td>10 in.</td>
<td>.85</td>
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<td>22082</td>
<td>Broadway &quot;Hit&quot; Medley. Intro. (1) 'I've Got the Blue Ridge Blues'; (2) Madelon; (3) Till We Meet Again; (4) Smiles; (Ja-Da) (Fox Trot).</td>
<td>10 in.</td>
<td>.85</td>
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<tr>
<td>22083</td>
<td>Moaning Trombones (One Step) Memphis Blues (Fox Trot)</td>
<td>10 in.</td>
<td>.85</td>
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<td>22084</td>
<td>Europe's Singing Serenaders Exhortation. (Jubilee Song.) Creighton Thompson and Lt. Jim Europe's Singing Serenaders.</td>
<td>10 in.</td>
<td>.85</td>
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<td>22085</td>
<td>Plantation Echoes (Coates). Vocal chorus by Singing Serenaders. Hesitating Blues (Handy) (Fox Trot).</td>
<td>10 in.</td>
<td>.85</td>
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<tr>
<td>22087</td>
<td>Russian Rag (Cobb) (Fox Trot).</td>
<td>10 in.</td>
<td>.85</td>
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<td>22103</td>
<td>Jazz Baby (Sissle-Europe-Blake). C. Creighton Thompson, Baritone. When the Bees Make Honey (Donaldson). Lt. Noble Sissle.</td>
<td>10 in.</td>
<td>.85</td>
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<tr>
<td>22105</td>
<td>Roll, Jordan, Roll. Lt. Jim Europe's Singing Serenaders. Ev'rybody Dat Talks 'Bout Heaven Ain't Goin' There.</td>
<td>10 in.</td>
<td>.85</td>
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Wire Your Repeat Order Now

PATHÉ FRÈRES PHONOGRAPH CO.
E. A. WIDMANN, President
20 to 56 Grand Ave., Brooklyn, N. Y.

Pathe Freres Phonograph Co. of Canada, Toronto
advertising these machine records? Dealers all over the country have tried various methods of advertising in their local dailies. The J. H. Ashdown Hardware Co., Ltd., after doing considerable experimenting, have found that it pays them to run a small separate advertisement on talking machine records and to advertise the name of only one Columbia record.

This firm has found that its results from this type of advertising have proven most satisfactory. They state that to advertise fifteen different records results only in confusion, whereas to pick on a very desirable title invariably brings a large number of people to the store, and very few of them leave with only one record. In other words, they draw people to the store to buy a single record and sell them a larger number.

R. H. Williams & Sons, Ltd., Regina, Sask., are now handling the entire list of Columbia records.

EQUIPMENT OF THE "STANDARD"

Praise for Meisselbach Motor Used in Equipment of Standard Player-Piano Phonograph

The Standard Pneumatic Action Co., New York, one of the country's largest manufacturers of player-piano actions, which introduced some time ago the "Standard" player-piano-phonograph, also publishes a valuable house organ entitled the "Standard Player Monthly," and in a recent issue of this publication it gave detailed information regarding the mechanical equipment of the instrument. It is interesting to note that the motor, tone arm and sound box commented upon so approvingly in the following excerpt are manufactured by the Meisselbach division of the Otto Heineman Phonograph Supply Co.

"This player-piano phonograph is equipped with a Meisselbach spring motor. We consider this the best and most reliable motor for the purpose. It is especially designed to do most efficiently the work required, and all of the gears and pinions and even the frame itself if especially heavy. Nothing but cut gears are used. The worm gear is hand-made, and the fiber gear in which the worm runs is especially cut to give the best results. The sulpho-bromide bearings, micrometric adjustments and nickel trimmings place this motor at the head of its class."

"The turntable in this phonograph runs nearly vertically, but is set at such a plane that it absolutely prevents the record from falling over. The tone arm is especially designed to give a full, round, deep tone, free from the scratch that is so annoying in many phonographs. It is of the universal type, and with its black die-cast base swings freely on its pivot bearings. The tone arm is so balanced that the needle runs firmly and smoothly along the sound waves. "In the selection of the sound box great care was taken to select one that gives a pure, rich, full tone. The sound box will not easily get out of adjustment and will give the best results on all styles of records."

NOW "AT HOME" IN NEW BUILDING

Boston, Mass., May 24.—The Jaquith Machinery Bureau, designers and builders of special machinery, are now established in their new building at 77-79 North Washington street, which affords considerably greater facilities. A. S. Jaquith, president of the company, reports that business is increasing steadily and that plans are under way to add many new machines. With the new facilities available the working force of the company has been increased five times over that of their former quarters.

FOREIGN DEPARTMENT ACTIVE

The foreign record department of the Pathé Frères Phonograph Co. is steadily gaining recognition throughout the country and dealers who have any demand for a phonograph, will find the GARFORD agency profitable and valuable.

THE GARFORD MFG. CO., :: Elyria, Ohio
The Talking Machine World, New York, June 15, 1919

Otto Heineman Phonograph Supply Co.
INCORPORATED
25 WEST 45th STREET, NEW YORK
FACTORIES ELYRIA, O.—NEWARK, N. J.
PUTNAM, CONN. SPRINGFIELD, MASS.

CHICAGO TORONTO SAN FRANCISCO

View in Power House at Elyria Works
Two 450 Horse Power Crocker-Wheeler Units
Are Working Day and Night Producing the
MOTOR OF QUALITY
Heineman-Elyria Phonograph Motors Are Famous the World Over
OVER A MILLION IN USE
At Your Service for Quality and Quantity

Otto Heineman
President

MEISSELBACH
TONE ARMS MOTORS SOUND BOXES
DEALERS’ ASSOCIATION OF PORTLAND SELECTS OFFICERS

E. B. Hyatt Re-elected President at Recent Meeting—Miss Larson Becomes Manager of Meier & Frank Co.—Visiting Artists Help Record Sales—Stradivara Recitals

PORTLAND, ORE., June 7—The Talking Machine Dealers’ Association of Portland held its monthly meeting on Tuesday evening, May 20, at the Hazelwood Restaurant. There were forty-four present at the meeting, which was one of the most enjoyable ever held. The purpose of this meeting was the election of officers, and E. B. Hyatt, president of the association, was re-elected. C. F. Johnson was nominated for president, but declined. Paul Norris was elected vice-president and C. A. Alphonse secretary. The speaker of the evening was E. W. Barlow, manager of the Stradivara Talking Machine Mfg. Co., who gave a very interesting talk on “Constructive Salesmanship.” L. D. Heeter, of the Columbia Co., also gave a brief talk, explaining the new policy of his house in regard to establishing its base in Seattle.

There are now thirteen demonstration rooms and two large machine rooms in the handsome new store of the Hyatt Talking Machine Co. The Brunswick is a big seller at this house; the demand as exemplified in sales by C. A. Alphonse and W. A. Bartlett is for high-priced goods.

A number of changes have been made in the talking machine department of the Meier & Frank Co. J. H. Matney, who has been manager of the department for some time, has resigned, and Miss Madeline Larson, who has been a saleswoman in the department for six years, has been made manager. Miss Larson is one of the most efficient young women in the business, and will probably make a successful manager. Mrs. Z. Baker, who was formerly with Sherman, Clay & Co., is now in the Meier & Frank record department, and her experience will be of great benefit to this house.

The Foley & Van Dyke Piano House has a talking machine department whose sales average up well. The World’s correspondent visited the store during the last week. An expensive Victrola and a $215 Pathé of the William and Mary period design were among the several sales closed. The record department, under Miss Metzger, is doing a splendid business.

A shipment of Edisons and a shipment of Columbia Graphophones has just been received by the Reed-French Co. Miss E. Reis, who is in charge of the record department, is making a fine reputation for herself as a saleswoman.

Mrs. Olga Moreland has resigned her position in the talking machine department of Foley & Van Dyke to take a similar position at the Remick Song Shop. J. H. Matney, who recently resigned as manager of the talking machine department of the Meier & Frank Co., is now with the Reed-French Co. He will look after the outside sales.

L. D. Heeter, who looks after the interests of the Columbia Graphophone Co. here, recently entertained F. K. Pennington and Frank Dorian, of the Seattle branch.

A handsome new office has been fitted up for James L. Loder, who is in charge of the Sonora department of the Bush & Lane Co.

There is a demand at the talking machine houses for sacred records—selections from oratorios, hymns, especially old-fashioned hymns; choral and sacred music of all kinds.

The employees of the Bush & Lane Co. had a picnic at Shepherd Springs last month, being the guests of the manager. The party went in automobiles, and after luncheon at Shepherd Springs various points of interest were explored on the Highway and a supper was enjoyed in the evening at Eagle Creek.

The G. F. Johnson Piano Co. is receiving shipments of Cheney phonographs, but not enough to meet the demand. Very interesting advertisements of the Cheney are issued by Mr. Johnson, and the record “list” of this house is among the most conspicuous and interesting in the daily papers.

John McCormack gave a concert on Wednesday evening, May 21, at the Public Auditorium and his records have been in demand to a greater extent than ever. It is very noticeable that the visits of popular record artists are exceedingly stimulating to the sales of their records. Madam Alda, Anna Case, Mabel Garrison, Lucy Gates, Pablo Casals, Galli-Curci and other artists who have sung for the Victor, Columbia and Edison talking machines and who have visited Portland this season have become more popular than ever before. The taste of the great mass of the people has been improved by the talking machine, and many who cannot afford to go to the concerts or who are prevented from going for other reasons find great satisfaction in the records, which so faithfully and artistically reproduce the music and which otherwise many could never hear.

M. W. Davis, manager of the talking machine department of Edwards Furniture Store, has placed on the market a liquid for cleaning, reviving and preserving phonograph records. This is an interesting development.

N. C. Collins has returned from a successful business trip in Eastern Oregon.

The Stradivara Co. gave a recital at the Powers Furniture Co. on Wednesday evening, May 21. This company carried the Victor, Brunswick and Stradivara machines. Wheeler Dodds has resumed his old position as manager of the talking machine department, and W. B. Maxwell, who managed the department so well during Mr. Dodds’ absence, is now in the receiving department of the store.

Columbia Display Fixture No. 7 sells records for you while you’re away. It does the whole job except wrapping them up.

Columbia Graphophone Co.
NEW YORK

The DeLuxe Stylus

The Best Semi-Permanent Needle Obtainable—Loud or Soft

With Reasonable Care

PLAYS 100 TO 300 RECORDS

No Scratch
No Hiss

Perfect Points—Perfect Tones

The DeLuxe is experiencing a Wonderful Sale
You can’t afford not to carry the DeLuxe Stylus

Write now for free samples, discounts and descriptive circulars, which we furnish for your mailing list

The Duo-Tone Co.
ANSONIA, CONN.
BEHIND the Stephenson Precision-Made Motor there is a plant, modern in every possible way. And every part of the Stephenson Precision-Made Motor is made here; no parts are manufactured in outside shops away from the supervision of the men who stand behind the business. And always in this plant, now in one department and now in another, is one of the principals of the business. Always watching out that every operation will be done as carefully, as painstakingly as he would do it himself; always instilling in the minds of the men in the factory that their work has earned for the Stephenson Motor an enviable reputation; that a standard has been established.

The Stephenson Motor is a Precision-Made Motor—and performance has earned for it that title.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City
TALKING MACHINE WORLD SERVICE

A department devoted to promoting retail sales — conducted by Robert Gordon.

Editor's Note — This new department will be devoted exclusively to helping retailers in the talking machine industry to solve the merchandising problems with which they may from time to time be confronted. Wherever in doubt as to the value of advice from the experts, write to Robert Gordon, care of The Talking Machine World, 373 Fourth avenue, New York City. Let him help you out of your difficulties. Robert Gordon, he is said, has under his direction a large coterie of experts, including the complete staff of The Talking Machine World and Talking Machine World Service. Communications will be treated in confidence of an unsolicited character, but in every event he will have at your command the advice and counsel of experts who have specialized in every phase of modern merchandising and who couple with this a vast practical experience in the talking machine industry. And note that we know each other; here's hoping we're all going to be the best of friends, and that Robert Gordon will prove a wonderful boon in the executive of your business. He can if you will give him half a chance.

EACH year $50,000 — yes, nearly a million dollars — is being spent by manufacturers in the talking machine business on sales literature, window material and dealer helps alone.

Mere printing and paper—the mechanics of the business—tools for the dealer to work with. A million dollars — to help you sell the goods they have already sold you.

If this sort of material is so valuable, certainly there would be still greater value in furnishing dealers with concrete assistance, in meeting their own problems of merchandising and advertising.

The aim of this department is to enable the dealer to use greater advantage the assistance furnished him by the manufacturer, especially to help him meet his individual problems of advertising and merchandising, in order that he may not only build a large business, but build it upon a solid and substantial foundation.

Effective advertising offers a very difficult problem for the dealer. It is an art requiring a high degree of special skill and training in order to obtain maximum results, and generally the dealer finds it impractical to engage a specialist in this field, or to lay out money for good illustrations, cuts, etc.

Likewise, in the domain of merchandising, good ideas, like all things of great value, are scarce and hard to obtain. If an idea is good, it will sell merchandise in California as well as in Maine.

To meet these two needs of the talking machine industry, The Talking Machine World inaugurates this month two new features: a complete dealer's advertising service, and a dealer's clearing house for merchandising ideas.

An announcement of the advertising service appears elsewhere in this issue. The merchandising side of the service will be developed monthly on this page, and also in more complete and detailed form in the advertising service, of which it forms a part.

PROBABLY to a great many dealers, it seems at first a rather inopportune time to create a department which will specialize on the promotion of retail sales. Many, in fact most, dealers are today confronted not so much with the necessity of finding ways and means to sell as of finding ways and means to keep customers satisfied who require a particular model of machine or a particular record until it is possible to deliver the thing especially desired.

The great demand which to-day cannot be met has caused the average dealer to be little more than an order taker.

Such a state of affairs is intolerable for the merchant who is only concerned over the future. The wise merchant starts his thoughts like all the others, but carries them through to a rational conclusion. He argues something like this:

"Confound it, we could do a $30,000 larger turnover if only the Blank Company would get us a few hundred machines of the models we need — of the models which we now have twenty sold, but can't deliver and therefore have to substitute a bastard machine, and if only the Blank Company would ship us the right quantities of the right records. I'll tell the whole world, it hurts to see so much A-1 business walk right by my door."

And then having worked himself up into a frame of mind that would make any manufacturer or jobber feel as though he were on the Hun end of a Yank charge, this same WISE merchant cools down and calms himself into a soliloquy of sound reason, which runs thus:

"After all, have I got any right to upbraid the people upon whom I depend for machines and records? Are they really to blame?"

"The more I think about it the less reason there seems to justify my being a chronic kicker. I may be losing perfectly good business, but anyway it is 'order taking' transactions and not real sales that I am producing. Before I start assaulting the sources of my supply, it is up to me to get out and energetically push, promote and close sales on models of machines and record selections that I have got and can get."

It is sufficient for the purpose of this article to seek one end, viz., the inducing of talking machine dealers to drop the hackneyed and non-profitable course of complaining about shortages and to take up the formation of sales promotion plans calculated to insure a good live, profitable business when stock of all kinds is quite plentiful.

This time is not now far distant, and it behooves every dealer to prepare by spurting up sales efficiency throughout his entire organization. More of this next month, when this department will be devoted to concrete suggestions on how to buck up merchandising efficiency in the face of a seller's market. In the meantime, get your mental airplane sailing above the fog, not through it.
"THE TRAINING OF A SALESMAN"

Volume on This Subject Written by William Maxwell, Vice-President of Thomas A. Edison, Inc., Attracting Considerable Attention

William Maxwell, vice-president of Thomas A. Edison, Inc., recently issued a volume entitled "The Training of a Salesman," which is attracting considerable attention not only in our industry, but every business man can find in it scores of ideas applicable to his own affairs. One of the most interesting reviews of this book recently appeared in the Boston Commercial under the caption, "Head of Selling Branch of Edison Concern Writes on Selling." The article read:

"The success of Thomas A. Edison is as often attributed to his ability in collecting the right kind of men around him for associates and co-workers as to his wizardry in electricity. The author of 'The Training of a Salesman' is one of the men Edison has gathered around him. He was selected because the great inventor believed that he could assemble and direct a selling organization that could find a market for the many various specialties that are continuously coming out of the New Jersey laboratories and factories.

"Selling Edison products, especially the newer ones, has always required something more than an 'order taker.' A man is not truly a salesman till he has broken new ground and opened new accounts. A good salesman creates the demand and the 'order taker' merely fills the demands that he finds already waiting for him. Mr. Maxwell is by necessity as well as by choice a salesman of the first order. This is why he holds down his job as head of the Edison selling organization.

"The Training of a Salesman' is written in a very simple, easy manner. It does not have any text book except "The Triangle." The book is full of incidents that have come to the attention of the author during his years of experience. These add a human interest so fascinating and refreshing as to make the reader forget that he is trying to improve his selling ability. The 221 pages of large, clear type pass off in a single evening's pleasure reading. After discussing how to size up a customer, the author goes on to suggest means of approach that he has found valuable, as well as different ways of overcoming indifference. He gives a chapter on closing the order which fairly sparkles with new ideas.

"The book should be bought by a salesman for the purpose of getting a close-up view of Mr. Edison if for no other reason. The study of the great wizard of electricity presented in the present volume is probably the most valuable that has been written. It is made by a constant companion and employee from close-up observations. Edison is presented as being as great a business man as inventor, a man with wonderful power of inductive and deductive reasoning and a student of the first order. He has a sublime confidence in his own infallibility which the author seems to think is wholly warranted. He has no confidence in others' writings or theories till he has checked them up with his own ideas and experiments. He has a system of his own for the judgment of men that seldom fails to secure the correct estimates of character and of ability.

"Every salesman should own this book. It contains words of counsel handed down from a man who has been able to sell himself to an astute judge and keep his account open."

THE TALKING MACHINE WORLD

JUNE 15, 1919

KESSLERMAN-O'DRISCOLL PROGRESS

Prominent Milwaukee Talking Machine Co. to Handle Pianos and a General Line of Musical Instruments—To Occupy New Building

MILWAUKEE, Wis., June 9.—The progress of one Milwaukee retail talking machine company which soon will branch out to embrace a line of pianos and general musical instruments is noteworthy. It is the Kesselman-O'Driscoll Co., which a few years ago established a Victor store on the northwest side of the city. The business grew so large that two years ago the company moved to the heart of the city, occupying a three-story building. Last fall the Edison line was added. Now the company will become a piano dealer as well. Arrangements have been completed for the erection of one of the finest music stores in America on the three-cornered property bounded by West Water, Wells and Second streets, and known for many years as "The Triangle." The company moved to the present location in order to give itself the advantage of one of the best locations in the city. It has been completed for the erection of a three-story building. The design is a memorable city landmark and is commensurate with the beauty of case design. It is made by a constant company and employee from close-up observations. Edison is presented as being as great a business man as inventor, a man with wonderful power of inductive and deductive reasoning and a student of the first order. He has a sublime confidence in his own infallibility which the author seems to think is wholly warranted. He has no confidence in others' writings or theories till he has checked them up with his own ideas and experiments. He has a system of his own for the judgment of men that seldom fails to secure the correct estimates of character and of ability.

"Every salesman should own this book. It contains words of counsel handed down from a man who has been able to sell himself to an astute judge and keep his account open."

NEW DEALER IN BROOKLYN

A recent addition to the talking machine dealers in Brooklyn is L. Everett, manager of the Flatbush Talking Machine Shop, 3135 Flatbush avenue. This concern carries the Columbia Grafonola and the Sonora, as well as a full line of records in all languages.

A new talking machine shop has been opened in Akron, O., by Cramer & Perrine, at Market and Arlington streets. Columbia Grafonolas and records will be featured.

The "LAUZON" Phonographs

are works of art and harmonize with the better types of period furniture—beauty of case design is commensurate with beauty of tone.

"Lauzon" motors and mechanical equipment are of the very highest class and most expensive made.

Nine Models from $80.00 to $450.00

PRICE for discounts and territory

NOTICE:—During the Grand Rapids Furniture Market—June 23rd to July 25th, "Lauzon" Phonographs will be shown in the ground floor, corner room of the National City Bank Building opposite the Pantlind Hotel. All models will also be on display in connection with the exhibit of Lauzon living room furniture, 5th Floor of the Keeler Exhibition Building.

Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

OFFICES

705 Ashton Building

GRAND RAPIDS, MICHIGAN

FACTORY

Monroe Ave. and 6th St.
TRADE HAPPENINGS IN IOWA


DES MOINES, IA., June 7.—Arrangements are forming for the Iowa Victor Dealers' convention to be held here on August 26 and 27. The executive committee, consisting of L. E. Spencer, Iowa City; J. Donohoe, Ft. Dodge; Jos. Britt, Boone; L. E. Cohe, Waterloo; W. H. Steaks, Grinnell, and R. McGregor, of Creston, will soon meet in this city and make definite arrangements for an interesting program.

Lieut. E. W. Lundquist has just returned from the service and taken up his work of traveling for Mickel Bros. Co. in Nebraska and western Iowa.

Arvid Nelson, for several years assistant manager of the Tri-City Piano Co., Moline, Ill., has taken over the management of the Davenport store.

E. E. Hobbs, manager of the Victor department of the Peacock & Baxter Furniture Co., Atlantic, and a member of the executive committee of the Iowa Victor Dealers' Association, passed away recently as a result of a severe case of Bright's disease.

Iowa Victor dealers are extending their sympathy to L. H. Hockspeier, New Hampton, on the loss of his wife.

H. A. Schlick, proprietor of the Schlick Music Store, Charles City, has sold his Victor stock and small goods to E. C. Bauman, who will continue the business under the old name.

W. H. Steaks, president of the Iowa Victor Dealers' Association, has moved into larger quarters and installed a fine new Victor department, consisting of two soundproof booths and a modern record room.

H. L. Peters has taken charge of the Victor department of the Duncan-Schell Furniture Co., Keokuk, to succeed H. A. Duncan, who becomes assistant manager of the store. Business with this company is brisk.

TONE ARM AND REPRODUCER

Beware of unscrupulous infringers. We intend to protect our rights and our customers by prosecuting all infringers.

No Springs
No Weights
To Adjust
Plays any Make
Record Perfectly
Made in
Four
Lengths

Its appearance alone, when attached to your phonograph, will greatly enhance the selling value of your machines, both to the trade as well as to the ultimate purchaser, and when it has been demonstrated on all of the different types and brands of records, the tonal quality of its reproduction will appeal to the most critical musician.

"Designed by an artist and manufactured by a master mechanic," is the apt verdict of a veteran in the phonograph industry. We are in position to supply the needs of a few more high-class phonograph manufacturers, and to guarantee prompt shipments.

Write us for prices and descriptive circular

THE EMPIRE PHONO PARTS COMPANY
Sales Office: 425 So. Wabash Ave., CHICAGO, ILL. Factory: CLEVELAND, OHIO
Address all inquiries to Chicano Office

USE AIRPLANE TO BOOK ORDERS

Marionville Dealer Places Order for World Phonographs With Airplane Representative

The appearance of the airplane used by L. E. Lines, of the Lines Music Co., Springfield, Mo., to advertise the World phonograph, caused quite a sensation in Marionville when it arrived on a Saturday afternoon. The town had been well circularized before the event, giving publicity to the fact that a representative of the L. E. Lines Music Co. was coming to book an order for these machines with the local dealers, Burney & Biddlecome. On the automobiles, which were used by the dealers to bring their friends to the landing field, were appropriate signs bearing on the qualities of the World phonograph and the merits of the airplane over all other means of transportation. The entire affair was, in every respect, a stupendous success.

ANNOUNCEMENT TO THE TRADE

We take pleasure in announcing that on and after this date we will operate as

Exclusive Wholesale Victor Distributors

CRESSEY & ALLEN

534 CONGRESS STREET PORTLAND, MAINE
GREAT GATHERING OF EDISON DEALERS IN CINCINNATI

Annual Meeting of Representatives of Phonograph Co. of Cincinnati Attracted Large Assembley —Important Matters Transacted—Vocalion Trade Expands—Short Stockage Still in Evidence

CINCINNATI, O., June 7—One of the events in the local talking machine trade recently was the annual meeting of the representatives of the Phonograph Co. of Cincinnati held in this city the middle of last month, with Manager L. H. Oelmann, of the local trade store, as master of ceremonies. Many subjects of exceeding interest to Edison dealers, and to the trade as a whole, were discussed in a most enlightening way, and everyone present seemed to be well pleased with the results of this gathering. The meeting was one of the largest ever attended by Edison dealers in the Middle West, and among the houses represented were: Alma & Doepeek Co., Cincinnati; O.; Anderson-Newcomb Co., Huntington, W. Va.; M. N. Billings, Chillicothe, O.; Ballyeat Funeral Co., Van Wert, O.; J. A. Beatty & Son, Xenia, O.; C. F. Brower & Co., Lexington, Ky.; Louis Burkart, Covington, Ky.; J. S. Case. Logan, O.; George H. Cox Co., Owensboro, Ky.; Comstock Drug Co., Horse Cave, Ky.; Earhart's Drug Store, Lawrenceburg, Ky.; Frankins, O.; A. F. Frenzel Piano Co., Cincinnati, O.; A. T. Fritzwater & Son, Cincinnati, Ky.; George F. Gross, Cincinnati, O.; Greenfield Piano Co., Greenfield, O.; Goodycoors Drug Co., Bluefield, W. Va.; Hibbard's Music Shop, Athens, O.; Howard R. Huston, Bremen, O.; W. H. Hesket, Columbus, O.; C. H. Hutchinson, Ripley, O.; Hildreth Book Store, Wilmington, O.; J. F. Huntington Co., Chillicothe, O.; George S. Hux, Cincinnati, O.; O.; L. C. Miller, College Corner, O.; Morehouse, Muncie, Ind.; A. S. Mullins, Marion, O.; W. S. Newman, Bucyrus, O.; Mrs. Lang, of Lang-Harover Co., Manchester, O.; L. S. Adams, Vevay, Ind.; W. J. Crutcher, of the Island Creek Stores, Holden, W. Va.; H. B. Hatson, Ryegate, O.; Fred Bailey, Washington Courthouse, O.

The feature film "Mickey," which is being shown at the Grand Theater June 1 to 14, is giving the local Columbia branch an admirable opportunity to connect up with a live publicity stunt. C. L. Crandall, of the Big Feature Rights Corporation, of Pittsburgh, has been in town for several days co-operating with the local Columbia management in featuring "Mickey" in all the music stores in town. The Mabley & Company has given up one of their large windows on Vine street directly opposite the Grand Theatre for "Mickey" displays. The Grafonola Shops have a unique window dressing, and many other dealers in downtown Cincinnati are also going the limit with window trim, newspaper advertising, etc. As a result the demand for "Mickey" Columbia records is growing rapidly and dealers are placing large stocks to take care of the demand.

Miss Lucy Gates, the distinguished coloratura soprano, who, by the way, records exclusively for Columbia records, was a visitor to Cincinnati on Tuesday, May 27. Miss Gates came to town for a conference with Manager Thiele, of the Cincinnati Symphony Orchestra, and obliged the Columbia branch by making a trip among dealers of Central Ohio and spending considerable time with each one, instructing them in the many phases of record selling.

Improvements in the local Columbia branch are still under way, and they are being pushed rapidly to completion, due to the fact that General Sales Manager E. W. Hopkins has

SOUTHERN TEXAS DISTRIBUTORS

SMITH-WOODWARD PIANO CO.
1017 Capitol Avenue, Houston, Texas

The Belcanto Company, Inc.
2007 Bush Terminal Sales Building
130 West 42nd Street, New York
promised a visit to Cincinnati when the improvements are completed.

General Manager H. L. Willoon, of the executive office, New York, stopped over in Cincinnati a day or two last week.

The Grafonola department of Mably & Carrew Co. has been considerably improved by the addition of a fountain in the center of the department. The water plays over colored lights, and small turtles and fish disport themselves much to the enjoyment of the small children who accompany their parents to this popular music department for Columbus records.

The Grafonola Shops, Inc., 117 West Fourth street, the exclusive Columbia dealers, have made a push on children's records during the present and past months. Manager Pultle put some of his original ideas into his window trim and tastefully arranged several small chairs and tables in the window in such a way that it invited the admiration of all passersby.

New Columbia dealers listed during the past two weeks are the Kermit Pharmacy, Kermit, W. Va.; Miller Bros., Malta, O., and J. Tiller & Sons, LaFollette, Tenn.

R. B. Foster, formerly of the Corona Sales Co., Columbus, O., has been appointed Dictaphone sales manager for the local Columbia branch. He succeeds Mr. Arrington, who resigned. Special Representative W. C. Kohin, of the New York office, has been in Cincinnati introducing Mr. Foster to the trade.

PRIZE CUP FOR HEINEMAN SALESMAN

S. A. Ribolla, Manager of Chicago Branch of Otto Heineman Co., Wins Prize for Greatest Volume of Sales Made During Past Year.

About a year ago Adolph Heineman, vice-president of the Otto Heineman Phonograph Supply Co., Inc., was the guest of honor at a dinner given to celebrate his sixtieth birthday. At this gathering there were present the managers and traveling representatives of the company, together with several of the presidents and directors of the financial institutions which handle the vast Heineman interests.

Among the latter was H. Rosen, a director of the Harriman National Bank, who, in addition

JOIN IN TRADE PROMOTION TOUR

Fred E. Yahr, One of Ninety-five Leading Business Men of Milwaukee Who Recently Made Interesting Trade Promotion Tour

MILWAUKEE, Wis., June 9.—Fred E. Yahr, president of the Yahr & Lange Drug Co., 207-215 East Water street, Milwaukee, distributor of the Sonora phonograph in the Wisconsin and Northern Michigan territory, was among the ninety-five leading business men of the city who participated in the seventeenth annual trade promotion tour conducted June 2 to 9 by the Jobbers' Division of the Milwaukee Association of Commerce. The party traveled in a special train and covered 1,000 miles in the six days, reaching into virtually every part of the State. The excursions were instituted in 1901, but were omitted in 1912 and 1918 because of the war. The object is to enable Milwaukee wholesalers and jobbers to meet retailers of the State on their own thresholds and form or renew intimate acquaintanceships which will result in tying the merchants closer to the jobbers than would be possible in any other manner. The plan has proven very successful.

Harry T. Young, representing the Chicago Hinged Cover Support & Balance Co., spent several days in the Milwaukee trade during the latter part of May. Mr. Young was able to add several manufacturers to the list of those who use the Chicago device as regular and standard equipment on their reproducing instruments.

TO HONEYMOON AT ASBURY PARK

Oscar Zepernick, of the Cabinet & Accessories Co., Inc., will spend the latter part of June at Asbury Park. The vacation will immediately follow Mr. Zepernick's marriage. The honeymooners will return to their attractive new home on Long Island.

A DELAWARE CORPORATION

The Stratman Talking Machine Co. has been incorporated in Delaware with a capital stock of $200,000. The incorporators are M. M. Lucey, C. Heilog and Ferris Giles, of Wilmington.

“Distinguished Service” to talking machine dealers is rendered by these 3 patriotic “Talking Books”

SUBMARINE ATTACK—A U. S. transport, attacked by the sea pirate, defeats and sinks the enemy. A thrilling story!... 30c.

THE BATTLE OF THE MARNE—The record gives the glorious part in the Allied triumph—story by Dr. Newell Dwight Hills—recitation by Russell Hunting on two large size records, with full military band. ... 50c

THE VICTORY BOOK—An epic of America's glorious part in the Allied triumph—story by Dr. Newell Dwight Hills—recitation by Russell Hunting on two large size records, with full military band. ... 1.50

TALKING BOOKS are earning real MONEY for the Dealer


TALKING ANIMALS and FIGURES

25c. each

With record attached—Talking Parrot, Mocking Bird, Uncle Sam, Watermelon Coon, etc. Regular releases issued monthly. Write for illustrated catalog and full information.

TALKING BOOK CORPORATION

1 West 34th St., at Fifth Ave., New York

Exclusive Export Distributors

EMERSON INTERNATIONAL, Inc., 160 Broadway, New York
TRADE IN LOS ANGELES SCORES HIGH-WATER MARK

The Past Month Showed Steady Advancement in
All Branches of the Business—Stock Is Com-
ing in More Plentifully and Dealers Are Com-
mencing to Get Art-Trade—News of Month

Los Angeles, Cal., June 4.—The talking machine dealers of the city have just wound up another very satisfactory month of business. There were, however, in May, short periods of slight dullness, but the net results, nevertheless, are found to be quite satisfying. In fact, several of the houses are again announcing that a new high-water mark has been established. Record sales have been especially good. The three concerts given here during the early part of the month by John McCormack naturally helped to boost the sales of the artist's records considerably, and there is also a big local demand for the late popular numbers. The month has found the dealers particularly liberal in the use of newspaper advertising space. The establishment of new agencies and new firms has also been a rather notable feature of the past month.

Talking Machine Dealers Meet at Dinner

The regular monthly meeting of the Retail Talking Machine Dealers' Association of Southern California for May, which as usual was held on the evening of the second Tuesday, took the form of a banquet at the Hotel Clark, with twenty-two of the members present. The dinner was followed by an open discussion of various matters pertaining to the trade.

New Phonograph Jobbing Company Organized

Founded for the purpose of conducting a job-
bing business in phonographs, records and ac-
necessories, the Western Jobbing & Trading Co., has recently been organized in this city, with offices at 724 South Broadway. The company, formed on a partnership basis, is owned by Clen-
ence A. Barker, Lawrence Barker and Earle Barker, and is under the general management of John W. Boothe, who is also manager of the music department of Barker Bros., furniture dealers. The firm enters business as the South-
erm California distributor for Sonora phonographs and needles and Mandel phonographs, and as jobber for the State of California for Emerson records. Other lines will probably be arranged for later. Geo. J. Birckel, who is assistant to Manager Boothe, and H. E. Berryman, formerly with the Victor branch here of Sherman, Clay & Co., has been employed as traveling repre-
sentative.

Dealers Greatest Victory Bond Quota

The music dealers of this city exceeded the quota of Liberty Loan bonds allotted them in the recent drive by about 48 per cent. The amount expected from the trade was $75,000, and the amount actually subscribed was $112,-000, or about $37,000 above the quota. The largest amount taken by the trade in any previous drive was $85,000, in the fourth.

Glockner Co. Adds Mandel Line

The Wm. L. Glockner Music Co., in addition to representing the Edison line of phonographs and records, has taken the agency also for the Mandel phonographs and the Emerson records. The new agencies were arranged for through the Western Jobbing & Trading Co.

Herman Beck Joins Platt Music Co.

Herman Beck, who for a number of years has been manager of the Victor department of the Geo. J. Birckel Co., severed his connection with this company on May 31, and has become the new manager of the talking machine department of the Platt Music Co. Mr. Beck was one of the organizers of the Retail Talking Machine Dealers' Association of this city and its first president, his term expiring in January of the current year. He is regarded as a most capable talking machine man.

Geo. J. Birckel Co. Adds Columbia Stock

The Geo. J. Birckel Co., in addition to maintaining its Victor department, has put in a complete line of Columbia Grafonolas and records. The initial stock amounts to about two hundred machines. The added department was first announced to the public on May 11, through the local newspapers with an ad five columns wide and about fourteen inches deep. The company anticipates doing an especially good lot of business with the Columbia art models.

New Music House to Handle Columbia Line

Richardson, Inc., is the name of Los Angeles' newest music house, which is located at 607 West Seventh street. The store opens for business early this month. It is centrally located, and the quarters are most attractive. The company has arranged to carry a complete line of Columbia Grafonolas and records, and also has the agency of the Baldwin line of pianos. The talking machine department contains seven attractively designed soundproof demonstrat-

MICA

"A Million A Year"
WHAT'S YOUR SHARE OF DIAPHRAGMS OF BEAUTY
—Phonographically Speaking—They Talk for Themselves—
Manufactured for over ten years for the larger consumers by the
INTERNATIONAL MICA COMPANY

Factory and Sales Dept. | 1228 Filbert St., Philadelphia, Pa.

Send for samples and quotations now and eliminate your diaphragm difficulties

HERE IT IS

THE FLETCHER UNIVERSAL TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES $8.00

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

(Continued on page 91)
EDGAR SLOAT, formerly with the music department of Barker Bros., has become the new manager of the Pathé phonograph department of the Goodyear-Jenkins Furniture Co.

Jack Borris, who has just returned from nine months' service in France with the 316th Engineers, is back in the employ of the phonograph department of the Starr Piano Co.

STORIES OF THE STUDIOS

Two Happenings Full of Human Interest That Might Be Picturized to Advantage

The advertising department of the Otto Heineman Phonograph Supply Co. recently received two humorous accounts of incidents at the OkeH recording studios, which Advertising Manager Schwartz relates in the following interesting way:

Sam Ash brought his little tot to the OkeH recording studios, assuming that the kind young lady in the office would watch over his junior while he would record "Girl of My Heart." The little one had other plans and began to plead:

"I'll be good, Daddy, honest I won't move—"—Hager, the music director, Hubbard, the recorder, and Daddy Ash were all so moved by the fervent plea that the little Ash was ushered in. The child was all ears—but no mouth until—yes, until his father changed a part of the song as per understanding with Mr. Hager.

The little one, who knew the song by heart, as Daddy sang it at home, could not see the celebrated Daddy go wrong, so he jumped down from his seat, ran over to the surprised artist and yelled above the orchestral accompaniment: "It's wrong, Daddy! It's all wrong!"

Next moment the kindly young lady in the office was mothering the tot. "Never mind, sonny, never mind." The child boohooed full force, and, while he insisted that "Daddy is wrong—I know he is," inside Daddy sang another record for "Girl of My Heart."

They were recording "A Little Birch Canoe and You"—the Sterling Trio—of course. Each man was minding his own business and getting along splendidly when, just before the beginning of the beautiful chorus, Burr, who has gotten the habit of doing a bit of humorous paddling stunt at that point, unconsciously began to go through the motions. No one dared to whisper "stop it," so went on paddling his own canoe same as he did in public renditions of the song.

The stunt caused such mirth that eventually grins turned into smiles and finally the smiles developed into a roar of laughter, musicians, artists and director all joining in the chorus of mirth—all except—except Burr, who for a few seconds kept on paddling unconscious of the joke on him. That's another OkeH record which never saw daylight.

CO-OPERATING WITH THE DEALER

Peerless Album Co. Tells of Its Plans in Stimulating a Demand for Record Albums

The Peerless Album Co., New York, manufacturer of "Peerless" albums, has completed a practical system of cooperation whereby it gives the dealer assistance in stimulating the demand for record albums. The company recently prepared an attractive circular containing suggestions which if utilized by the dealer can not fail to produce inquiries and sales for record albums. Philip A. Ravis, president of the company, has been associated with the talking machine industry for a number of years, and his practical knowledge of the dealers' requirements is proving an important factor in the success achieved by Peerless albums.

THE TALKING MACHINE WORLD

GRAND RAPIDS, BRASS CO.
GRAND RAPIDS, MICHIGAN
The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records correctly, with no change of parts.

Whether you prefer the charm of some singer or some colorful orchestral number, the patented Steger tone-arm and Steger tone chamber insure perfect reproduction of every tone. This Phonograph is encased in the beauty it deserves.

Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete—and are in a position to ship all styles in the various woods immediately.

PHONOGRAPh DIVISION

STEGER & SONS
PIANO MANUFACTURING COMPANY
Founded by John V. Steger, 1879
Steger Building
Chicago, Illinois

Distributors
IVER JOHNSON SPORTING GOODS CO.
155 Washington St., Boston, Mass.
SMITH & NIXON COMPANY
306 W. Walnut St., Louisville, Ky.
STEGER & SONS
Steger Bldg., 867 Broad St., Newark, N. J.
TRADE GROWS IN KANSAS CITY DESPITE SOME HANDICAPS

KANSAS CITY, Mo., June 6.—The talking machine trade in this city and territory has been exceptionally large during the past month, according to the dealers. The trade has shown a tendency to continue to increase, but the dealers are not experiencing the handicap that at first manifested itself when a shortage of stock became apparent. Shipments are arriving in good time and very little difficulty is being experienced. The shortage is almost entirely confined to a few single styles of machines of many different makes, although there is some difficulty in keeping a sufficient supply of the more popular records in stock.

The remarkable feature of the trade here during the past month is that, despite the fact that the weather conditions were very bad, business continued to increase. The month of May this year brought a greater precipitation of rain than it has for many years and the entire month from a weather standpoint could be characterized as a gloomy one, indeed.

The Victor and Columbia department at the Smith, Barnes & Strohber Piano Co.'s branch has been increasing rapidly during the past few months. This is practically a new addition to the company's business here, and, of course, has not been developed to the extent that the piano business has. However, W. J. Simonson, manager of the branch, reports that the business has grown remarkably, and that he is planning to feature it in such a way as to encourage its growth so that it may become something of a separate institution in connection with the piano business, and a special sales force may be assigned to that business entirely. Up to the present time the sales force of the Smith, Barnes & Strohber Piano Co.'s branch has been handling both the piano and the talking machine business. The talking machine business at the present time is nearly large enough to justify a change in the method.

W. J. Watkins, of the Watkins Music Co., Independence, Mo., recently acquired the Metropolitan Hotel in that city. He has already made arrangements for the remodeling of the structure and plans that it shall house his business, which is now cramped by small quarters on the north side of the Square. Mr. Watkins has one of the largest Victor agencies in this part of the country in proportion to the size of the town.

Fred C. Comer, assistant manager of the Starr Piano Co.'s branch, is an enthusiastic sportsman and declares that a man can find recreation in fishing and hunting, and also a philosophy that is of a helpful nature to any one engaged in the talking machine business.

J. W. Jenkins, III, and Burton J. Pierce, of the J. W. Jenkins' Sons Music Co., recently returned after representing the firm on the "Victory Special," which was the twenty-eighth annual trade extension tour of the Chamber of Commerce of Kansas City. The trip took the representatives of most of the leading business houses and industrial corporations of Kansas City through many towns of Kansas, Missouri, Oklahoma and Texas, where many stops were made for luncheons and speaking engagements.

The new establishment of the J. C. McDonnell Music Co. has been completed. The interior of the store is done in white enamel and is particularly attractive. William R. Berry, manager of the company, reports that the business has been a great deal better than the company anticipated. The concern is placing on the market here the "Dolokia," which is made in two styles, both of cabinet design. The cabinet work is done in this city and the machine is assembled and finished at the McDonnell Music Co., a Sol motor being used. Up to the present time the company has confined itself strictly to a small retail plan, but intends to branch out into the wholesale business about July 1.

The Smith, Barnes & Strohber Piano Co.'s branch has been exhibiting in its large display window a machine which the company accepted in trade. It is one of original design, though of apparent amateur construction. The cabinet has been made of branches, and a small electric light placed in the top of the machine makes it ready for use at night or in a cabin in the woods. A small Columbia machine was dismantled and installed in the cabinet.

Nellie Williams, manager of the Victrola department at the Jones Store Co., reports that the business the past month has been active.

The Edison Shop during the past month has met with an extremely gratifying situation in its business. This is attributed directly to the recent meeting of the Edison dealers held in this city for a discussion of general business principles. The meeting seems to have brought forth a greater understanding among the dealers, and with such an understanding it is apparent that the work is going to be characterized by more harmony and co-operation.

ATTRACTIVE WINDOW DISPLAY

The Wylie B. Allen Co., Portland, Ore., has been advertising the popular song, "How Ya Gonna Keep 'Em Down on the Farm," with novel window decorations which answer the question. The window at the corner of Broadway and Morrison street has been made one of the most attractive in the city by Manager Case, and is arranged to represent a scene in the hay fields on the farm showing a farmer lad listening to the strains of the song on the Victrola. The Victor dog is used to good advantage in the display.

Phonograph Posts, Domes, Moldings, Etc.

Cabinet legs, domes, etc., standard size shipped from stock. Special sizes made to order.


Cabinet hardware, hinges, lid supports, needle cups, knobs, etc.

Indiana Phonograph Supply Co.
Baldwin Block, Indianapolis, Indiana

An Excellent List of Victor Records

C. BRUNO & SON, Inc.
351-353 Fourth Avenue
NEW YORK
We do not Retail

Second Series
of our New Service Envelopes
For Selling Victor Records

We Will Gladly Play Any Record For You

Victor Distributors to the Dealer only
351-353 Fourth Avenue
NEW YORK

CLIP AND MAIL TODAY
Send Me Details of Your Record Envelope Service.

Name
Address
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

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

ENVIRONMENT AND REPRODUCTION

Coming from the rooms where all sorts of talking machines are being exhibited in connection with the annual meetings of the Music Industries Chamber of Commerce and of the constituent societies thereof in Chicago, one is struck once more, and more than ordinarily, with the very obvious fact that environment has everything to do with the success or non-success of talking machines. The statement may appear rather too completely obvious, but it covers more than would at first be implied by a hasty consideration. In a word, there is enough concealed within to make a worthwhile appeal to the retailer for further consideration of a matter in which too little attention is usually directed.

I am well aware that every modern talking machine store which assumes to do a good business in a way goes in for small recital or demonstration rooms intended to reproduce the atmosphere and acoustic conditions of the home in which the prospective customer is to place the machine when the same has been purchased. But that does not alter the fact that there is a good deal more to the question of getting the most out of the reproductive possibilities of talking machines than the mere enclosure of them in individual demonstration rooms. The whole question of environment is one which merits the most careful study and rooms for demonstration when the store building is fitted with individual demonstration booths or rooms.

The Home Environment

But in point of fact the home environment means a good deal more than just this. The demonstrating booth is not only indeed necessary; it is absolutely necessary. But there is more to the question of environment than just this.

Those who have studied the science of acoustics are well aware that the relation of this science to the art of architecture has not yet been entirely cleared up. It still remains that the vastly greater number of buildings are badly designed for the purpose of hearing, whilst business buildings are nearly always extremely bad in this respect. Echoes, reverberations, external and internal noises of all sorts abound, and even when the store building is fitted with individual rooms for demonstration its primitive virtues of construction are only lessened, not at all cured.

Studying the Acoustics

Now I am firmly of the opinion that the retail talking machine store which is to show off the tone and the reproducing capacities of its machine to the best advantage must be studied in respect of its acoustic qualities much more closely than is usually thought necessary. The very first thing needful is to banish, as far as possible, all external noises from the talking machine department. This cannot be done by rugs and hangings alone, although rugs and hangings are useful enough in their way. They have, however, the disadvantage of muffling sound, and a room in which they are very prominent is never a good room for the display of talking machine reproduction.

Building Construction

The foundation of the acoustic plan of a store should be seen in the solidity of its construction and in the avoidance of the kind of construction which lends itself to external noise, echoes, etc. Such construction is found in many conditions of the ordinary building. Wood floors with thin partitions are extremely bad for acoustic purposes, and whenever possible brick fillings, sawdust or other fillers should be used to block off noises from room to room and from partition to partition. Concrete floors are more solid, but are decidedly echoish, and should be damped by the use of rugs and mattings of soft texture. Leaky windows must be made solid and similar precautions taken.

Booth Design

When the store has been so treated as to render the amount of unnecessary incidental and externally-leaking noise as little as possible, attention may be turned to the design of the demonstration booths. Nothing can be added here to improve in any way the already excellent methods of construction adopted in the well-known Unit System booths so often largely used in modern retail stores for demonstration purposes. But it may be well to add, for the sake of those who propose to make their own demon-

Emerson INTERNATIONAL RECORDS

Double Disc—SUPERIOR QUALITY

Play all Phonographs—No Attachments.

Clearest Recordings—Foremost Artists.

Prompt Delivery—Merchandisable Couplings.

NOW READY—Polish, Italian, Hebrew-Jewish, Czecho-Slovak (Bohemian), Russian-Ruthenian

IN PREPARATION—Spanish, Portuguese

NEW RELEASES in all languages from time to time.

A special "International" catalogue, containing the most wonderfully recorded instrumental and operatic records, is now being prepared—records that will sell anywhere and any time.

EMERSON RECORD SALES CO., INC.

64 West 45th Street.
New York, N. Y. (Metropolitan District)

EMERSON EMPIRE STATE,
212 So. Warren St.
Syracuse, N. Y.

EMERSON PHILADELPHIA CO.,
Parkway Building, Broad & Cherry Sts.

EMERSON INTERNATIONAL, Inc.

4018 Jenkins Arcade,
Baltimore, Md.

EMERSON DISTIBUTORS:

EMERSON RECORD SALES CO., INC.

4018 Jenkins Arcade,
Baltimore, Md.

EMERSON MICHIGAN CO.,

1099 Chene St.
Detroit, Mich.

EMERSON INTERNATIONAL, Inc.

366 Fifth Ave., New York, N. Y.

LOUIS D. ROSENFIELD, Mgr. of Repertoire

"THE FOREIGNER WILL FIND WHAT HE LIKES ON EMERSON RECORDS"

EMERSON NEW ENGLAND, INC.

111 W. Broad St.

EMERSON NEV. ENGLAND, INC.

416 Jerry Avenue,

EMERSON INTERNATIONAL, Inc.

160 Broadway, New York, N. Y.

EXPORT OFFICE

EMERSON INTERNATIONAL, Inc.

160 Broadway, New York, N. Y.

Write to the Distributor in your territory today for Catalogues and information and send him your order.

DISTRIBUTING RIGHTS for State of Ohio open.
The Russian Balalaika Orchestra plays the Columbia Novelties this month. Everyone is watching Russia. E-2860.

Columbia Graphophone Co.
NEW YORK

The furnishings of demonstration rooms should be chosen with the greatest care. Too much attention simply cannot be lavished upon the details. Each machine should be placed in a room where the color and style of the furnishings agree with it, and every effort should be made to reproduce the general outline of the ordinary prosperous home. We do not want pomp and luxury shown, for these strike a jarring note.

Some of the above may appear to be childish, but experience proves that every recommendation here made has its basis on proved facts.

Minimizing Scratch

Now it must be remembered that the wise demonstration will always do everything possible to minimize the mechanical scratch which, in some form or another, to more or less of an extent, is always heard in talking machine reproduction. Let the room be large enough, the chairs placed as far away from the machine as possible and the construction such as rigidly to exclude outside noises. Then, if the demonstration seems to it that the prospective customer is placed always in a position to keep his ear from the direct line of the horn, the best results will be obtained.

Some of the above may appear to be childish, but experience proves that every recommendation here made has its basis on proved facts.

Furnishings

The furnishings of demonstration rooms should be chosen with the greatest care. Too much attention simply cannot be lavished upon the details. Each machine should be placed in a room where the color and style of the furnishings agree with it, and every effort should be made to reproduce the general outline of the ordinary prosperous home. We do not want pomp and luxury shown, for these strike a jarring note which should be avoided. The vast majority of one's customers are persons of moderate income who do not live in palaces.

What is wanted, as said before, is to make the prospect feel thoroughly at home and to awaken the feeling, "How nice this machine looks in this room and how much I should like to see it in our room at home. It would look just like it does now." From look to sound is but a short step.

These recommendations and observations may seem to some to be unimportant, but a little thought will soon lead to the reflection that they are, on the contrary, very important indeed. The environment is everything in selling music. That is the one most important fact to be considered. Everything we can do to render the acoustics of a store better adapted to the purposes of the talking machine, every precaution we can take to keep out interrupting sounds and other interferences, every idea we can put in operation to bring the talking machine before the public in a manner which will center attention upon its virtues without interruption or disturbance, will make for better business.

Environment is everything. Keep this fact in mind.

ISSUES TIMELY JUNE POSTER

The window display material which the Sonora Phonograph Sales Co. is offering to its dealers is attracting much favorable comment.

Sonora Co.'s June Poster

both from dealers and the public. It is impossible here to show the beautiful colorings of the June poster, which is a symphony of moonlight, roses and a summer lake, but the accompanying illustration will give some idea of its attractiveness.

As one Sonora dealer stated: "There is only one trouble with the Sonora posters. They are so remarkably good that we don't want to accept anything less beautiful if it should be later offered to us by someone else."

COLUMBIA DELEGATES IN CINCINNATI

Recent Convention Largest in History and Attended by Delegates From Four States

CINCINNATI, Ohio, June 5—The convention of Columbia dealers in this city yesterday was a great success and was the largest in the history of the trade. Delegates from four States were present in large numbers and were enthusiastic over the prospects for a banner year. Many expressed their appreciation of the work done by the co-operation of all branches of the trade in making this the best convention ever. This meeting was held under the direction of F. F. Dawson and R. N. Smith. Addresses were delivered by George W. Hopkins, general sales manager of the Columbia Co.; W. A. Willson, educational manager of the Columbia Co., and H. E. Book, of the repair department.

The Music League of America was recently organized in New York, which has for its aim the furtherance of the public good through music.

The Phono-Movie

which made its debut before the trade last month has been accepted as the most clever novelty in the talking machine field.

Have you secured your supply?

A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the records are played. Most entertaining to watch because of its ever-changing action. Adds greatly to the "pep" of the present "jazz" records. As a novelty it sells itself, by placing it on the machine when playing dance records to customers.

PHONO-MOVIE & SUPPLY CO.
36 East 23rd Street
New York
Two Largest Cities

NEW YORK
TALKING MACHINE CO.
CHICAGO

Two Largest Victor Wholesalers
June 15, 1919

**THE TALKING MACHINE WORLD**

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**FROM OUR HEADQUARTERS**

**CHICAGO, ILL., June 9—**The general wholesale situation cannot be said to have been materially changed by any event of the past month. The preponderance remains on the side of demand, with supply lagging more or less painfully in the rear. That such an abnormal condition is not to be permanent is, of course, already an axiom, but one notes that dealers at least are less concerned about a reversal to old-time conditions than are manufacturers. In a way this is natural, for the dealer cannot be much blamed for wanting to find the traveler camping on his doorstep again begging him to take his goods. Of course, the condition in this respect has never been in the talking machine industry what it has been in other branches of the music trade, especially in the piano business. Still, the retailer would like to see the day of "demand less than visible supply" once more dawning; nor has he lost hope that this event will come into existence before so very long.

Meanwhile, one observes a most interesting tendency to increase the number of retail stores throughout the Chicago district. The new and rapidly growing Northwest residential district is blossoming out in all directions, and a number of new talking machine stores have been opened within the last few weeks in this large district. The fashionable Wilson avenue region is likewise showing a remarkable increase in the number of its small exclusive talking machine retailers, and other districts are not slow to follow. What all this portends is clear enough when we add the further observation that a number of the recent stores are branches of established downtown houses. This shows that the established Chicago merchants perceive plainly that the growth of demand on the part of the public for talking machines and records is a natural phenomenon and certain to become a permanent one. Chicago, it is true, has not exactly showed, up to date, the same abounding retail prosperity which has characterized the rest of the country, but this is due to purely local conditions which are, even now, in process of remedy. That the retail prospects for the summer and fall are splendid can be judged from the activity described above, which plainly indicates that merchants of established repute are going into the matter of expanding their equipment to tap the domestic demand which is beginning to show so strongly throughout the residential districts of Chicago.

This city is just now experiencing a great revival of residential building. A year ago, with the Government putting the lid on building of all sorts, Chicago found herself with a terrible shortage of housing facilities. The ban has now, of course, been lifted, and the outlying districts are witnessing a grand carnival of lot-selling and house-building. This means the addition of hundreds of homes in the suburban regions this summer, and every one of these means a talking machine. Hence the logic of the policy of expanding the retail talking machine business throughout these districts.

That retail merchants are interesting themselves more acutely in the intensive promotion of record selling is another observation worth noting. The specialized feature of the business needs study, preparation and skill. Hence the smaller dealers tend to neglect it always. That is why the record business has not been so intensive, promoted by the smaller merchants. But with the wonderful increase in the demand for talking machines and in facilities for the supply of reliable records it is to be hoped that we shall see an enormous improvement along these lines.

**Welcome Dealers in Daily Papers**

During the recent trade conventions in Chicago some of the local talking machine men made excellent use of the daily newspapers in welcoming visiting dealers to the city and their plants. Lyon & Healy inserted large advertisements throughout the week, extending a cordial invitation to call and inspect whatever part of the facilities provided in the Lyon & Healy headquarters. Also a number of the latest Emerson "hits" and inviting the dealers to have their mail addressed in care of this convention. Theatre tickets and travel information were obtainable at the store and numerous other conveniences provided. In the talking machine department L. C. WitweU received the visitors. Those who visited the Lyon & Healy service department were greeted by Messrs. Jefferson, Bennett and Mottettshead.

The Emerson Phonograph Co., manufacturers of Emerson records, used full-page advertisements in Chicago's leading papers telling dealers of the latest Emerson "hits" and inviting the merchants to call at their Jackson boulevard headquarters. Vice-President H. T. Leeming, of the Emerson New York office and F. W. Clement, manager of the Chicago branch, welcomed trade visitors.

**Enlarge Vocalion Warerooms**

H. B. Levy, Western representative for the Aeolian Vocalion, is now located in his new sales and stockrooms on the fourth floor at 525 South Wabash avenue. The Vocalion quarters have been added an appreciable degree and a complete display of Vocalion instruments installed. Mr. Levy also has a complete catalog of Vocalion records at the Chicago warerooms. Hereafter, he states, shipments of these records to Middle Western Aeolian-Vocalion dealers will be made direct from the Chicago office.

**Appoint Canadian Agents**

The Fletcher-Wickes Co., manufacturers of reproducers and tone arms, at 6 East Lake street, Chicago, announce the appointment of the George McLaughlin Furniture Co., Stratford, Ontario, as exclusive Canadian agents for Fletcher-Wickes products. Business with this house remains as it has been for months past, with demand far exceeding supply and a stack of orders piled up so high that they form a rampart in front of the desks at the offices. Otherwise, as one might say, everything is lovely.

**Home Study With the Talking Machine**

During the past month Mrs. Oberndorfer, Western representative of the National Bureau for the Advancement of Music, has appeared before 150 women's clubs of Chicago and vicinity lecturing on the "Place of Music in the Life of the Clubwoman of the Future." Mrs. Oberndorfer believes that the greatest development of the world's music is coming to America in the

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**THE "WADE" FIBRE NEEDLE CUTTER Is Proud of Its Years**

---

**YOU SELL MORE "WADES" BECAUSE THEY GIVE MORE FOR THE MONEY**

---

**WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.**
Co-operative
Victrola Advertising

which cannot be duplicated

Lyon & Healy offer to the most aggressive Victrola dealer in each community the opportunity of securing these sales developing advertising services at savings to you of from $700 to $3000 per year. Send for Samples No charge.

Newspaper Advertising
Victrola Newspaper Advertising Service consists of one illustrated Victrola advertisement each week, including matrix of the illustrations, proof sheet and copy. Price $8.33 per month.

Newspaper Half Service
Victrola Newspaper Advertising Half Service consists of 26 advertisements per year, complete, at $4.17 per month.

Window Cards
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.

Art Letter Warmers
Four beautiful colored enclosures to be sent out with your letters and bills. They will call forth favorable comment and bring in orders.

Monthly Art Covers
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.

Posters—24-Sheet
Victrola Record Fairy, 24-sheet Poster, $2.30 each in lots of five or more. Specify quantity.

Victrola Galli-Curci, 24-sheet Posters. Lithographed in colors with name strip, $2.30 each in lots of five or more. Specify quantity.

Keep Smiling Victrola Poster, 24-sheet. Printed in 4 colors with name strip, $2.30 each in lots of five or more. Specify quantity.

Silent Salesmen
They increase your business from each customer who enters your store. 12 revolving double-faced panels—12 illustrated lists of records printed in colors. Place them on your counter, they sell the records. Three changes of cards $9.

Victrola Calendars
An Art Calendar designed exclusively for Victor Dealers. Your name will be imprinted on the calendar and each is inclosed in an envelope. Order now for November delivery. Tell us how many you need; we will quote prices.

LYON & HEALY
Victor Distributors
CHICAGO

World's Largest Music House
near future, and her watchword is "Prepare." She believes in the study of good music through the medium of mechanical instruments in homes where there are no talented pianists. The talking machine and player-piano she believes to be especially valuable in this respect. The talking machine will probably prove most valuable, as it has a place in the greatest number of American homes.

Outlines for club music study prepared by Mrs. Oberndorfer have been accepted by the General Federation of Women’s Clubs as their regular course of study next season. "Americanization Through Music," in which are specified selections on the talking machine and player-piano are used as illustrations, strongly demonstrating the value of this instrument as an aid to the study of music.

Wurlitzer Exhibits War Trophies

Within the past month the windows of the Rudolph Wurlitzer Co., Victor retailers and jobbers in this city, have been exhibiting a most interesting collection of war trophies, the property of Sergeant C. S. Lathbury, Sixtieth Artillery. Directly in front of a display of Victor records are placed gas masks, bayonets, hand grenades, canteens, ammunition pouches, belts, shells and even a queer-looking German pipe. In another Wurlitzer window appears a framed panel of the American divisional insignia.

A Remarkable Window Display

A display of B. & H. fibre needles in the making appeared during the last fortnight in Lyon & Healy's most prominent show window which faces upon the corner of Jackson boulevard and Wabash avenue. The needles were shown in process of manufacture from the original bamboo poles of the Far East to the finished talking machine needles, sharpened and packed for the American music-lover. Facing upon the Jackson boulevard side was a splitting machine operated by one of the B. & H. Fibre Mfg. Co.'s expert workmen. As the needles were split from the sectional bamboo blocks they fell down a chute onto the floor and piled up by the thousands against the window. Seated at a table on the Wabash avenue side were three young ladies pointing, sorting and packing the needles. It was decidedly a "live" window display bringing the factory to the eyes of the public, and, judging from the crowds surrounding the Lyon & Healy window from morning till night the public was very interested. A large placard hung towards the rear of the window announced that "These fibre needles, made in America by Americans, assure perfect tone reproduction and give longer life to your records." Setting off the rest of the display and forming a most excellent background were a number of long bamboo poles of a diameter and size larger than most Chicagoans had ever seen.

New Wymann-Babb Store

Wymann-Babb & Co., retail piano and talking machine dealers of Chicago, announce the opening of their large new store at Chicago avenue and Leamington street. They have been located a few doors down the street. The new location on the corner is expected to prove doubly advantageous. A. F. Wymann states that the manager of the new store will be Andrew Benson, formerly superintendent of the Morenus Piano Co., of Chicago, and before then with the Bush & Lane Piano Co., of Holland, Mich. Wymann-Babb Co. handle the Packard, Bond and Hallet & Davis pianos and the Brunswick and Columbia lines of talking machines.

The Value of Service!

The fact that two heads are better than one when it comes to selling an unusually high quality article would seem to be evidenced by a recent Sonora sale in Marshalltown, Ia. L. Golder, in charge of the Chicago Sonora office, tells the story, and it is a mighty good example of cooperation between the wholesale and retail elements in a talking machine sale.

Hubler’s Phonograph Parlors: New Wymann-Babb Store

Hubler’s Phonograph Parlors are located in Marshalltown, Ia., and it seemed that this concern had their hands on a rather doubtful prospect for a $1,000 Sonora. S. R. Christophersen, wholesale Sonora representative in Iowa, got wind of the fact and straightway hustled off to Marshalltown to see if he couldn’t aid the dealer in making the sale. He succeeded, and here’s a few lines Mr. Golder received from Walter T. Hubler, proprietor of Hubler’s Phonograph Parlors:

"I wish to thank you for the services which (Continued on page 100)"
your Mr. Christophersen has rendered to us, especially in conducting the concert of last week. It came to us as a stranger, but left a friend. He not only is of a strong personality, but is able to give a dealer many good ideas which, if followed, will surely be of benefit to him. The fact that he is in this territory is going to mean that Sonora will forge ahead and will eventually reach the highest sphere.

He knows how to sell goods, but when that is done he is done. To impart that knowledge to the retailer is beyond him; he is not capable, in fact, in many cases he thinks it is not in his line to educate the dealer. If he only knew it that is where his future profits lie—in educating the man he sells, giving to him the fundamentals and also the enthusiasm which does not die the week after the salesman leaves.

Oro-Tone to Move to Larger Quarters

The Oro-Tone Co., now located at 20 East Jackson boulevard, is planning to move to larger quarters at 1898-1810 Irving Park boulevard. Leigh I. Hunt, treasurer of the Oro-Tone Co., stated that this move is necessitated by their comprehensive plans for enlarging the business and in order that the offices of the company might be close to the factory. At their new address the Oro-Tone Co. will occupy some 3,000 square feet of floor space. The assembling room will also be here. Within a block of the new place is the factory.

Unit Construction Co. Active in West

The Unit Construction Co. is planning an energetic campaign throughout the Central West for the improvement and modernizing of talking machine departments, which have outgrown their facilities for the efficient handling of increased business.

It opened a Chicago office last March with E. E. Morton in charge and has been on the jump ever since. This gentleman believes that if a talking machine department isn’t paying big dividends right now there are reasons, and one of these reasons is the failure to have a modernized, attractively constructed interior. Just now, however, the type of merchant who demands most of his attention is not the one doing too little business, but the one doing too much. The “overgrown” talking machine department with built-in booths that cannot be shifted form a large percentage of the retail stores of the country at the present time, and it is these Mr. Morton most wants to reach. The entire Central West will be covered intensively by Mr. Morton and his assistant, H. R. Mirick, who is out on the road most of the time calling upon the trade.

Mr. Mirick was previously associated with Lyon & Healy in the talking machine business as wholesale representative and is well known.

A CHART OF MONTHLY SALES


CHICAGO, ILL., June 3—A chart showing the average normal proportion of the sales through- out the year has been prepared by H. B. Bibb, sales manager of the Brunswick-Balke-Collender Co. talking machine division. It will be examined by the trade with great interest, as the chart is representative of the average business, not of one or two States, but of all the States in the Union. Particular care has been taken in the compilation of the figures received, and dealers from every part of the country have assisted in its preparation.

“I have corresponded with a large number of dealers,” said Mr. Bibb, “and the figures from which the chart has been prepared are secured from all parts of the country from merchants selling various makes of talking machines. Individuals may be able to disagree with these figures, but they give a fairly good idea of business as a whole.”

It will be noticed that almost one-half of the annual business was done in the last two months of the year, November and December, and considerably over half was accomplished in October, November and December. Probably one-third of the entire annual trade was encompassed between December 1 and 31. Of course, the chart is based on normal conditions and does not take into consideration the present unusual operation of the law of supply and demand. The chart shows business as it would be distributed if the dealer maintained a complete stock throughout the year and put the same amount of selling energy into every month of the year. Under present conditions, with supply considerably under demand, the business of each month will become more equalized, the business of the larger months carrying over into the smaller.

Here are cold facts, eloquent in their appeal. The necessity for getting stocks on the floor sufficiently in advance of the busy season to preclude the possibility of a shortage is strongly apparent. If the last three months of the year are the months for selling then it would seem to be equally true that the middle months are the months for ordering—especially in view of present conditions.

E. E. Morton comes to the talking machine trade from the United States Air Service. It is a coincidence that he first became associated with the Government air work in the city of Chi-

A MORE PLEASANT NAVIGATION OF YOUR NAME. THE MARRIAGE—BETTER SNOW-FLAKE AND DECALCOMANIA 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

An Interesting Sales Chart
tions, hulls, and propellers for the large naval flying boats.

Mr. Morton is possessed of mechanical talent, which should aid him materially in his association with the talking machine trade. He brings to his latest work appreciation of the value of decorative art and display merchandising methods gained in six years' previous experience in the advertising and sales field.

Trade Conventions Interest Public

The recent conventions in Chicago of the various music industries aroused quite a degree of interest in the minds of the newspaper reading public. Several local dailies gave events publicity in small but interesting items, and the fact that representative music dealers from all parts of the country were gathered here created, of itself, not a little interest. An article published in the Daily News was entitled "Sick? See Dr. 'Ragtime,'" and following this came a few pungent phrases dealing with music as a cure-all medicine. "Does the rheumatism bother you these wilting days? Get out the talking machine and slap on a record with lots of jazz in it. Think the heat will give you nervous prostration? Don't worry. Just hum to yourself a few catchy bars from a Strauss waltz."

"But," murmured a skeptical talking machine and piano dealer, "what good is it going to do us if they go around humming?—and how you gonna hum jazz, I'd like to know? I say, let 'em slip a snappy talking machine record on a good talking machine. That'll do the work."

Chicago Puts Victory Loan Over

Trade team No. 30, made up of the music industries of Chicago, reached and passed its quota of $1,100,000 at the end of one of the most exciting and hardest fought of all the five liberty loan campaigns. James F. Bowers, president of Lyon & Healy, was chairman of Team 30. He and his assistants all the way down the line deserve the greatest credit for their consistent and enthusiastic efforts. Pep and "stick-to-it-iveness" characterized the trade workers from the start to finish. It is difficult to mention the names of any of the salesmen who did such excellent work without mentioning all of them, but the talking machine man who piled up the largest total was Leslie C. Wiswell, who turned in subscriptions amounting to $106,000. Mr. Wiswell was in charge of all the talking machine divisions and was tireless in his work of rounding up subscribers.

W. F. Stevens, acting for the War Loan Organization, as captain of Team No. 30, wrote the following summary to James F. Bowers at the close of the campaign: "I want to express my extreme pleasure for the many courtesies received at your hands in serving with those veterans of the old battalion with whom I went through the fourth campaign, and the many new and attractive faces in the replacement battalion. It was a source of pleasure, and in spite of the considerable work was a lot of fun."

Steger War Record

In the Steger Journal, a newspaper published in the town of Steger, Ill., where the well-known

(Continued on page 102)
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 101)

Sieger talking machines are made, a recent issue summarizes the war activities of the town and puts the amount invested in various war services at $900,000. This is of unique interest to the talking machine trade, as the town is made up almost entirely of piano and talking machine workers.

Open New Music Store

The Linn & Scruggs Dry Goods and Furniture Co., of Decatur, Ill., opened their new music store at 129 North Water street, that city, on June 10.

Directions for Convention Visitors

The Lakeside Supply Co., 416 South Dearborn street, handed out to visitors during the recent convention of piano men attractive cards with diagrams showing how to get from the hotels to the Lakeside offices. Sachs & Co., makers of the Saxola talking machines, gave out small maps of the Loop district showing the location of their offices at 425 South Wabash avenue, as well as the railway stations, hotels, etc.

Tonophone Shipments to China and Cuba

R. C. Wade Co. report that they have just shipped a case of twenty-eight cartons of Tonophone needles to Shanghai, China, and five cases of one hundred and forty cartons to Havana, Cuba. Their foreign business is increasing all the time, in fact, is becoming one of the important factors in the exploitation of the Tonophone.

Chicago as a Musical Center

In a recent interview with a representative of The World S. A. Ribolla, general manager of the Otto Heineman Phonograph Supply Co. of Illinois, whose headquarters are in Chicago, gave interesting and informative data relative to the importance of Chicago as America's greatest musical industrial center. Mr. Ribolla is thoroughly familiar with the growth of the talking machine industry in Chicago, and the remarkable success he has achieved with the Heineman organization may be attributed in a considerable measure to his intimate familiarity with every phase of the industry. Mr. Ribolla said:

"Some people are surprised at the unheard-of growth in the volume of business done by the music trades in Chicago. To me it's no surprise at all—it is as natural as it is for 'b' to follow 'a' and 'c' to come after 'b.' Anyone who has studied the commercial and industrial development of America must have noticed that Chicago by all the laws of nature and geography was destined to become a great trade and cultural center for the Middle West, Northwest, Southwest and for a good share of the Far West. "The greatness of Chicago as a musical industries market was greatly enhanced by the fact that Chicago serves as a trade pivot for a cozy and beautiful home."

"Some of the leading men in the musical industries were quick to grasp the above-mentioned wonderful advantages, and as a result within the space of two generations some of the most powerful musical industries grew up in Ohio and Illinois, also Indiana and in some of the other States.

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of AMBEROLA SERVICE; which is efficient, skilled, and up-to-date.

Contrary to the general impression, the cylinder line is NOT A THING OF THE PAST. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.
Chicago

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

Patent Exp. Aug. 20, 1877

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
The Talking Machine World

The Most Talked About Phonograph In America

AND

Retail prices shown here are subject to regular Trade Discount.

ETUDE
$120
Mahogany or Oak

MINUET
$90
Mahogany or Oak

The Most Remarkable Musical Instrument Now Before the Public

We Invite Dealers Alive to
REAL OPPORTUNITY to get
Inside Information about this biggest Selling Sensation of the Industry—and to join our
Enormous Output Plan

Write us To-Day, we'll gladly tell you Full Particulars in a personal letter by return mail. Illustrated Catalog.

Prompt Deliveries
Exclusive Territory
Powerful Co-operation

THE WESTERN NEWS COMPANY, 21-29 East Austin Avenue, CHICAGO, ILL.
"The men at the head of those great institutions were quick in grasping the magnitude of their opportunity, and have sought trade more intensively and have created a demand for musical instruments more systematically in the homes of the Middle West and in the surrounding States than one finds recorded in any other part of the land.

"Of course, the unheard-of prosperity of our farmers has also had much to do with the tremendous growth in Chicago's share of music trading. After all, the farmer is in greater need of music at home than the city dweller. First, because the man in town can hear music rendered by professionals in theatres, churches, cafes, etc.; second, because home life in the rural districts blossoms out in its full glory after sundown—and it goes without saying that a home can well afford to get along without Persian rugs and cut glass, but few farmers would think of living their life of solitude without the good cheer that a musical instrument will spread in their midst day after day."

Brunswick Traveler in Ohio

The Brunswick-Balke-Collender Co. have recently added to the list of their traveling representatives Jack Kennedy, who will represent them in northern Ohio. Mr. Kennedy is an old hand at the talking machine business, having been connected with the Eclipse Musical Co. of Cleveland for a number of years. The Eclipse Musical Co. are well-known Victor jobbers, and it was while connected with this concern that Mr. Kennedy became extensively acquainted with the talking machine merchants of Ohio. He brings to the Brunswick Co. an enthusiasm and spirit that so plainly marks the present plant. As was announced in these columns last month, the Krashberg Engineering & Manufacturing Co. are now turning a considerably larger part of their production over to the manufacture of phonograph motors than they have here-to-fore, and it is reasonable to suppose that this new addition is in a way to take care of the increased production of this new model.

Announcing Their Removal

Consolidated Talking Machine Co. announce their removal to the building at 227 West Washington street, opposite the great Chicago Telephone Building. They have taken the entire building of three stories, with a retail store on the street level.

Have Developed Surprisingly

Cole & Dunas of this city, who modestly started in the talking machine business a short time ago as jobbers of new and "second" records and who inaugurated the idea of selling records in batches according to retail price instead of catalog number, have developed most surprisingly during the last few months. In quick succession this concern has added to their line talking machine hardware, tone arms, motors and complete machines. A comprehensive catalog of talking machine hardware has just been issued for the convenience of the trade.
UNIVERSAL

THE MOTOR YOU WILL EVENTUALLY BUY

PERFECT IN MECHANISM

NOISELESS IN WINDING

QUIET IN RUNNING

IMMEDIATE DELIVERIES

ALSO MANUFACTURERS OF

UNIVERSAL AUTOMATIC STOP — STAR STOP — SURE STOP

SAMPLES and PRICES on REQUEST

Universal Stamping and Manufacturing Co.

1917-1925 SO. WESTERN AVENUE

CHICAGO, ILL.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 104)

Five Remarkable Money Makers

Remarkable money makers because they sell fast and stay sold and become a standing advertisement for the dealer who handles them. These instruments are equipped with the best quality motors and universal tone arms obtainable. Reproduce all makes of records. They compare with the best.

IMMEDIATE DELIVERIES

No waiting. Orders shipped the same day received. Our production is sufficient to take care of your business promptly.

LOW PRICES

The volume of our business enables us to give you the lowest possible prices. We prepay all freight charges. This means all the more profit for you.

BEAUTIFUL IN DESIGN—WONDERFUL IN TONAL QUALITIES

You can make a real sensation with your trade by offering these machines at remarkably low prices made possible by our extremely liberal offer to you.

Write Us for Particulars Without Delay

MODERN PHONOGRAPH SUPPLY CO. 107 Springer Bldg. 313 S. Clinton St. CHICAGO, ILL.
GREAT SUPPLY FACTORY SECURED BY CHENEY CO.


Announcement of what is believed to be only one of several steps taken toward a rapid increase in production of Cheney phonographs comes from Grand Rapids in the form of a statement that the Cheney Talking Machine Co. has purchased the plant of the Accounting Machine Co. in that city, and that this plant will within a short time be devoted entirely to the production of parts for the Cheney phonograph.

For the past few months the Accounting Machine Co.'s factory has been devoted partially to production of parts for this phonograph, but in line with its policy of perfecting its production, both in quality and quantity, the Cheney Talking Machine Co. accepted the opportunity to purchase the property, and has now added this to its other factory equipment in Grand Rapids.

The arrangement with Berkey & Gay Furniture Co. under which this famous furniture concern manufactures cabinets for the Cheney phonograph only will be continued, as will the operation of the Cheney plant on Mill street, Grand Rapids. With the co-ordination of these two plants and the Berkey & Gay plant it is believed that within a few weeks the production of Cheney phonographs will be materially increased over its present maximum.

It is announced that with the coming increase of production it will probably be possible to include in the company's trade extension plans several States in which the Cheney Co. now has little or no representation.

In connection with the annual convention of the Allied Music Trade in Chicago, June 2 to 7, the Cheney phonograph line was on display in rooms Nos. 709 and 710, Auditorium Hotel, and in the company's wholesale offices, eighth floor, Marshall Field Annex Building, and also in the phonograph department of Marshall Field & Co. retail, Burton Colver, Eastern representative, was in charge of the Auditorium exhibit, and several other representatives were in the city during the convention.

Plans for trade extension, including announcements in reference to new equipment features and aggressive advertising campaigns, will be given in detail to the trade in the course of a few weeks.

See how the jobbers in The World can supply your wants.

OTHERS—WHY NOT YOU?

Most of the new talking machines of real merit are being equipped with the

CHICAGO COVER BALANCE No. 4

It is not merely a Talking point; it's a Positive point of vantage. Don't take our word for it. Ask the manufacturers who are using it—to date 87 of them. Investigate.

WE MAKE NO CHARGE FOR SAMPLES TO BONA-FIDE MANUFACTURERS.

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street  Telephone Prospect 25 CHICAGO, ILLINOIS
ONE OF THE FINEST PHONOGRAPHs

We Might Say *The Finest*
We Say *One of the Finest*
Because——

There are several makes of high-grade machines that represent just as good a value as the Hiawatha Phonograph.

What we maintain is that the Hiawatha in tone, construction, finish, and standard of equipment takes justified rank alongside the best in phonographs.

Mr. Dealer: You should

**HANDLE ONE OF THE FINEST PHONOGRAPHs**

Your initial order for one Hiawatha will enable you to do so

*Our policy is just as fair as our claim.*

**HIAWATHA PHONOGRAPH COMPANY**

MANUFACTURERS

209 S. State Street, Chicago, Ill.

FACTORY: GENEVA, ILLINOIS
TALKING MACHINE EXHIBITS MADE DURING PIANO CONVENTIONS IN CHICAGO

CHICAGO, ILL., June 10.—The talking machine manufacturers, as well as makers of talking machine accessories, were much in evidence last week during the conventions of the various piano trade organizations at the Congress Hotel. A goodly number of talking machine men had special exhibits at the Auditorium Hotel and neighboring hostelries, and those with local display rooms made special efforts to attract the piano men to those centers, and, be it said, the piano men, particularly the dealers, appeared quite anxious to see the new offerings in the talking machine line with a view to extending the scope of their business.

Among the talking machine houses which had special exhibitions during convention week were included the following concerns:

The Atlas Sales Corporation, Richford, Vt., manufacturers of packing and shipping cases for talking machines, had exhibits both at their local offices in the Webster Building and in the Auditorium Hotel.

The Brilliantone Steel Needle Co., of New York, exhibited their Brilliantone needles in counter display cases, also their new combination tone needles, which attracted much attention. W. A. Carter, district manager, 57 East Jackson Boulevard, Chicago, was in charge.

The local headquarters of the Brunswick-Balke-Collender Co., of course, had a full line of Brunswick phonographs on exhibition, but for the convenience of conventioners at the Congress, the company installed a special exhibition of the leading types of machines in the Auditorium Hotel.

Bush & Lane Piano Co. exhibited at their Chicago retail rooms, 824 Republic Bldg. Walter Lane, W. H. Beach, F. J. Congleton, Fred Kurtz and C. L. Beach greeted visiting merchants. In addition to the regular line of Bush & Lane pianos, talking machines made by this concern were also shown.

The Cheney Phonograph Co., Chicago, had two displays at the convention, one at their regular showrooms, 24 North Wabash avenue, and another at the Auditorium Hotel. The Auditorium exhibit was particularly attractive, inasmuch as it embraced practically all the styles of the Cheney line, including special period styles in a variety of finishes. The exhibit gave the impression that the Cheney product was high class in all particulars. Burton Coliver and a corps of assistants took care of the numerous visitors.

Melville Clark Piano Co. exhibited in their wholesale warerooms in the Kimball Bldg., 25 E. Jackson boulevard. T. M. Fletcher and other members of the sales force met the visiting merchants. The Apollo player action and the combination Melville Clark player-piano and talking machine proved to be subjects of great interest to the visitors.

Federal Phonograph Parts Co., Chicago, exhibited at 8 South Dearborn street. A special exhibit of their talking machine accessories was shown and attracted much attention.

Fletcher-Wickes Co., Chicago, had a complete display of the latest models of their F. & W. sound boxes and tone arms at their headquarters, 6 East Lake street.

The Kamo-File Co., Rockford, Ill., had an interesting exhibit of a number of new talking machine record filing devices at the Auditorium Hotel in charge of Leslie Scott. The exhibit included a new filing device made up to resemble several volumes of books and designed to be set in the regular bookcase. There was also shown a special filing arrangement for installing in talking machine cabinets by the manufacturers. The feature of the company's files is the fact that the compartments are all lined with felt.

Otto Heliman Phonograph Supply Co., New York, displayed their complete line of Heliman and Meisselbach motors, together with tone arms, sound boxes, needles and other talking machine accessories at their local offices, 19 West Jackson Boulevard. From the number of visitors who inspected the line, it is to be assumed that some more piano manufacturers will start making talking machines shortly.

The Jones-Motrola Co., Inc., New York, with Chicago office at 57 East Jackson boulevard, showed at The Stratford the Jones-Motrola attachable to any talking machine in place of the winding crank. The new model has several ad-

(Continued on page 111)

CABINETS
Can furnish them in six sizes in car lots and over

MOTORS
Can furnish any standard makes from stock

NEEDLES
Can furnish any amount of steel needles at very attractive prices.

TONE ARMS
Look at the new simplified, easy bearing, easily adjusted Tone Arm. Write us.

Let us supply you with hardware, and all Phonograph accessories.

LAKESIDE SUPPLY CO., Inc.
416 So. Dearborn St.
CHICAGO, ILL.
Telephone Harrison 3840

PATENTS APPLIED
NO SEASONS
for
World Phonographs

Our Jobbers and their Dealers are selling them by the thousands NOW.

Why Not You???

WHERE
QUALITY
REIGNS
SUPREME

The Home of the "World"

Jobbers Are Invited to Come and See

HOW
WORLD
Phonographs
ARE MADE

World Phonographs are better than ever and getting better every day.

That's our policy

Don't forget WORLD Records

WORLD PHONOGRAPH CO.
736 TILDEN AVE. CHICAGO, ILL.
vantages, one of which is that the motor cannot cut in while a record is being played. W. A. Carter, district manager, was in charge.

Krasberg Engineering Co. held an exhibit on the main floor of the Auditorium Hotel. L. P. Valiquet, the well-known talking machine technical expert, who is employed by the Krasberg Engineering Co., in an advisory capacity: C. T. Armour and Walter McGill received visitors and showed them the complete line of Krasberg spring motors. The Krasberg open spring motor was most emphasized, but they are also bringing out a new enclosed motor, and this model is also a feature of the exhibit.

The Mandel Manufacturing Co., of Chicago, showed five models of Mandel talking machines at the Stratford Hotel. The "news" for the dealers consisted of two models of cabinet machines, one in walnut and one in oak, with all of the exposed metal parts, tone-arm reproducer, turntable frame, brake, hinges, etc., heavily gold plated. Ben Reidel, Roy Black, Wm. A. Tindall, Mr. Lund and Mr. Spencer, of the traveling force, and Sales Manager M. B. Silverman were in attendance.

Milton Piano Co., New York, had an interesting exhibit at the Auditorium Hotel, a feature of which was the Milton combined player, piano and phonograph. John H. Parsham, George W. Allen and K. W. Curtis did the honors.

Nightingale Manufacturing Co., Chicago, entertained convention visitors at special quarters at the Congress Hotel, but confined the machine display to their showroom, 422 North Armour street.

Oro-Tone Co., Chicago, displayed the Oro-Tone attachment for playing lateral cut records on Edison phonographs at their local offices, 20 East Jackson Boulevard.

The Peerless Album Co. showed their line of record albums in both red and black covers, at Room 256 Stratford, in charge of W. A. Coates, manager of the Chicago office, 57 East Jackson Boulevard. Phil Ravin, of New York, president of the company, was a visitor during the week.

The Starr Piano Co., of Richmond, Va., held a special exhibit of Starr phonographs and Gennett records at the Hotel Stratford during the convention week. William C. Klumpp and Harry Berlin were in charge of the exhibit and extended a cordial welcome to the visitors, who inspected the various models of machines and listened to the latest recordings.

G. Howlett Davis, president of the Standard Music Roll Co., attended personally to convincing the various visitors to his suite in the Congress Hotel of the several merits of the Art, Sing-A and other rolls made by the Standard Co. The feature of the display was a set of laboratory samples of the new Arto universal cut talking machine records which will be on the market in September.

Steger & Sons exhibited in their regular wholesale and retail warerooms in the Steger Bldg., corner of Wabash Avenue and Jackson Boulevard. Also the various styles of Steger talking machines were shown.

The Talking Book Corp., New York, had the advantage over certain other talking machine exhibitors through the fact that a display of their products on a special card was placed immediately adjoining the desk of the secretary of the National Association of Piano Merchants at the Congress. On the card was shown the talking dolls, as well as the talking books manufactured by the company, and a good many dealers took advantage of this opportunity of investigating the possibilities of the products.

Vitanola Talking Machine Co., Chicago, took occasion to secure special display quarters at the Auditorium Hotel for the period of the convention, where they displayed the entire line of Vitanola talking machines. They also received a number of visitors at their headquarters, 508 West Thirty-fifth street. The Auditorium exhibit included all the leading models.

Thomas E. Wilson & Co., Chicago, displayed several models of their "Wilsonian" phonograph in the Auditorium Hotel, under the supervision of E. Hirschfelder. There were several attractive models shown, ranging in price from $90 to $160.

Manufacturers
Be advised that you cannot rightfully assert that your phonograph is "as good as can be made"

UNLESS
It is equipped with the new Fulton Motor
(Designed by Wm. R. Everett, M.E.)

This is the Noise-less, Trouble-less, All Worm and Spiral-gear
Motor. Cannot Be Overwound.

"No adjustments are provided—none are necessary"

Send $15.00 for sample—refunded if motor is returned. Price $12.50 in lots of 1000. Partial shipments if desired.

WAUKEGAN, ILL.

CHICAGO OFFICE:
20 E. Jackson Blvd.

WE MAKE
all kinds of phonograph parts, tools and dies.
WE DO
punch press work, experimental work and light manufacturing for the phonograph trade.
ACME ENGINEERING & MFG. CO.
1622 Fulton Street
Chicago, Ill.
Complete Line on Display
at the
Grand Rapids Market
Keeler Building Arcade
June 23—July 19

CHENEY Phonographs are sold from the floors of the most discriminating music dealers. They are in a class apart because of revolutionary acoustic inventions which permit unmatched purity of tone.

The exclusive Cheney features are covered by basic patents. You will recognize the difference in Cheney Tones as soon as you hear them. Unmarred by "needle-scratch" or mechanical noise, they are as serenely pure as Nature's Own.

Only the original production can match the richness and mellowness of a Cheney reproduction.

Cheney Cabinets, fashioned by foremost furniture builders, are in keeping with the superior tonal system they enclose.

CHENEY TALKING MACHINE COMPANY
831 Marshall Field Annex Building
24 North Wabash Avenue
Chicago, Illinois
ANNUAL REUNION OF BLACKMAN FORCES ENJOYABLE EVENT

After Enjoying the Show at the Palace Theatre Last Saturday the Blackman Organization Gave a Banquet at Murray's, When the Annual Distribution of Profits to Employes Was Announced.

The tenth annual reunion and banquet of the employees of the Blackman Talking Machine Co., New York, Victor wholesaler, was held last Saturday, and the program offered the employees provided for a theatre party, dinner and dance. This year's event was thoroughly enjoyed by every member of the Blackman organization, and in view of the keen delight of the employees, it is likely that similar programs will be carried out each year.

The members of the Blackman party assembled at the Palace Theatre at 2 o'clock and enjoyed one of the best vaudeville bills offered by this famous theatre during the current season. Every act was a headliner, and this part of the program was a signal success.

At 6 o'clock the Blackman organization visited Murray's on West 42nd street, where, as usual, the Egyptian Room had been reserved for their party. The menu was typical of the culinary achievements of this popular restaurant, which is one of the best known in the city.

At the close of the banquet, J. Newcomb Blackman, president of the company, gave an address of welcome, and during the course of his talk presented a brief resume of the company's progress and activities during the past year. Mr. Blackman also gave interesting views regarding general conditions in the talking machine industry, predicting that the industry will grow steadily, and that 1919 will be the greatest year in the history of the trade. He commented incidentally upon the fact that his company had just closed the biggest May in many years, and stated, that judging from the present outlook, the fiscal year of 1919-1920 will be the best in the history of the company. Referring to the price maintenance situation, Mr. Blackman expressed his pleasure at the recent decision in the Colgate suit, which is deemed one of the most important handed down in recent years.

In the course of his talk, which was interrupted frequently by the hearty applause of the diners, Mr. Blackman paid a tribute to the loyalty and support of the employees of his organization. It is interesting to note that the average term of service of the Blackman employees is over five years, which indicates the co-operation and good will that exists among the employees of this company.

One of the unique features of this annual Blackman dinner is the distribution of profits to the employees. Ten years ago Mr. Blackman inaugurated a plan whereby every member in his organization who has been associated with the company for one year or more participates in the profits of the past fiscal year. This method of profit distribution among employees has been adopted by the leading and most successful concerns throughout the country, and Mr. Blackman well deserves recognition as one of the pioneers in this practical plan of co-operation.

It is likely that similar programs will be carried out each year.

Frank Roberts

At the close of the banquet Mr. Oliver in behalf of the employees expressed the sincere appreciation of Mr. Blackman's splendid and liberal policies. Mr. Oliver also referred to the unceasing and untiring efforts of the company's employees, who are responding enthusiastically to Mr. Blackman's aims and plans.

From 10 o'clock until midnight the members of the party were favored with unusually fine dance music by three entertainers from the Cleo Club and it was unanimously voted that the 1919 banquet was the best that has been given in the past decade.

BECOMES CANADIAN SALES AGENT

Arthur A. Kempton, of Montreal, Appointed Sole Agent for Bell Hood Needles in the Dominion—Large Initial Order Placed

The New England Musical Instrument Trading Co., New York, sole selling agents for the Bell Hood talking machine needles, announce that Arthur A. Kempton, Montreal, Can., has been appointed Canadian sales agent for the above product. It is understood that the new agents placed an order for over $10,000 worth of stock and will immediately introduce the product in their territory. Philip Jacobson, president of the New England Instrument Trading Co., recently pressed an automobile into service to facilitate deliveries of Bell Hood needles.

Sebastian Rinaldo, of Middletown, Conn., has opened a new talking machine shop on Main street. The former store, which was located on Summer street, has been discontinued.

ANNOUNCEMENT

May 1st, 1919 the retail department of W. D. Andrews Co. was discontinued; and will not be resumed under this or any other name by us. In this way a better service may be rendered our clients.

VICTOR JOBBER

W. D. Andrews Co. Syracuse, N. Y.
A Style of Cabinet
to satisfy any taste. There are eleven styles to choose from.

A Tone Quality
that brings enthusiastic acclaim from any audience. Every known acoustic and mechanical improvement is embodied in this reproducing instrument.

An Unique Line
both in finished cabinet work and unsurpassed tone reproduction, that offers to progressive dealers an opportunity to associate themselves with the product of a firm that has enjoyed

A Reputation for Reliability Since 1865

To Get the Facts Complete, Write to

PHONOGRAPH DIVISION
The Widdicomb Furniture Co.
GRAND RAPIDS, MICHIGAN
There'll be lots of people yearning for "Longing" and cheered up by the "Lullaby Blues." A-2725.

Columbia Graphophone Co.
NEW YORK

HAHNE & CO. FEATURING WIDDICOMB TALKING MACHINE

In view of the success which Hahne & Co., of Newark, N. J., have been having with the Widdicomb talking machine, manufactured by the Widdicomb Phonograph Co., and represented in the East by P. Paul Graef with offices at 165 West Fortieth street, they have not only given these machines widespread and artistic publicity in the daily newspapers, but recently displayed them in a most artistic and forceful manner in one of the windows in their store on Broad street, in the heart of the shopping district.

The window display, which may be seen in the accompanying illustrations, was one of the most attractive that has ever been seen in New-

P. L. BAERWALD

A little surprise party was held recently in the offices of the Otto Heineman Phonograph Supply Co., New York, when Mr. and Mrs. Paul L. Baerwald, who were married a few weeks ago, were presented with a beautiful luncheon set. Mr. Baerwald, who is one of the most popular members of the OkeHi record executive sales staff, found himself so touched by the kindness of his co-workers that for once in his life he hardly found words to fit the happy occasion.

Hubert C. Bryant, of Hartford, Conn., has been granted a patent for a brake for "talkers."

TO "WEEK END" AT ATLANTIC CITY

B. R. Forster, president of the Brilliantone Steel Needle Co., has followed his usual custom of moving with his family to the pleasanter climate of Atlantic City upon the advent of hot weather, Mr. Forster will spend each weekend at the resort.

AN UNUSUAL AMBEROLA SALE

The Piedmont Phonograph Co., of Hickory, N. C., recently wrote the Edison Co. about a sale that was unusual to say the least. The letter follows:

"We have sold all kinds—white, black and the accompanying illustrations, was one of the most attractive that has ever been seen in New-

PACIFIC COAST GOLF FIENDS

Some Talking Machine Men Who Figure on the Links—Walter S. Gray an Old-Timer

SAN FRANCISCO, June 7.—The golf bug has invaded San Francisco, and the talking machine has not escaped. Walter S. Gray, the phonograph accessory man whose name is sometimes mentioned in these dispatches in connection with needles, is one of the victims.

Mr. Gray is probably the dean of the players in the trade, having commenced his career several years ago, when he used to play with the late E. D. Easton, then president of the Columbia Graphophone Co., at Del Monte, on the latter’s annual visits to the Pacific Coast. He is a member of the Lakeside Country Club, where two or three hundred players are frequently seen to tee off on a bright Sunday morning.

Mr. Levy and Mr. Jessen, of the California Phonograph Co., can be found often at the municipal links in Lincoln Park, where they are developing splendid golf form. This course, by the way, is unique, being situated in the heart of the city, and is one of the most beautiful in the State, with its surprising views of city, country and ocean, where the youth and the graybeard, the banker, professional man and office boy meet in happy democracy.

"Jimmy" Black and George Hughes, of the Wiley B. Allen Co., are also devotees of the sport, but Mr. Gray claims to be the champion of the talking machine colony.

The “VICSONIA” Reproducer

The ONLY sound box for the PERFECT playing of Edison Diamond Disc Records on “VICTROLAS” and “GRAFONOLAS” instantly and easily attached or detached. A child can do it. No alterations necessary.

Retail Price: Nickel, $7.50, Gold, $9.00. Order NOW.

Send check for $4.50 and we will mail you one N. P. Vicsonia. Money refunded if not absolutely satisfactory.

VICSONIA MANUFACTURING CO., Inc.
313 EAST 134TH ST. NEW YORK, N. Y.
Edison Amberol Record
Sales Increase 50%

Spring orders for Amberol Records show an increase of 50% above all previous peak sales.

This showing forecasts an ever increasing demand for Amberol Records. It emphasizes the excellence of the product in a way that eliminates all doubt.

Dealers should not overlook the opportunity to share in prosperity which is well founded, and is increasing at a rate that promises big profits for the present and the future.

THOMAS A. EDISON, Inc.
Amberola Department
ORANGE, N. J.
ACTIVITIES OF DOEHLER EMPLOYEES

Association Organized for Insurance—Band and Outing Under Consideration—Doehler Plant Now on Pre-War Basis—Other Happenings

The immense plant of the Doehler Die Casting Co., of Brooklyn, N.Y., is now on an entirely pre-war basis. The facilities are greatly in excess of those previous to the war, as during the war period two new buildings were completed.

This month "Doehler Topics," the factory monthly of the Doehler organization, made its initial appearance. The editorial policy is in the hands of J. Honig, who has had charge of the Doehler advertising for many years. Of plans are on foot among the Doehler employes. A Doehler employes' band is already a certainty, and an old-fashioned home-made picnic is planned for July 26 at Ulmer Park. The Doehler baseball team is now included in the Brooklyn Metal Industries Baseball League, and many interesting games are looked forward to. The Doehler employes were recently presented with a "Hun" helmet in recognition of their excellent work in the Victory Loan.

"HAUKOLA" SHOWN IN CINCINNATI

A picture of the unique talking machine made from a beer keg which was used so effectively by the Rudolph Wurlitzer Co. Cincinnati, O., has been received at The World office, but unfortunately the photograph was not clear enough to do full justice to the display and could not be reproduced for this issue. This display was used during the week Ohio went dry and was most appropriate. The setting of the windows was designed to give a rustic effect, and in the foreground reposing on an old stump was the "Haukola," with the Victor dog inquisitively nosing the soon-to-be-forgotten spigot. Under the machine was a sign calling attention to the records, "How Are You Going to Wet Your Whistle?" and "Alcoholic Blues." The records themselves were displayed to good advantage around the machine. During the time this display was being shown the windows of the Wurlitzer Co. were besieged with curious onlookers, and the results of the sale were both profitable and interesting.

CONGRATULATIONS

Virginia May Davega, six and one-quarter pounds, arrived in this world on Thursday, May 29, in time to help her father, Abram Davega, of the Knickerbocker Talking Machine Co., celebrate the Memorial Day holiday.

For Edison, Victor, Columbia Dealers we have the

SIMPLICITY Electric Motor

(Automatic Switch in Motor)

Makes winding unnecessary. Electrifies your Edison, Victor, Columbia efficiently and satisfactorily.

The finest electric motor on the market.

Write today for dealer proposition. Let us give you full details.

Shelton Electric Co.

For dealers handling any make of phonograph other than the Edison, Victor, Columbia we have perfected a new

WINDING DEVICE

that is automatic, "self-operating." Best ever offered to the trade. It is attachable to any make of phonograph other than the three mentioned above and electrifies any phonograph instantly. Requires no adjustment.
FELLOWSHIP FACTORY MANAGEMENT

Success of This Movement Illustrated at the Plant of the Garford Mfg. Co. in Elyria O.—Body of Fifteen Has Final Jurisdiction

Under the heading of “Fellowship Factory Management” there appeared in a recent issue of the Labor Advocate, a labor magazine published in Ohio, an interesting article telling how the Garford Mfg. Co. of Elyria, O., gives its employees a voice in its operation. This company is now controlled by the Otto Heineman Phonograph Supply Co. of New York, and as outlined by the writer of this article the plan of operation at this plant is as follows:

“In each department the men were allowed to vote for their choice to represent them upon the board of managers. The person in each department receiving the greatest number of votes became the committee man elected for that department. The only restriction was that in order to be a candidate the party had to be in their employ one year. Then the chosen committeemen from all of the various departments met and elected a committee of five from their midst to take all matters before the committee to represent the employers. The women of the factory were to choose one from their number and she then automatically became one of the committee of five elected to represent the employees. The foremen of the various departments elected a committee of five from their number to sit with the committee of five from the employees when meeting with the committee of employers. Thus a body of fifteen men had vested in them power of final action on all matters coming before the body.”

Incidentally, it is pleasing to note that the Garford plant of the Otto Heineman Co. is working to capacity, and that additional facilities have been installed in order to increase the plant’s output.

EDISON ADVERTISING CAMPAIGN

As Outlined by Arthur J. Palmer, Advertising Manager of Thomas A. Edison, Inc.

In making up the list of magazines that we have selected to carry our national advertising for 1919, we eliminated guesswork, indefinite estimate and our own judgment, as far as that was possible. We asked five thousand Edison owners to help us select the magazines best suited to carry our advertising and many of them enthusiastically responded. Here is how we worked the plan:

We wrote a letter to five thousand Edison owners in every State in the Union; large metropolitan centers like New York, Chicago, Philadelphia, Boston, etc., being considered as States. The number of owners approached in each State or metropolitan center was based on the population of the respective States and metropolitan centers. We asked each owner what was his or her favorite magazine, in other words, what would be the best magazine ‘for us to advertise in, in order to influence him or her toward the purchase of the New Edison, assuming that he or she were not already an Edison owner. The magazines we are now using on our list are the ones which received the greatest number of favorable replies in the Edison owners’ canvass.

NOW MANUFACTURING MOTORS

The Lucky 13 Phonograph Co., New York, manufacturer of the “Cleartone” phonograph, and distributor of a complete line of phonograph parts, accessories, etc., is now manufacturing a talking machine motor, which will be known as the “G-60,” these numerals indicating that it will play six records with one winding, and it takes sixty revolutions for a full winding.

The Lucky 13 Phonograph Co. has become interested in a well-known machinery concern in metropolitan territory, and has arranged to take the entire output of this company. Arrangements are also pending whereby the company will control the motor output of several other large concerns.

IMPORTS SHOULD BE INCREASED

If the United States is to maintain its increasing export trade, which is such an essential part of national prosperity, it will be necessary to materially increase our imports of foreign goods, both raw and unfinished, was the opinion of the Sixth National Foreign Trade Convention recently held in Chicago. This country is now facing a difficult situation: in 1918 we exported $3,000,000,000 worth of goods more than we imported; we are now to receive half a billion dollars a year in interest on our war loans. The gold does not exist with which to pay such sums, nor is it possible to stimulate our investments abroad to a point sufficient to offset such a balance. It is clear that if we are to maintain our present large export trade we must increase our imports.
This is Our New Home. We will be Glad to Have Any Victor Retailer Visit our Model Victor Wholesale Establishment and See How Up-to-Date Wholesale Merchandising Has Been Perfected.

KNICKERBOCKER TALKING MACHINE CO.
138-140 WEST 124th STREET
NEW YORK CITY
GLADSTONE'S OPINION OF MUSIC

Forms Basis of Clever Advertising Poster Put Out by Sonora Phonograph Sales Co.

The advertising posters which the Sonora Phonograph Sales Co., Inc., sends to its dealers are meant not only to impress the public with the merits of Sonora, but also to catch the attention of the public. Following out this idea, one of the recent Sonora posters showed a picture of Gladstone and the Parliament buildings of London.

This paragraph is featured: Gladstone said: "The voice music ranks among the trifles of existence are in gross error because from the beginning of the world down to the present time it has been one of the most forcible instruments of training for arousing and governing the mind of man."

GRAFONOLA STORE IN TAMPA, FLA.

Frey-Magnon Co. Opens New Talking Machine Store to Handle the Columbia Line

The talking machine business of the Frey-Magnon Co., 1422 Seventh avenue, Tampa, Fla., which was inaugurated last month, is steadily increasing. This concern has the Columbia agency for that section and the Tampa Hardware Co. is the local distributor. The new store is complete in every detail and carries the largest stock of American and foreign records in the State. In addition to the Grafonola, a large line of musical instruments and supplies is handled. At the formal opening of the store a $50 Columbia machine was given away free and refreshments were served to all guests during the evening.

NEW PLANT NEARING COMPLETION

Modernola Co.'s New Plant Will Be Splendidly Equipped—Personnel of This Organization

The new plant of the Modernola Co. at Johnstown, Pa., is nearing completion, and production of this new circular-shaped instrument with the lamp shade feature will soon be under way on a large scale.

D. Hall Wendell, president of the organization, is associated with prominent business and professional men of western Pennsylvania, among whom are George A. Buse and C. P. Caldwell, of the merchandising brokerage concern of Buse & Caldwell, Pittsburgh; Charles B. Thomas, of the John Thomas & Sons department store, Johnstown; D. M. McFeters, of the Johnstown Trust Co.; Ray Patton Smith, attorney of Johnstown, and W. H. Preidine, originator and designer of the Modernola. As will be seen the organization is composed of men of high standing.

MAXWELL'S VOICE PROVES TRUE

The feature of Re-creation No. 50509, namely the Re-creation of the voice of Thomas A. Edison, that has particularly interested dealers, is the introduction by William Maxwell. Practically all the dealers of the country have heard Mr. Maxwell speak in person at one time or another, and the majority of them have been quick to recognize his voice in his introduction of Mr. Edison.

NEEDLE CUPS, TONE ARMS, MEISSELBACH MOTORS

Ask for our prices, lowest prices to quantity users. Ask for samples.

MAIN SPRINGS

Following sizes in stock. Any other sizes to order.

<table>
<thead>
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<th>Price</th>
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<td>2 x 0.28 x 1/4&quot; for Columbia, each</td>
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<tr>
<td>2 x 0.29 x 1/4&quot; for Edison, each</td>
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<tr>
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MICA DIAPHRAGMS

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<td>3/4&quot; for Columbia, each</td>
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ATTACHMENTS

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<tbody>
<tr>
<td>Each</td>
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The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

50 Needles to a box and they retail at 10 cents 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 MANUFACTURING COMPANY

60 Broadway Manufacturers of Musical Instruments BROOKLYN, N. Y.

Canadian Wholesale Agent, H. A. BEMISTER, 10 Victoria Street, Montreal, Can.

Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

FAVORITE PHONOGRAPH ACCESSORIES COMPANY, 1506 DeKalb Ave., BROOKLYN, N. Y.
ST. LOUIS TRADE BEGINNING TO CATCH UP ON STOCK

Still Some Shortage but Situation Is Improving—Waiting for Carload of Pathéphones—C. G. Child Addresses Victor Dealers—Artophone Co. Reorganized—Other News

ST. LOUIS, Mo., June 1—Perverse May weather affected talking machine sales somewhat but the ill weather or the retardation in the receipt of a bad weather that kept folks indoors turned their attention, for entertainment, to the talking machine and when all the old records which could be counted upon to be as drippy and depressing as the evening before—Numerous welcoming demonstrations for homecoming St. Louis soldiers also interfered with some extent, but the wisest of them did not know before.

Notwithstanding all these things, however, it was not a bad month. Dealers are still able to sell about all the machines that they can get and more than they can get of the most popular styles and sizes. Jobbers are behind their orders. They are gradually catching up on some styles but are short of others.

They are getting plenty of promises from the factories, but promises serve poorly in lieu of machines.

One of Mr. Staffelbach, who manages the Pathé distribution from the Helfring & Grimm House-Furnishing Co., is waiting for that carload of high-priced machines which he needs badly. George W. Lyle was here last week from the factory at Brooklyn and Mr. Staffelbach wrung from him a promise that a carload would be right along. He has enough orders now kind of go around, but the dealers are standing around waiting for the big ones. There is encouraging news that the factories are gradually improving and the capacity is increased. Pathé territory is being extended. Mr. Staffelbach returned the other day from a trip through Western Missouri, where he placed a number of new agencies. Supplies of records are coming very well and improving all the time, he says.

St. Louis dealers and their clerks are better equipped for the retardation in sales which Mr. Child, managing director of the Victor Recording Department, came here early in the month. When President Val Reis, of the Tri-State Victor Talking Machine Dealers' Association, heard that he was coming he called a meeting at the Missouri Athletic Association and Mr. Child was invited as the guest of honor and he told them a lot of things about records which the wisest of them did not know before. He told them how records were made and gave them some very useful instruction in selling methods.

Mr. Reis, president of the Smith-Reis Piano Co., thinks the time has come to do more merchandising and less demonstrating of records. For some time he has had the east side of his store torn up with preparations for the installation of a quick-service record department. The latter consists of record racks against the wall and a high counter. Note the high. There will be no stools in front of it and it will even be too high to lean upon. The idea is to discourage trying. It is to be just as different as possible from the way that business is done in the demonstration booth, where the customer pays a visit and is nicely entertained and maybe buys something and maybe not, using up in the meantime a lot of the salesman's time, which costs the firm a considerable amount of money. Mr. Reis has an idea that the customer has come to quit that sort of thing, which is a survival of the time when people had to be persuaded to buy records, the persuasion taking the form of endless demonstrating. He is trying to try to educate his customers away from all that. He expects the people to come in and stand up to the counter and say what they want and get it and pay for it and carry it away, all in the time that it usually takes for a demonstration stand to get very nicely settled in a booth for a half hour's entertainment.

"If you buy a piece of sheet music you don't expect to have somebody sing it for you," says Mr. Reis, "and if you go to the book store to buy a book you don't expect to have somebody read it to you so that you can decide whether you want it or not. You buy it by the title and the author. Records should be bought the same way and I think they are going to be. I am going behind the counter and show the girls how I used to sell sheet music with out demonstrating. I did it for two years without any demonstrating."

The Artophone Co. has been reorganized and the capital stock has been increased from $10,000 to $75,000. Edwin Schiele, formerly in the distilling business, is turning his attention to talking machines for the dry regime. He has been made treasurer of the company, succeeding Robert H. Cone in that capacity, Mr. Cone continuing, however, as president. The company is operating only through the big jobbing houses and is opening up a lot of new territory, especially in the South. Distribution in Europe is through the Artophone Sales Co., with E. V. Tgetmans of London as manager for Europe. As in Europe, other territories are being established at London, Paris, Brussels and Copenhagen. The Artophone Co. had a display at the recent Household Show at the Coliseum in charge of A. E. Hamm and E. V. Wager.

Fred Coleman, proprietor of the Wellstone Talking Machine Co., 849 Easton avenue, has been appointed manager of the Record Transfer Bureau of the Tri-State Victor Dealers' Association, succeeding L. F. Ditmel of the Famous & Barr Co., who found himself too busy to give it the needed attention.

Philip Lehman, head of the Lehman Piano Co., is dropping talking machines, for the reason that he does not think there is any use of handling them unless they are handled right, and he has no room to handle them right. He has been carrying some Vitanolas and Nightingales, but will close out those that he has as soon as possible.

The Silverstone Music Co. has enough orders for Edison, according to Myron Rosenb erg, general manager, for the rest of the year, particularly for the high-grade machines. The firm is selling a good many Chippendales, priced at $295, at retail, in the absence of other high-grade machines. Dealers are doing the same.

Mark Silverstone, president of the company, Manager Rosenberg and O. A. Reynolds, outside representative, will go East for the Edison convention to be held in New York June 26 and 27. A number of Edison dealers from around St. Louis also are going. Mark Silverstone was in New York and at the factory in East Orange last week.

E. C. Roth, secretary of the Koerber-Brentner Music Co., Victor distributors, has bought a new home in Webster Grove and has been moving into it during the past week.

H. H. Murray, mechanical engineer of the Victor Co., was in St. Louis recently.

Columbia dealers were given a dinner at the Statler Thursday by the officials of the Columbia Graphophone Co. wholesale department. Re- viewed attention was called by Mr. Salmon to the No. 7 record display rack which is being pushed. It has only been out in this territory for the past three or four weeks and is taking well. It is practically a self-service affair, for customers are expected to pick from it the records they want and take them to the salesman to be wrapped up. Columbia machines are coming better now and the dealers are in better humor. There is still a considerable shortage but substantial deliveries are expected in June.

EDISON SHOP IN WICHITA TO OPEN

An exclusive Edison shop will be opened in Wichita, Kan., some time this month by the Inness-Cosgrove Music Co., according to plans which have been announced. The new store will be in the building at 407 East Douglas street, which has been remodeled and equipped with eight soundproof booths. A tentative date for a formal opening has been set for June 15, and as soon as the alterations are nearing completion it will be possible to fix a definite time for the event.

TACOMA DEALER EXPANDING

T. R. Barth, of Tacoma, Wash., has again moved into larger quarters in response to his growing trade. The new store will be known as the Barth House, and will feature the Pathé and Sonora as well as all kinds of musical instruments.
LATEST SONORA LITERATURE

1919 Edition of Sonora Catalog a Handsome Publication—New Silvered Needle Folder

The 1919 edition of the Sonora catalog, which is just off the press, is extremely attractive, and will arrange to have on hand large quantities as well as small folders and price lists. The Sonora Phonograph Sales Co. has suggested to Sonora dealers that they write to their jobbers direct, giving their requirements for this new catalog in order that they receive prompt shipment of this new book from the jobbers in their respective territories.

Another piece of recent Sonora literature consists of an attractive four-page leaflet, smartly printed in red and green and describing the Sonora Semi-Permanent Silvered Needle. This leaflet in condensed form gives the salient features of the Sonora needles, and the efficient use of this leaflet will undoubtedly stimulate sales. On the first page of the folder there is space for the imprint of the dealer.

ACTIVITY IN CHATTANOOGA TRADE

Dealers Throughout Tennessee Are Enthusiastic Over the Prospects for Increased Business—Chattanooga a Busy Trade Spot

CHATTANOOGA, TENN., June 9—The talking machine and record business in this city has been very active, and dealers are enthusiastic over the prospects for increased business in the near future. This is one of the busiest cities in the South, especially in the music trade. The Stylace-Yarnell Furniture Co., of this city, Columbia dealers, report through Mr. Stylace, the firm, that they have been exceedingly gratified with sales in their Columbia department during May, and that they received more stock than in some months past, enabling them to care for customers who have been on the waiting list for a long time. This enterprising firm have during the past few weeks completely remodeled their Grafonola department, adding booths for demonstration and installing a complete equipment of record filing cabinets.

The Templeman Piano Co., Columbia dealers, enjoyed a very satisfactory record trade during May, and with their store recently entirely remodeled they are in better position than ever to take care of their constantly growing business. A feature of the month with them was the installation of a children's booth, suited for, equipped and arranged to please the little ones, and at the same time interest the grownups. The Rhodes-Mahoney Co. have for some time past been selling a large volume of business in their talking machine department. This firm, one of the oldest and strongest in the South, handles the Victrola and the Brunswick, as well as the full Victor catalog of records. Their big show windows on Market street are always attractive, and aid in the marketing of their stock. The Sterchi Bros. Furniture Co., Columbia and Edison, report through R. E. Johnson, manager of the music department, that business in talking machines and records has been proceeding in fine shape, May being one of the very best months ever enjoyed in this city.

**WOOD-MOSAIC QUALITY**

**Rotary Cut Poplar Crossbanding**

*From our new plant at Huntington, W. Va., is now available*

The Company is specializing in the highest grade phonograph and piano stock in 1/24 and 1/20 thicknesses. Perfectly manufactured from soft, yellow West Virginia wood, dried flat and accurately in textile dryers. This product is fully up to the high standards established by our hardwoods and quartered oak veneers. Made on the basis of quality rather than price.

MAIN OFFICE—New Albany, Ind.
MILLS—New Albany, Ind.; Louisville, Ky.; Jackson, Tenn.; Cincinnati, O.
CHARMAPHONE PHONOGRAPHS
Sold on a "QUALITY AND VALUE BASIS"

HERE IS THE LINE
For you to handle that will give you substantial profits

THE CHARMAPHONE'S splendid tone quality, attractive appearance and moderate price have made it the most popular Talking Machine on the market.

Order Today Samples of the CHARMAPHONE, and compare them with any high class machine.
You will surely become a CHARMAPHONE dealer immediately.

The Best Popular Priced Talking Machine on the Market

The Charmaphone Company
Executive Offices and Showrooms
39-41 West 32nd Street, New York, N. Y.
FACTORY, PULASKI, N. Y.
Gleanings From the World of Music

HANDLING SHEET MUSIC IN TALKING MACHINE STORES

Some of the Opportunities That Lie in This Direction—Fits Better Than Practically All Other Side Lines—Will Prove Profitable If Given the Proper Attention

Many of the successful talking machine merchants hold the view that it is not necessary for the dealer to carry side lines that are foreign to the industry. They hold that intensive sales methods and alertness on the part of the dealer are all that is necessary to bring to his store thevolume of business that should make it unnecessary for him to look elsewhere for profits. That, of course, is not to say that a dealer should not carry the necessary accessories which are desired on the part of the talking machine owners. However, very often dealers in looking for new sources of profit, and these are not always small dealers, by the way, often take an entire line that is not out of sympathy with their special selling line.

There is no doubt that in some communities and some districts the small dealer finds it necessary to carry some supplementary lines in addition to his talking machine products, and where this is so it would appear the logical method would be to carry a line of sheet music. It may be that many dealers feel that they cannot compete with the 10-cent stores in these sales, but live sheet music dealers throughout the country have proven during the past few years that this is not so, and even if it were true there is really no necessity to compete with the 10-cent stores, as much as to-day there is a large number of fast-selling songs from publishers' high-class catalogs which retail at 30 and 40 cents, allowing the dealer a very fair margin of profit.

As a matter of fact, some of the biggest hits of the past year have been sold at that price, and the coming season, from all indications, will see music publishing houses place more and more numbers in known as their high-class catalogs. These numbers, once they are successful, sell just as readily as the more popular-priced ones. In fact, a display of the title pages generally means sales, as once a number is a recognized hit through the publicity which it receives from the publishers' professional department, it is the aid of the bands and orchestras, as well as talking machine records and music rolls, the public becomes so familiar with the leading numbers that the titles immediately attract attention.

The talking machine dealer who finds it necessary to add an outside line to his stock will, in taking on sheet music, add something to his line that is not foreign to the goods that he features. Furthermore, many of his record purchasers will buy the sheet music of the records which they are taking home. as it has been proved to the satisfaction of most of those interested that the demonstration of songs on the records sells sheet music. In fact, one of the largest of the higher-priced syndicate stores in certain sections of the country has a talking machine demonstrator in its sheet music department, and instead of the numbers being demonstrated by a piano they are played by the talking machine. It has found that results from this method of demonstration have been excellent.

The investment in a stock of sheet music is not large, and if the dealer will confine himself to the fastest-selling numbers he will find the turnover is rapid—much more so than in gas mantles and other extraneous lines that have nothing to do, and should have nothing to do, with the talking machine dealer's stock.

The works from his pen have covered a wide range, and have been of the high-class as well as the more popular variety. One of the features of most of his songs has been the fact that they have also been exceptional successes as instrumental numbers. While he is by no means new to the song-writing field, the writing of such numbers as "Indianna," "Pahjama," "Himalaya," "Tears of Love," and other such numbers has brought him decidedly into the limelight. Probably no writer in the field to-day writes with more easy than S. R. Henry, and despite the fact that he has a long list of songs he does not impress one as becoming a real enthusiast over his works, as is the usual song writers' wont. It may be that because the music-loving public generally receives his offerings favorably that he finds no necessity for becoming so. Among the other numbers from his pen which have been admitted successes are: "Polly Prim," "When the Harvest Moon Is Shining on the River," "Peter Piper," "She Was a Grand Old Lady," "Down in the Old Cherry Orchard,"...


**THE TALKING MACHINE WORLD**

**JUNE 15, 1919**

**THE TALKING MACHINE WORLD**

**THE DUSONTO PHONOGRAPH**

The DUSONTO is 100% perfect in Tone, quality and in appearance. The DUSONTO plays any disc record on the market, guaranteed to play perfectly, without any expense for additional attachments.

To hear the sweetness and distinctness of tone produced by the DUSONTO means satisfaction to the most critical ear. Numberless homes are made happy every day by the DUSONTO.

The DUSONTO is built in six different styles, including Machines ranging in price from $90.00 to $225.00 retail.

We are in position to take on at once a few additional, live wire dealers, and insure prompt deliveries throughout the year.

Write us at once for exclusive territory.

**STOFFER & STACKHOUSE CO.**

**BOURBON, IND.**

Distributors for
Northern Indiana and Southern Michigan

**MAKING ENCOURAGING PROGRESS**


The Emerson Philadelphia Co. distributors for Emerson records in eastern Philadelphia, southern New Jersey, Delaware and Washington, D. C., have found conditions in their territory very encouraging. In a recent chat with The World Harry Fox, general manager of this company, said: "When we took charge of this territory a few months ago we anticipated good business, but the sales have gone far beyond what we had looked for. With the live sales force under my supervision developing a host of new and high-class dealers, with the Emerson product coming better all the time and fully meeting trade demands, and with the enthusiasm with which Emerson dealers are pushing the records, I am confident that the summer business will be followed by a busy fall."

**NEW JONES-MOTROLA DISTRIBUTORS**

Jones-Motrola, Inc. has consummated the largest May business in the history of the organization and reports a bright outlook ahead. A number of well-known houses in the trade took on the Jones-Motrola, Inc., as distributors during the past month, among them being: "A Nightingale," "S. R. Henry's Barn Dance," "My Husband's in the City," "I've Got the Time, I've Got the Place," But I Haven't Got the Girl," "I'm Looking for a Nice Young Fellow Who's Looking for a Nice Young Girl," "By Heck Song," "Sister of Rosie O'Grady," "Kentucky Dream," "Cabinet of Curiosities," "Crack o' the Whip."

**TO BECOME A WORLD TRADE CENTER**

MERCHANTS' AND MANUFACTURERS' EXCHANGE TO ESTABLISH CLEARING HOUSE FOR COMMERCE AT GRAND CENTRAL PALACE IN NEW YORK CITY

The new proposition of the Merchants' and Manufacturers' Exchange of New York to make Grand Central Palace a great clearing house for world commerce, for the extension of American commerce in foreign countries as well as the importation of foreign goods into this country, has been approved. It is now planned by the Government to turn Grand Central Palace back to the Merchants' and Manufacturers' Exchange and the building will be used for the permanent display of all kinds of manufactured goods.

The Merchants' and Manufacturers' Exchange is said to have established foreign connections for export business in every important city in the world and manufacturers, jobbers, retailers and buyers will no doubt soon regard Grand Central Palace as a great trade center when visiting New York City. Clubrooms, office facilities and other means of increasing personal comfort will be installed in the building for the convenience of visiting merchants.

**LEONARD STRONG FOR CONVENTIONS**

General Sales Manager of Thos. A. Edison, Inc., Tells of Experiences at the Various Dealers' Conventions in the South.

General Sales Manager T. J. Leonard, of Thomas A. Edison, Inc., has prepared for the benefit of the Edison dealers and to be published in "Diamond Points" a most interesting review of his experiences at the several conventions of Edison dealers held by jobbers in the South, including the conventions in Dallas, under the auspices of the Texas-Oklahoma Phonograph Co., the convention in Atlanta, and also in New Orleans, reports regarding which have already appeared in The World. Mr. Leonard is distinctly enthusiastic over the direct results of these local conventions, and puts much of that enthusiasm into his writing.

**GROWING PEORIA CONCERN**

P. A. Bergner & Co., Peoria, Ill., has been using much space in the local newspapers giving publicity to its talking machine service. This store says that in a year and a half it has earned the reputation of being the largest distributors of talking machines in Central Illinois.

**IN LIGHTER VEIN**

A piano player doesn't always mean a human being these days. Neither does a talking machine mean a member of the fair sex. Score another mark against the King's English.
TRADE IN BALTIMORE SHOWS STEADY GAIN

Sales Meeting of Columbia Forces Great Event of Month—Important Addresses Made—Rosenstein Co. to Reconstruct—Boose Becomes Manager—Other News of Interest

BALTIMORE, Md., June 4—Talking machine business for May showed an increase with the retailers. With jobbers it went ahead of the corresponding month of a year ago. Receipts of machines and records showed a slight increase, and this is construed as a most hopeful sign. Many Baltimoreans are planning to attend the jobbers' convention at Atlantic City.

One of the big events of the month was the big sales meeting of the Columbia Graphophone Co., which was held at the Southern Hotel, and which was addressed by George W. Hopkins, general sales manager, and other officials of the company. More than 200 dealers were present as guests of Manager W. S. Parks, jr., manager of the local Columbia headquarters. F. K. Pennington, assistant general sales manager; Westervelt Terhune, manager of the Columbia branch at Atlanta, Ga., and John McKenna, who is in charge of business for the Columbia Co. at St. Louis, were also on hand. A pleasing musical program was a feature of the evening, and included Amparito Farrar, of the Columbia staff of artists, who came to Baltimore especially for the affair. Besides hearing Miss Farrar personally many of her late records were played.

An insight into the big business being done by the Columbia Co. was given by the officials from New York. G. W. Hopkins as well as F. K. Pennington stated that the company had approximately $11,000,000 worth of unfilled orders on file at this time, but they hoped to be able to catch up with the business now that the war was over. Both men pointed out that the dealers little realized that the talking machine business faced a serious situation, for had the war continued about ninety days more there would not have been any product.

"It is the duty of all salesmen," said Manager Parks during his opening statement, "to post themselves not only on the records they are selling, but on the composers and the thought that resulted in the composition. Thus every salesman will be able to tell the history of every number worth while, and this interesting recital to customers will make possible the sale of the better grade of records. I know of no better way of making better salesmen than through the study of the "Lure of Music." Making the customer feel at home when he enters your establishment is a point that should not be overlooked. By so doing every person entering your place for a particular record may become interested in something else as the result of your conduct whilst in your place without feeling under obligation to come back again."

Telling of the wonderful strides the Columbia Co. is making on the Pacific Coast. F. K. Pennington gave a very interesting recital of incidents of the trip through the West.

"Service" was the keynote of his address, and he made a plea for more attractive establishments and a closer study of salesmanship methods by all men and women engaged in the business. He also urged that big establishments provide a self-service department, and be proved by illustrations that whatever cost would be attached to such a department would be more than provided through the increased business that would come to the firms. The meeting concluded with a playing of all of the records that are on the June list.

Sol Rosenstein, of the Rosenstein Piano Co., announced that his establishment will be reconstructed and an entire new arrangement of the building provided. The plans provide for a very fine Grafonola department on the first floor with a number of booths. The piano and player department will be moved to the second floor and the repairing and tuning department will be on the third floor. Mr. Rosenstein's announcement is the third improvement contemplated for North Howard street within the next few months. The 300 and the 400 blocks of North Howard street will be two real musical blocks of the city, right in the heart of the downtown shopping district. Hammann-Levin Co., the Maryland Piano Co., the H. R. Eisenbrandt Sons Co., Inc., the National Piano Co. and Charles M. Stieff, Inc., will all be located in the short space of two blocks, while a block south is the establishment of Cohen & Hughes and F. E. Droop & Son Co. and three large stores, all of which have exceptional music departments, the stores being Hoschild, John & Co., Stewart & Co. and The Leader. This is certainly quite a musical center.

Although shipments improved slightly in both machines and records, Manager Parks of the Columbia Co., reported a fairly good increase over the May of 1918.

Announcement is made by I. Son Cohen, of Cohen & Hughes, Victor distributors, that H. T. Boose has been named sales manager of the company. The firm also announces that in Baltimore it has retired from the retail talking machine business, and that its entire retail equipment has been disposed of to the G. Fred Kranz Music Co. and to Ansell & Moses. The latter firm will have an establishment at 108 West Lexington street, but pending improvements

We Aim to Please—Give us a Trial

HAVE YOUR REPAIRS MADE WHERE THEY ARE MADE RIGHT

We are equipped to make prompt repairing of all makes of American and foreign Talking Machines—new models or old-timers.

FULL LINE OF REPAIR PARTS ON HAND

WE MAKE WHAT WE HAVEN'T IN STOCK

We furnish the dealer a steady supply of high grade attention that will keep his store on the right credit level. Ask for quotations.

Okeh Records

HARPONOLA COMPANY

By EDMUND BRANDTS, Sales Manager

CELINA, OHIO

Ask us for the Harponola Dealer Proposition— the best there is.

HARPONOLA RECORDS

Harpmonola give a very interesting recital of incidents of the trip through the West.
JOIN NATIONAL ORGANIZATION


E. G. Brown, who was the delegate of the Talking Machine Men, Inc., to the music convention, presented the application of his association at the convention of the music industries held in Chicago last week, and at a meeting of the executive board the Metropolitan organization was elected as the following telegram advises:

"Your association elected to affiliated membership in National Association of Music Merchants, which is merchants’ division of Music Industries Chamber of Commerce, by unanimous vote of executive board. Welcome to our work for advancement of music and protection of trade. You are assured of our hearty co-operation and best wishes. C. L. Dennis, secretary."

GEO. H. BUCKLEY, A VISITOR

Geo. H. Buckley, treasurer and general manager of the “Indiana” Die Casting Co., of Indianapolis, Ind., paid a flying visit to the New York offices of the company in the Tribune Building during the past week. Mr. Buckley reported excellent business being received at their factory and that several large contracts in the talking machine field had been recently closed. Vittorio di Lustro, manager of the New York offices, finds business very active in the Eastern territory and is much pleased with the outlook.

A LIVE WIRE VICTOR DEALER

A. I. Ross, of Astoria, L. I., Has an Attractive Establishment—Doing Large Business

One of the most progressive and successful Victor dealers in Long Island is A. I. Ross, who conducts a very attractive store on Main Street, Astoria. This store is a mecca for music-lovers in that part of the city, and Mr. Ross has developed an extensive clientele, particularly for Victor Red Seal records. The A. I. Ross Music Store also has a branch on Steinway Avenue, Astoria, and Mr. Ross is making plans for extensive alterations at this store, which will be started the latter part of the month. It is his intention to make this branch just as attractive as his establishment on Main street, and the accompanying photograph will give some idea of the attractiveness of the latter store.

The Establishment of A. I. Ross

SUMMARY OF NATIONAL FOREIGN TRADE CONVENTION

The Sixth National Foreign Trade Convention recently held in Chicago. This convention was attended by representatives of all factors of American industry, finance and commerce.

PARCEL POST EXTENSION NEEDED

Extension of international parcel post service so as to give American exporters an equipment equal to that of Great Britain and other foreign countries was strongly urged by the Sixth National Foreign Trade Convention recently held in Chicago. This convention was attended by representatives of all factors of American industry, finance and commerce.

To Whom It May Concern

New York, June 1, 1919.

This is to notify you that, after a final hearing, Circuit Judge Manton, in the United States District Court for the Southern District of New York, in the case of G. Ricordi & Co., Inc., vs. Columbia Graphophone Co., held that the compositions of Gitz Rice cannot be reproduced upon mechanical instruments without the payment of royalties for the reason that Gitz Rice has been domiciled in the United States since October, 1917, and by virtue of his domicile is entitled to have his compositions protected under the United States Copyright Law, against reproduction of copies for sale and against their reproduction upon mechanical instruments.

Judge Manton, in his opinion, stated:

"I think it is clear that Congress intended that domiciled foreigners are entitled to the benefits of the provisions of subdivision (e), section 1, of the Copyright Act and that it intended only to exclude subjects or citizens of countries denying similar protection to our citizens;"

and in the case of the song "Dear Old Pal of Mine," the Judge said:

"An infringement is admitted if it be held that the copyright is good and should be protected. The correspondence indicates clearly that the defendant took the position that the copyright was void and afforded no protection to plaintiff. As indicated above, I think the position assumed by the defendant was erroneous and a decree is granted for the plaintiff."

"The decree should provide an injunction restraining the defendant from manufacturing, using or selling sound records adapted to reproduce the composition 'Dear Old Pal of Mine' until the defendant shall have served notice of its intention to use the composition in the manner prescribed by section 25, subdivision (e) of the Copyright Act, and until it shall have paid the damages awarded by this decree; further, it should provide for an accounting. An allowance of counsel fee of one thousand dollars will be awarded."

Any person, firm or corporation reproducing upon mechanical instruments the song "Dear Old Pal of Mine" without complying with the provisions of the Copyright Act will be prosecuted to the fullest extent of the law.

Very truly yours,

G. RICORDI & CO., Inc.,
14 E. 43rd St., New York
THE AEOLIAN COMPANY OF ST. LOUIS

Wholesale distributors for St. Louis, adjacent territory and the West, of the celebrated AEOLIAN-VOCALION and the VOCALION RECORD

COMPLETE dealer service in all branches including newspaper advertisements, window cards, store-hangers, etc. The newspaper advertisements are prepared to enable the dealer to tie-up his local publicity with the impressive campaign of Vocalion advertising now being run in the Saturday Evening Post and other mediums.

Address communications to

THE AEOLIAN COMPANY

1004 Olive Street    St. Louis, Mo.
PENNINGTON RETURNS FROM WEST

Assistant General Sales Manager of Columbia Co. Back From Pacific Coast Trip—Reports Excellent Conditions in That Section

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., returned to New York recently after a six weeks' trip to the Pacific Coast. This was Mr. Pennington's first trip to the Coast, and he took advantage of the opportunity offered him to visit not only the Columbia branches throughout the South, Southwest and Far West, but to become acquainted personally with practically every Columbia representative in the large cities on route to the Coast.

In a chat with The Review Mr. Pennington stated that business conditions on the Pacific Coast are wonderful, and that every Columbia dealer whom he visited reported the closing of a record-breaking business for the first four months of the year. The retailers are enthusiastic regarding Columbia progress and the representation being accorded Columbia products on the Coast is most gratifying.

Mr. Pennington was informed by Columbia representatives that the new Columbia standard models and the extensive period model lines are meeting with phenomenal success, and the dealers state that this book is proving invaluable educationally, musically and commercially.

Conditions on the Coast are duplicated throughout the South and Southwest, as in Texas, for example, there is an era of unprecedented prosperity that bids fair to continue indefinitely. Every industry is sharing in this activity, and there is a firm belief and confidence in the future.

During the course of his trip Mr. Pennington attended dealer meetings in San Francisco, Spokane, St. Louis and Denver, and although he made no formal address at any of these meetings he was given an enthusiastic reception by Columbia dealers, who conferred with him regarding practical and vital problems incident to their individual establishments.

The Wollenberger Furniture Co., Evansville, Ind., has recently added to its stock the Empire line of talking machines and records and will push them in the future.

JONES-MOTROLA, Inc.

A GRATIFYING BUSINESS REPORT

Directors of Otto Heineman Phonograph Supply Well Pleased at Business Figures Presented at Regular Meeting Held Recently

At a regular meeting of the directors of the Otto Heineman Phonograph Supply Co., Inc., held at the company's executive offices recently, the usual 1½ per cent. quarterly dividend on the preferred stock was declared. The directors received a most gratifying report of the company's business activities, and the figures submitted for their consideration indicate that this company is closing bigger business each month. A. G. Bean, president of the Garford Mfg. Co., Elyria, O., which is now controlled by the Otto Heineman Phonograph Supply Co., was a recent visitor at the Heineman executive offices, bringing with him splendid reports of the Garford plant's progress. This immense factory is working day and night to keep pace with Heineman motor orders, and new machinery now en route to the Garford plant will enable the factory to materially increase its output.

GREAT GATHERING IN LOS ANGELES

Columbia Dealers Attend Monthly Meeting—Address Made by Godowsky—Other News

Los Angeles, Cal., June 3.—The Columbia dealers' monthly meeting took place on May 20 in the ballroom of the Alexandria Hotel and was attended by fifty or sixty Columbia dealers of their sales forces. The records for July were played, and later Leopold Godowsky arrived and was introduced to the company present. The world-famed pianist gave a most interesting address, in the course of which he described the recording of piano records, or rather the difficulties attending the recording of same. "You know," said Mr. Godowsky, "when a singer or a violinist or other instrumentalist records a solo he sways back and forth, to and from the recording horn. A pianist, however, cannot sway a grand piano back and forth in the same way, so—he is up against it. Possibly," continued Mr. Godowsky, "you would rather hear me play than talk!" and he forthwith, to the unqualified delight of his audience, played a number of pieces, duplicating in most cases his Columbia records.

Definite plans have not been completed for the erection of the Columbia Graphophone Co.'s building on Los Angeles street near Eighth. The completion of this building (about August 1) will tend to relieve the congestion which has existed for some time in the Los Angeles branch at their present quarters owing to the enormous increase of business.

Mrs. E. W. Holsclaw has been appointed manager of the Grafonola department of Remick's Song and Gift Shop.

Nat Schireson, of Schireson Bros., Columbia and Victor dealers, has just returned from a business trip to Chicago. He declares that the latter city has "nothing on" Los Angeles.

"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., Virginia

Sectional Bookcases and Record Cabinets

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING GRINDING ROLLING and EXPERIMENTAL LABORATORY

Plant No. 2
541/2 Franklin St.
NEWARK, N. J.

Manufacturer of
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-gearied 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
June 15, 1919

THE TALKING MACHINE WORLD

131

THE NEW MARCH RECORDS


Pleased with General Conditions

The Triangle Phono Parts Co., New York, expects to ship very shortly its new tone arms, and in the meantime it has greatly increased its manufacturing facilities in order to expand its output. They state that "quite a number of well-known manufacturers have arranged to use the new Triangle tone arms and sound boxes exclusively during the coming year, and that new names are being added to this list regularly." The company also announces that it is supplying the trade with prompt shipments of motors, as it carries a large stock on hand at all times.

From

$85 Culpophone

To

$225

A line of wide range of styles and prices.

Cabinets are handsome in appearance and equipped with the most modern accessories.

Dealers, investigate!

Culp Phonograph Co.

298 Broadway

New York

Note new address

Motor Truck Transportation

Highways Transport Committee of Council of National Defense Organized—Work Has Been Broadened to Include Bureaus

The Highways Transport Committee of the Council of National Defense has been organized on a peace basis, and its work has been broadened so as to include direct representation from the office of Public Roads and Rural Engineering of the Federal Department of Labor, the Bureau of Markets, the Post Office Department and the Department of Commerce. The Council will continue its work of promoting the use of motor trucks for transportation of merchandise. This work is now being done in New York by the Return Loads Bureau of the Merchants' Association.

The personnel of the committee is as follows: John S. Cravens, of the Council of National Defense, chairman; James J. Blakely, Fourth Assistant Postmaster General; J. M. Goodell, Consulting Engineer; James H. Collins, Investigator in Market Survey; R. S. MacElwee, Second Assistant Chief, Bureau Foreign and Domestic Commerce; Charles W. Reid, executive secretary, and Grosvenor B. Clarkson, Director of the Council, ex-officio.

The Highways Transport Advisory Board will assist the main committee, and is composed of several prominent business men.

The Hyatt Music House of Portland, Ore., reports a continuance of the activity which has prevailed since the Christmas holidays.

Snapped on a Pleasure Jaunt

We take pleasure in presenting herewith a photograph of Mr. and Mrs. Otto Heineman, taken at the country estate of one of Mr. Heineman's personal friends. The Heineman executive offices were closed for the Decoration Day holidays, and Mr. Heineman took advantage of this unexpected holiday to take an automobile trip up the Hudson and visit the estate of one of his friends in the Catskill valley.


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
QUAKER CITY EDISON DEALERS MEET

Great Gathering at Bingham Hotel Recently Under Auspices of Mr. Blake—Addressed by T. J. Leonard, R. E. Cope and Others

PHILADELPHIA, PA., June 9—The meeting of the Edison Phonograph Dealers' Association of this section held at the Bingham Hotel recently was one of the largest and most successful ever held by that organization. The number of new members was gratifying and showed the growing interest in the work of the association. After the dinner given through the courtesy of the Girard Phonograph Co., H. E. Blake opened the business session with an interesting talk on the advantages and work of the association and its social features. He spoke also of the new plans by which each meeting will be addressed by some dealer on important points in the work.

He was followed by Thomas J. Leonard, sales manager of Thomas A. Edison, Inc., who explained the production situation and showed how the former difficulties are now being overcome. Robert E. Cope, general manager of the Girard Phonograph Co., outlined the plans for the coming advertising campaign, which will be the largest ever attempted by the Edison dealers of this city. Charles J. Gardner, supervisor Thomas A. Edison, Inc., spoke of the excellent business conditions in the Middle West, and predicted better business than ever this year. At the close of the meeting six dealers applied for membership.

Proper Packing Pays

The phonograph industry should adopt this motto without reservation. The nature of its shipments, with the consequent high freight classification, demands the use of a container that will at once be both light in weight and strong.

Realizing this need, and knowing full well the many unusual and difficult conditions confronting the standardization of a 3-ply veneer packing case particularly suited to phonographs, this organization (representing four large factories) undertook the task of making the best possible packing case for phonographs.

If intelligent and continued demand for a product is an indication of achievement, we have succeeded in our efforts to give the phonograph industry just what it needed—the “ATLAS” 3-ply veneer packing case.

To insure you against possible mistake we have trade-marked our product. “ATLAS” 3-ply veneer packing cases are made only by us. Their uniformly high quality and beauty in appearance, together with the unusually prompt and sure service we can always give, have made “ATLAS” cases “standard equipment” with the more particular manufacturers.

Should you be interested in better packing we would appreciate your inquiries.

Nelson & Hall Company
Richford Manufacturing Co.

Blair Veneer Company
Veneer Products Company

Exclusive Selling Agents

ATLAS SALES CORPORATION
RICHFORD, VERMONT

Carry the Weight
Save Freight
NEW SET OF CAR CARDS READY

Exceptionally Attractive Series of Cards Just Issued for the Use of Sonora Dealers

In order that Sonora dealers throughout the country may have facilities for making attractive displays in their local transit lines, the Sonora Phonograph Sales Co. has brought out a set of Sonora Car Cards which are exceptionally attractive. These cards are designed in bright, harmonious colors, containing a minimum amount of text, and are certain to secure the interested attention of all who catch sight of them. The company has received many expressions of appreciation from Sonora dealers regarding the quality of the printed and lithographic sales help which it is now providing.

directly with the money of the tax payers. In view of the fact that there have been so many rulings and counter rulings calculated to confuse and in many cases work against the interests of the music industry, the trade should accept with alacrity the crumb of comfort offered in this latest ruling.

Rex Gramophone Company
who are one of the oldest established Talking Machine Houses in Europe, having extensive trade connections throughout Great Britain, in the Colonies and foreign Countries, desire to obtain exclusive selling agencies for Spring Motors, Tone-arms, Sound-boxes, etc., of first class quality at reasonable prices. Please send fullest particulars to:


Cable Address: "Lyrecollect, London."
LAST CALL FOR CONVENTION OF THE VICTOR MACHINE JOBBERS
June 30 and July 1 and 2 the Time and the Hotel Traymore, Atlantic City, the Place—Important Business Discussions and Elaborate Entertainment Features Placed

Within two weeks after this issue of The Talking Machine World is in the hands of its readers the general convention of the National Association of Talking Machine Jobbers at the Hotel Traymore, Atlantic City, will be in full swing, with an attendance, to judge from present indications, greater than that recorded at many previous meetings. Louis Borbin, chairman of the arrangements committee, has already issued a timely warning to those who have delayed in making reservations—a sort of last call, as it were.

The convention, as has already been announced, will be held on June 30 and July 1 and 2. There will be two business sessions, one during the afternoon of June 30, and the other during the afternoon of the following day, and it is planned to so arrange the various matters to come up before the convention that they may all be handled properly in these two sessions.

Recognizing the fact that Atlantic City is primarily a pleasure resort, the arrangements committee has not overlooked this factor, but has allowed plenty of time for general enjoyment. Both Monday and Tuesday morning the rank and file of the members and their friends will be free to enjoy to the fullest extent the pleasures offered by this famous resort and Monday evening will be left free for the same purpose.

On Tuesday evening, July 1, will be held the annual banquet at the Traymore, and on Wednesday morning, following the convention, will be held the annual golf tournament. It had been planned to hold the tournament on the Saturday preceding the convention, but it was felt that, owing to the number of club members who would naturally take advantage of the Saturday holiday to be on the links, the holding of a tournament on that day would result in confusion. Hence the change of the date to Wednesday.

Just what plans have been made for entertainment at the banquet are being held in deep secret, but, based on past performances, the results should be most satisfying. It is understood that there will be several speakers of note, among them the Hon. James M. Beck. On July 2 the Victor Talking Machine Co. will entertain the jobbers in Philadelphia with a concert, followed by a dinner and dance at the Hotel Bellevue Stratford. Some prominent artists will appear for the edification of the jobbers and their friends, but the Victor Co. is not yet prepared to make public the complete program.

It is expected that, as is usually the case, a large number of ladies will attend the convention, and liberal provision has been made for their entertainment while the men folks are wrestling with heavy business problems. Sailing parties, auto rides and special luncheons are features provided for the benefit of the female contingent. For those with both nerve and ambition may be also included hydroplane flights, Atlantic City having become a big center for hydroplane work.

The purpose of the plan is the creation of a revolving credit which will tend to stabilize exchange and allow American merchants and manufacturers to establish fair markets in countries where the dollar is now at such a premium as to prohibit the purchase of American goods.

The plan, which has evolved from conferences here and in Washington within the last week, calls for the organization of what really would be a national investment trust, in which the United States Government would not only participate, but would dominate, through ownership of half of the debentures issued. The remaining 50 per cent. of debentures would be sold to manufacturers, exporters, and national banks.

These debentures, according to the plan, would be issued against long-term notes of foreign Governments and banks, which would be allowed to establish dollar credits here, and who, in turn, would be able to extend them to their citizens and depositors at a rate which could be fixed in the several foreign countries.

The plan has been discussed along national lines for only a few days. It is asserted that it would extend the same opportunity to small savings banks in remote corners of this country to share in the profits of the financing involved in carrying on such foreign trade as is given the large banking institutions, which under existing conditions may pick and choose in this field. It is expected that it will meet with strong opposition, but it is strongly believed that it will be strongly backed by American exporters, who, because of the chaotic condition of the foreign exchange market, find they are losing a large amount of foreign business because other countries are offering to finance purchases along with the delivery of merchandise.

It is expected that the plan may be offered to Congress before the week is out for legislation permitting its organization.

The Spiegel Sonora Shop, Fort Wayne, Ind., finds that a second floor location is no obstacle to a flourishing business, for the store has just been remodeled to take care of its increasing trade.

Attention Victor Dealers

it wraps the records and sells `em too!

ON the first day of Every Month you are provided with a NEW stock of delivery envelopes, sufficient to wrap all the new records received that month.

ATTRACTIVELY printed with timely designs, prominently displaying the-

BIG HITS you are now offering for sale and further-

A selected list of records appropriate to the month; for example, the July list above shows Patriotic Numbers.

BEST of all—YOUR Name on every envelope.

AND THE PRICE INCLUDING your name

$1.50 per 100 for 10" size

$2.00 per 100 for 12" size

DON'T wait—order through your distributor, or write direct to us, naming your distributor.

LU-FRANC SALES SERVICE CO.

45 Washington Blvd.

DETROIT

TO HELP AMERICA'S FOREIGN TRADE

One Billion Investment Trust Planned—Proposal Is Designed to Stabilize Exchange—Scope Would Be National With Government Dominating Conduct of Enterprise

The creation of a $1,000,000,000 National Trust Society, patterned after the investment trust organizations in Scotland and England, which have been financially successful for many years, in which the United States Government would hold a controlling interest, is being discussed by Cabinet officers, members of the Federal Reserve Board, and American business men. It is understood that a plan may be offered to Congress before the week is out for legislation permitting its organization.

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The plan, which has evolved from conferences here and in Washington within the last week, calls for the organization of what really would be a national investment trust, in which the Government would not only participate, but would dominate, through ownership of half of the debentures issued. The remaining 50 per cent. of debentures would be sold to manufacturers, exporters, and national banks.

These debentures, according to the plan, would be issued against long-term notes of foreign Governments and banks, which would be allowed to establish dollar credits here, and who, in turn, would be able to extend them to their citizens and depositors at a rate which could be fixed in the several foreign countries.

The plan has been discussed along national lines for only a few days. It is asserted that it would extend the same opportunity to small savings banks in remote corners of this country to share in the profits of the financing involved in carrying on such foreign trade as is given the large banking institutions, which under existing conditions may pick and choose in this field. It is expected that it will meet with strong opposition, but it is strongly believed that it will be strongly backed by American exporters, who, because of the chaotic condition of the foreign exchange market, find they are losing a large amount of foreign business because other countries are offering to finance purchases along with the delivery of merchandise.

The Spiegel Sonora Shop, Fort Wayne, Ind., finds that a second floor location is no obstacle to a flourishing business, for the store has just been remodeled to take care of its increasing trade.

New Automatic Cover Support

The plan has been discussed along national lines for only a few days. It is asserted that it would extend the same opportunity to small savings banks in remote corners of this country to share in the profits of the financing involved in carrying on such foreign trade as is given the large banking institutions, which under existing conditions may pick and choose in this field. It is expected that it will meet with strong opposition, but it is strongly believed that it will be strongly backed by American exporters, who, because of the chaotic condition of the foreign exchange market, find they are losing a large amount of foreign business because other countries are offering to finance purchases along with the delivery of merchandise.
GRAND RAPIDS A CABINET CENTER

Over 225,000 Cabinets Now Contracted For With Factories In That City—Machine Shops Planning to Manufacture Parts

GRAND RAPIDS, Mich., June 7.—This city has become without question the leading talking machine and phonograph cabinet manufacturing center in the United States, and this direction is gaining a reputation that is measuring up with its reputation as a furniture manufacturing center. At the present time local manufacturers are holding contracts for over 225,000 cabinets for some of the best-known talking machines on the market, as well as for some machines not so well known. At the same time agents for other leading manufacturers have been endeavoring to place further contracts for cabinets and will probably be successful in other local factories begin to take up the work.

At the present time the wholesale value of phonograph cabinets turned out by the local plants is over half the value of the furniture output, and it must be remembered that Grand Rapids has for years been recognized as the furniture manufacturing center of the country. Just now there are some interesting developments promised. There are a number of magnificently equipped machine shops in and about the city, and several of these have made plans to engage in the manufacture of talking machine parts, such as motors, tone arms and sound boxes. When these shops begin to produce parts in substantial quantities we may expect to see Grand Rapids develop into one of the leading, if not the leading, talking machine producing districts of the country, turning out the complete machines ready to play.

TUSTING PIANO CO. CELEBRATES

Asbury Park Piano House Holds Successful Reception to Mark Fourth Anniversary

Asbury Park, N. J., June 6.—The Tusting Piano Co. of this city gave an interesting and successful reception at its warerooms June 2, to mark the fourth anniversary of the opening of its present handsome establishment at 609 Main street. On this occasion R. Tusting secured the services of a group of popular Hawaiian artists, who presented a program selected from the Victor catalog by the guests.

This event was thoroughly enjoyed by everyone present and the audience included music lovers from many surrounding towns. The Tusting Piano Co. had taken care of the incidental details in its usual satisfactory way, and its fourth anniversary was fittingly observed. One of the features of the day was the receipt of handsome flowers and other appropriate gifts from Victor jobbers in the East, who are keenly interested in the activities of this house.

BECOMES ADVERTISING MANAGER

L. M. Robinson, for Seven Years Connected With Edward Lyman Bill, Takes Charge of the Advertising Department of the Otto Heineman Phonograph Supply Co., New York

John Cromelin, general sales manager of the Otto Heineman Phonograph Supply Co., New York, announced this week the appointment of L. M. Robinson as advertising manager of the company, with headquarters at the executive offices, 25 West Forty-fifth street, New York. For the past seven years Mr. Robinson was associated with Edward Lyman Bill, Inc., publishers of The Talking Machine World and The Music Trade Review.

According to the Otto Heineman Co.'s plans, jobbers and dealers handling the popular Okeh phonograph cabinets will receive enhanced co-operation from the Heineman advertising division during the coming year. The Okeh record has achieved phenomenal success during the past few months, and jobbers and dealers throughout the country report an ever-increasing demand.

The Heineman advertising department will work in close co-operation with every member of the Okeh distributing organization, and judging from present indications nothing will be left undone that may assist the jobbers and dealers in developing and stimulating business in their territory. Special attention will be given to the issuance of literature that will enable Okeh dealers to take advantage of every possible opportunity to increase their business.

During the seven years in which Mr. Robinson has been associated in an important capacity with The World and The Review he has had an opportunity to acquire an expert understanding and knowledge of the talking machine business from almost every angle, but especially with respect to problems of merchandising. Under his able direction, therefore, the advertising department of the Otto Heineman Phonograph Supply Co. will undoubtedly afford Okeh dealers a very practical and worthwhile co-operative service.

On Thursday evening, June 12, just prior to Mr. Robinson's taking up his new duties with the Heineman organization, he was the guest of honor at a dinner at Mouquin's, tendered him by his associates on the staffs of The Talking Machine World and The Music Trade Review. Following some appreciative remarks, Mr. Robinson was presented with a beautiful gold watch, or Tiffany make, suitably inscribed.

MAKING IMPORTANT ANNOUNCEMENT

Emerson Phonograph Co. Furnishes Details Regarding Its Plans in Connection With the Issuance of 9-Inch and 10-Inch Records

The Emerson Phonograph Co. made an important announcement this week relative to its future plans regarding the issuance of its 9-inch and 10-inch records. According to these plans the fixed policy hereafter will be:

First—All popular song hits of the day will be recorded as heretofore on the Emerson Gold Seal 9-inch and 10-inch records.

Second—Dance, band and standard instrumental music will be recorded on Emerson Gold Seal 10-inch records.

Third—All religious, standard and semi-classical music will be recorded on Emerson Gold Seal 10-inch records.

Fourth—International, Emerson label records of folk songs, marches, instrumental, semi-classical and operatic records will be recorded on 9-inch and 10-inch records.

Fifth—In the future the Emerson Gold Seal 9-inch and 10-inch records will be listed on the same bulletin, display cases and catalogs. The company has adopted this policy because it believes that it is exactly in harmony with the wishes of its clientele.

AN INTERESTING DEMONSTRATION

Pathé Dealers Given Actual Demonstration in Cleveland Under Auspices of the Fischer Co.

CLEVELAND, Ohio, June 7.—A total of about 219 dealers, who conduct a retail business in Ohio, Indiana and Kentucky, visited Cleveland this week for the purpose of seeing a demonstration of the new Pathé Actuell, which was given by W. W. Parsons, general representative of the Pathé Frères Phonograph Co. of New York. The demonstration was given in the handsome quarters of the Fischer Co., wholesalers of the Pathé line, located in this city. The visiting dealers were greatly impressed by the Pathé Actuell. M. Saunders, wholesale manager of the Fischer Co. in Cleveland, and R. J. Jameson, wholesale manager of the Fischer Co. division in Cincinnati, were responsible for the entertainment end of the affair, which included special dinners at the Rathskeller and at Peter Schmidt's famous chicken dinner resort.

When it was learned that Prof. B. W. Snow, of the University of Wisconsin, has in his possession an exact replica of the first Edison talking machine, Thomas A. Edison sent him as a personal gift the latest model Edison.
QUALITY LEADERS IN THE CABINET FIELD

**Style 71.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 32 in. Top 16 1/4 x 15 1/2 in. Holds 108 records. For Victrolas IV-A and VI-A: Columbia No. 25 and No. 35.

**Style 72.**—Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 36 in. Top 15 x 19 in. Holds 180 records. Made specially for Victrola VIII-A. Top has counter sunk holes to accommodate rubber bumpers on machine.

**Style 73.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/2 x 22 1/4 in. Holds 96 records. For Victrolas IX-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

**Style 74.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 36 in. Top 19 x 19 1/2 in. Holds 240 records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

**Style 75.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 1/4 in. Holds 96 1/2-in. and 96 1-in. records. For Victrolas IX-A; Columbia No. 50; Pathé No. 50.

**Style 76.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.

**Style 77.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 16 1/2 x 22 in. Holds 96 1/2-in. and 96 1-in. records. For Victrolas IX-A; Columbia No. 50; Pathé No. 50.

**Style 78.**—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 17 x 17 in. Holds 168 records. For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.

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

The Geo. A. Long Cabinet Company
HANOVER, PA.
A. W. O. L. BUT SAVED BY TALKER

Wonderful Effect of Talking Machine Music on the Sentry Enables Two Overdue Soldiers to Sneak Into Camp Undetected and Thereby Avoid a Sojourn in the Guard House

In one of our Southern training camps, located on the outskirts of a city of moderate size, two lads in khaki were holding a council of ways and means one summer night, just outside the boundary of the camp. The hour was past midnight and long ago they should have been asleep on their canvas cots in the company street.

But it had been a glorious night, and the Southern moon had been irresistible, even after the C. O. had issued strict orders that no man was to leave camp that night, for the next day the boys would be starting on the last lap of the Great Adventure. Consequently, as soon as the shadows began to creep across the sandy fields separating the farm from the woods along the road to town, our two buddies had slipped away for a last celebration. And now that they must return to camp they found difficulties in their way.

A double guard had been posted, and their instructions, which the two had overheard from their hiding place behind a clump of bushes, made the lads realize that above all things they must run the guard and get back into camp unnoticed. But very softly—even in silence—then the song was heard once more, the record played to the end, but the sentry was still alert at his post.

Then, after a quick glance around to see that no one was in sight, he walked along the fence in the direction of the open window. At the corner he paused, absorbed in the music, thinking of someone he would like to see before he went "Over There." Meanwhile our two recuperates, whose hardened hearts held but one thought, slipped through the gate like two shadows. The music ceased and the sentry, with a sigh, resumed his post.

Ten minutes later as the two were crawling into their bunks one whispered to the author of the great idea, "Say, Bud, how do you get that way? You're a wonder."

And the youthful genius whispered back, "Me? Why, I used to sell talking machines out in Kalamazoo, and if I ever get a hold of that guard when it's all over, I'll bet I sell him a dozen."

"I'll tell the world," was the sleepy reply.

WHERE THE WORD "JAZZ" STARTED

Most people are aware of the fact that "jazz" music originated in the South, but perhaps few know just how the name itself started. The Columbia Record gives the following explanation:

There was once a trio of doury musicians, one a banjo player, one a singer and the third a maker of melodies by means of an empty tin can. This unusual trio came to be called the Jazzacks Band, the name being the popular inversion of the jackass, the famous solo singer of the Southern States. Soon the name, according to the proverbial love for inaccuracy, was changed to Jazzacks and by the usual method of abbreviation developed finally into just plain jazz.

EDISON CONVENTION PICTURE

An attractive picture of the Edison Dealers' convention in Kansas City, held on May 20-21, and referred to elsewhere, was received at the World office too late for publication, and consequently many of the visiting dealers will not have the opportunity to see how well they look under the glare of the limelight. Judging from their contended expressions, however, the convention was one to instil joy into every bosy heart, and business was not allowed to interfere with the usual festivities of such a gathering.
An important decision was handed down this week by Judge Manton of the U. S. Circuit Court, Southern District of New York, in the case of G. Ricordi & Co. vs. the Columbia Graphophone Co. In his decision Judge Manton sustained the contention of G. Ricordi & Co., who claimed in its suit that the defendant had infringed the copyright of a musical composition entitled "Dear Old Pal of Mine." G. Ricordi & Co., as assignee of the copyright for this musical composition, maintained that it had obtained rights which had been violated by the defendant, and Judge Manton in his decision granted an injunction "restraining" the defendant from manufacturing, using, or selling sound records adapted to reproduce the composition "Dear Old Pal of Mine" until the defendant shall have served notice of its intention to use the composition in the manner prescribed by Section 25, Subdivision F, of the Copyright Act, and until it shall have paid the damages awarded by this decree; further it should provide for an accounting. An allowance of counsel fee of $1,000 will be awarded.

According to Judge Manton the question presented is "whether, assuming that under Section 1, Subdivision E of the Copyright Act, a copyright cannot be obtained for a musical composition composed by Lieut. Gitz-Rice, is the case altered by reason of the fact that the words were written by Harold Robe, an American citizen." On this point Judge Manton says: "It seems that since this musical composition is the result of joint authorship, Robe having composed part of it, it was the subject for which copyright could be granted, and should be protected under our act. It should be treated as if he and not his collaborator in authorship Gitz-Rice, was the sole author thereof." Continuing, Judge Manton says, "In my opinion the copyright as granted may also be sustained for the reason that Gitz-Rice lived in this country at the time of his application for his copyright and the publication of his composition."

SOLDIERS APPRECIATE PHONOGRAPH

Otto Heineman, president of the Otto Heineman Phonograph Supply Co., received recently an interesting letter from H. W. Robinson, of Y. M. C. A. Hut No. 208, Camp Sherman, Ohio, expressing appreciation of the phonographs and OkeH records which Mr. Heineman had donated. This letter read as follows:

"Dear Mr. Heineman:

"The five Model C phonographs, sixty OkeH records and two thousand needles came through all right and in fine condition. And yesterday the box containing one hundred and fifty records was delivered to me.

"We want you to know how much we appreciate your most generous gift. One of your phonographs was placed in the Y. M. C. A. Hut No. 208 and is being kept going almost continuously from morning till bed time. The soldier boys will play the phonograph in preference to our expensive machine; another was placed in Barracks 501, and the other three were turned over to the Red Cross to be used as they see fit in the wards.

"Mr. Eddy, head Red Cross man, said that the officers of the hospital would like one of the phonographs to use in a camp-lodge outside of Camp Sherman. I consented to this.

"All speak in the highest terms of the phonograph and records. And I want to assure you that we do appreciate your gift. You are giving a lot of pleasure to our soldier boys.

"Thanking you for your kindness, I remain, yours sincerely (Signed) H. W. Robinson."

NEW RECORD ENVELOPE SERVICE

Detroit Concern Plans to Issue Each Month Record Envelopes Bearing the Record Lists of That Particular Month for Dealers' Use

Detroit, Mich. June 6.—The Lu-Franc Sales Service Co. of this city, have just made an announcement of particular interest to Victor dealers and jobbers. This company proposes to deliver on the first day of every month record delivery envelopes, or what are commonly called wrapping envelopes, printed with very attractive designs appropriate to the month, and containing in addition to the dealer's individual names and addresses a list of the records issued by the Victor Co. for that particular month, and a further list of specially selected records in keeping with the general spirit of the month. For example, the July envelopes are printed with a list of records that are selected because of their sales value, and also a list of patriotic records. Appropriate special lists will also be issued for other months.

The company states that it will no longer be necessary for the dealer to take in a year's supply of envelopes in order to secure them printed with his individual advertisement at a reasonable price, for the Lu-Franc Sales Service Co. have perfected an arrangement in their envelope mill that will permit of their furnishing these envelopes in small lots each month as the dealer requires them at attractive prices.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPH MACHINES

GLOBE DECALCOMANIE CO.

JERSEY CITY, N. J.
CABINET MANUFACTURERS WHO MAKE CABINETS
THE PRODUCTION OF EDISON PHONOGRAPH CABINETS.

THE SHERMAN ANTI-TRUST LAW.

PEAL FROM THE DISTRICT COURT'S VERDICT LEAVES THE
RIGHT OF THE MANUFACTURER TO MAINTAIN RESALE
PRICES.

THE DEPARTMENT OF JUSTICE WAS THAT THE COLGATE
CONCERN, BY SELLING ITS GOODS SOLELY TO DEALERS
WHO WOULD AGREE TO RESELL AT PRICES FIXED BY
THE COMPANY, HAD ENTERED INTO A "COMBINATION IN
RESTRAINT OF TRADE" IN THE FACT THAT IT DEPRIVED
OTHER DEALERS OF THE OPPORTUNITY TO HANDLE ITS
PRODUCTS, AS COVERED BY THE PROVISIONS OF THE
SHERMAN ANTI-TRUST LAW.

THE SUPREME COURT'S DECISION IS THE FIRST AU-
THORITATIVE RULING ON THE ACTUAL PROPOSITION
OF THE MANUFACTURER TO MAINTAIN RESALE
PRICES.

OTHER DECISIONS IN VARIOUS COURTS, INCLUD-
gING THE UNITED STATES SUPREME COURT, HAVE
BEEN HANDED DOWN, BUT THESE HAVE ALL BEEN BASED
ON SOME PHASE OF THE PRICE MAINTENANCE QUES-
TION AND NOT ON THE PROPOSITION ITSELF.

THE DENIAL OF THE DEPARTMENT OF JUSTICE'S AP-
PEAL FROM THE DISTRICT COURT'S VERDICT LEAVES THE
WHOLE QUESTION OF PRICE MAINTENANCE IN A MOST
FAVORABLE STATUS FOR THE MANUFACTURER, NOT ONLY
AS REGARDS THE INTERPRETATION OF THE LAW BY THE
DEPARTMENT OF JUSTICE, BUT ALSO AS MAKING NEEDED
THE ENACTMENT OF LEGISLATION REMOVING THE PRICE
MAINTENANCE SUBJECT FROM THE OPERATION OF THE
SHERMAN ANTI-TRUST LAW.

SOME CABINET WORKERS RETURN
JAMESTOWN, N. Y., JUNE 9.—The strike of the
cabinet workers here only temporarily affected the
production of Edison phonograph cabinets.

The Department of Justice was that the Colgate con-
cern, by selling its goods solely to dealers who
would agree to resell at prices fixed by the
company, had entered into a "combination in
restraint of trade" in the fact that it deprived
other dealers of the opportunity to handle its
products, as covered by the provisions of the
Sherman anti-trust law.

The Supreme Court's decision is the first au-
thoritative ruling on the actual proposition
of the right of the manufacturer to maintain resale
prices. Other decisions in various courts, in-
cluding the United States Supreme Court, have
been handed down, but these have all been based
on some phase of the price maintenance ques-
tion and not on the proposition itself.

The denial of the Department of Justice's ap-
peal from the District Court's verdict leaves the
whole question of price maintenance in a most
favorable status for the manufacturer, not only
as regards the interpretation of the law by the
Department of Justice, but also as making neces-
sary the enactment of legislation removing the price
maintenance subject from the operation of the
Sherman anti-trust law.

AN INTERESTING NEW MACHINE
B. R. SEABROOK REVERSES SOME RECOGNIZED PRIN-
CIPILES OF SOUND CONTROL IN CONSTRUCTION OF HIS
NEW TALKING MACHINE.

There is now on exhibition in New York the
Seabrook talking machine, a new type of ma-
chine of a revolutionary character, invented by
B. R. Seabrook, an engineer of Winnipeg, Man.,
and which has been demonstrated very suc-
cessfully for some time past in Canada.

In building his machine Mr. Seabrook has re-
versed the usual order of things in many par-
ticulars. For instance, the horn of the instru-
mament is not intended to and does not amplify
the sound, the amplification being obtained
through the means of a special sound "chimney"
built into the cabinet. Whereas in the ordinary
type of machine the sound becomes louder as
one approaches the machine, in the Seabrook
instrument it is quite the reverse. As a mat-
ter of fact the melody can be heard close to the
horn without any unpleasant effects, but as one
moves away from the instrument the sound
volume increases perceptibly. As a result of
Mr. Seabrook's invention he has succeeded in
amplifying the sound waves after they have left
the horn of the instrument, and has thus upset
some recognized principles of science.

The material of which the horn is made is,
as has already been stated, absolutely dead, does
not vibrate, nor reflect sound waves, acting mere-
ly as a channel for guiding the sound in the
proper direction. The horn can be so arranged
as to direct the sound several degrees from the
head center if desirable, throwing the sound
waves down, for instance, when the machine is
placed in a gallery, and it is desirable to play to
an audience seated below or throwing the sound
waves upward when the reverse is the

Ramosola Phonographs

The Talking Machine With a Soul

Best on Earth. We
Prove it by Perfectly
Playing All Makes
Of Disc Records.

Richmond Made
Perfectly Adjusted
Machine of Universal
Proclivities.

We Have Profited by
The Mistakes of Others.
The Proof of Our Prof.
Look What Happened

The South's First Phonograph Manufacturers
P.O.Box 1354
104 N. 7th Street
Richmond, Va.

To The Blind Typewriter
So Will it be with the
One School Machine and
The So-called Universal.

Thirteen Models.
Write for Trade Discounts.
We also Job the Quality
Line of Motors, Tone Arms
And Records

We mean Okeh Records,
Heineman Motors,
Meiselbach Tone Arms,
Cleartone Needles.

No. 15 K. Nicholson Record Cabinet
mand for these cabinets throughout the country,
and at the present time dealers from coast to
cost are handling the company's products. This
company has for many years manufactured a line
of sectional bookcases, and in this field has en-
abled it to produce record cabinets that are
ideally adapted to the dealers' requirements.
A popular model is No. 15 shown herewith.

ATENTION DEALERS!

We manufacture 20 beautifully designed
and splendidly constructed Talking Machines
per month, of the large 10-inch type. Write
For Illustration and terms.

TYROLIA TALKING MACHINE CO.
WILMETTE, ILLINOIS.
EDISON DEALERS' CONVENTION TO BE RECORD BREAKER

More Than a Thousand Dealers to Attend Session at the Hotel Commodore, New York, June 25 to 27—Elaborate and Interesting Program Prepared—Banquet Features

All New York banquet records for size will be broken when more than a thousand dealers sit down to the Edison Dealer's Convention banquet, which will be held at the Hotel Commodore on Friday evening, June 27. Over 1,200 dealers have already sent in acceptances. Pre-'vision of such a gathering at the Commodore no banquet room in New York would have been large enough to hold such a gathering. Another record breaker will be the dinner show, which will be the most elaborate entertainment ever provided for such a banquet.

Elzie de Wolfe, the noted authority on piano furniture, who is still in France doing war work, is making every effort to get back in order to address the convention. Another prominent speaker will be Reginald de Koven, the famous composer of "Robin Hood" and many other operas, and who is busily engaged just now in writing an opera which will be produced by the Chicago Opera Company.

On June 25 there will be exhibited in the grand ballroom a display of the entire Edison line of period cabinets, which includes instruments ranging in price from $155 to $6,000. Two new cabinets, a Louis XIV and an Italian model, have not yet been announced to the trade, will be shown.

"Eye Value," a one-act play, which is now in rehearsal, will have its first and only production at the convention. It is mildly satirical of certain well-known figures in the phonograph world.

An address will be made by R. C. Aimone, of the Aimone Galleries, New York. He is one of the most famous furniture designers in the world, and makes phonograph cabinets exclusively for the New Edison. Mr. Aimone will make a talk on the materials and workmanship employed by him in making these cabinets.

A complete stock will be maintained at all times, permitting the maximum of service to dealers—the same satisfactory service that has characterized the name of CORLEY in the talking machine trade.

Satisfactory discounts—Prompt Shipments

The Corley Company

RICHMOND VA.
SOME IDEAS IN SALESMANSHIP

Demonstration of the Advantages of Better Machines Will Lead to More Sales—The Prospects Should Convince Himself That the "Cheap" Machine Will Not Please Him

A thorough technical knowledge of the talking machine is a necessary part of the education and stock in trade of the good salesman if he is to make his prospect realize the value of a $100 machine as compared with a $25 model. Some have been rash enough to say that there was no difference between a cheap machine and one of a better quality except in the matter of outward appearance, that is to say, you were merely paying for the case and the inside mechanism was the same in all models.

There was a time when you could answer your prospect's question as to what was the advantage between a $25 and a $100 machine by saying the secret was tone, but to-day, with the market flooded with many inferior machines, all making great claims of this thing or that, there is need for proof by actual demonstration. The salesman who knows his machines in every detail is the one who is able to show clearly to his prospect the advantage of the better grade machine.

A good way to make such a demonstration is to have on display the new model, the high-priced machine, and have a space set aside where this model can be played. A trained phonograph expert should be there to set up the machine in such a way that the prospect can hear the results of correct demonstration. He can then show him the value of tone, that is, how much better the $100 machine is than the $25 machine.

If he should express an interest in tone values, a discussion of the construction of the sound box of the high-grade machine will show him why this machine produces the better tone. If the taste runs to appearances rather than to actual performance values, he can still be convinced that the best and most artistic model is fearful among the better grade instrument.

One or two fundamental points of the demonstration have been established to the satisfaction of the prospect it is well to amplify and strengthen them by paying attention to the minor details which go to make up convenience and utility. Ease of manipulation, winding, automatic stop features and the like, all add to the advantage of the higher priced machine and are features that the prospect will be likely to appreciate.

Another advantage of the higher-priced machine is the cabinet itself, which contains the records and provides a safe place for them. It is artistic in appearance and is an ornament to any room.

When you have finally sold the higher-priced machine what have you done? You have led the prospect up through the various models, showing him the advantages of each one over the preceding model, taking advantage of his expression of any particular taste and illustrating by actual demonstration how this taste may be best satisfied. You have shown him the reason why he should buy a good machine instead of a cheap one, and in short have made him an asset in selling machines to others. And all this has been done in such a way that the prospect convinced himself as he went along, and did not have to depend on his good faith in you or your arguments. Unconsciously he showed you where he was most open to persuasion and you have been able to dispel the mistaken theory that there is no difference between a cheap machine and a good one except in the matter of appearance.

AN ATTRACTION EMPORIUM

New Showroom and Demonstrating Booths of J. Ramser's Sons' Music Shop in Moline, Ill.

These two photos give a very inadequate idea of the new showroom and demonstrating booths of the J. Ramser's Sons' Music Shop in Moline, Ill. This firm started out with only a de-
Supertone

"EQUAL TO THE FINEST TALKING MACHINE IN THE WORLD"

PHONOGRAPHS THAT SELL—
AND STAY SOLD

The Supertone Talking Machine is pre-eminently the one phonograph that embodies to the highest degree the supreme features of Tone Quality, Superb Finish, Artistic Design and Dependable Equipment. That is why a "Supertone Sale means no come-backs."

MODEL No. 3
$115.00

Plays all records without attachments.

MODEL No. 2
$125.00

Supertone
A Super-Quality Machine at Sub-Standard Prices.

Ask about our Plan for Financing your Customer Accounts which involves no charge to you.

MODEL No. 4
$135.00

Supertone TALKING MACHINE CO.
18 West 20th Street, New York

"All That The Name Implies"
TRAVELER WANTED—We have a traveling position open and want to hear from a thoroughgoing phonograph or complete piano or complete woodworking man not more than eighty-two years old. Wonderful territory around Chicago. Highly advertised product with one of largest phonograph manufacturers in the country. Address "J. W. 10," care The Talking Machine World, 209 South State St., Chicago, Ill.


SALESMAN—With a strong following in the phonograph trade in Western New York is a large factory manufacturing phonographs, wishes to take charge of the wholesale end of the country and invites correspondence from responsible manufacturers desirous to make such a connection in Buffalo. Address "Box 646," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Who wants a live wire to handle distribution or high class retail department? Will be open to accept position July 1. High class references and figures of past results upon request. Address "Box 647," care The Talking Machine World, 373 Fourth Ave., New York.


WANTED—By a prominent Middle West manufacturer a young man experienced in the wholesale talking machine and record fields. A splendid opportunity for the right man to advance. Must have first-rate references. Address with full details "Box 649," care The Talking Machine World, 373 Fourth Ave., New York.

DISTRICT MANAGERS—Salesmen—Large company of twenty-five years' experience. Call wholesale phonograph business, wishes to get in touch with managers and salesmen throughout the country at once. Address "Box 650," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Recording expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 651," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern, desiring to manufacture phonographs. Am six years old, temperate and had about fourteen years in the construction of the phonograph. Also have several good inventions which I will sell to the right parties. Address "Box 652," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Opportunity for quoting on phonograph cabinets by a general woodworking company of twenty-five years' experience. Capacity of 50 to 100 cabinets per day. Address "Box 653," care The Talking Machine World, 373 Fourth Ave., New York.

EXECUTIVE—Wanted to invest $15,000 to $25,000 in going concern with national reputation. Must have first-rate knowledge of manufacturing phonographs on contract for ten thousand. Must have charge of finance, be officially connected. Attractive position with right party. Unlimited opportunities. Address "E. M. H.," 1356 Euclid Ave., Cleveland, O.

DO you wish to employ a 30 and 1 experienced manager for a phonograph or piano and phonograph department or store? Twenty years' experience, married, thirty-four years resident of New York City. Address "Box E. D. W.," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—A Brooklyn young man (married) would like to get a position anywhere in talking machine line where there is a chance for success in any direction, city or country. Can be used as all around man as I can be a salesman, assembly, delivery, repairman. Address "Box 655," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Man (thirty-eight), married, five years' experience with Columbia, Victor and Brunswick, desires a position as talking machine manufacturer. Address "Box R. T. N. 4," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED by ex-visitor traveler, capable of taking charge of and increasing sales of your talking machine department. Character and energy only; a salary and commission, or straight commission basis can be expected. Address "Box 656," care The Talking Machine World, 373 Fourth Ave., New York.

SALESWOMAN WANTED—Selling saleswoman wanted to take on a complete line of phonograph accessories. Every dealer a "D." N. A. care The Talking Machine World, 209 South State St., Chicago, Ill.

POSITION DESIRED by C. M. varnish and rubber repairer and can assemble phonograph machines. Also a complete phonograph cabinet shop. Understand assembling of all kinds of machines. Address "Box 657," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Two young men, hustlers, as Edision phonograph salesmen, and are active in other departments, will work at any price for a chance to succeed. Expect best of chances for improvements to the right parties. Absolutely outside work, will not be necessary. Refer Ford to travel with Address "Box 658," care The Talking Machine World, 373 Fourth Ave., New York.


We want a man who understands plating and pressing process of making records and mixing of record material. Write giving references and experience. Don't write with "D. N. A." care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A retail inside Victor and Victor record, who can sell at city of Brooklyn. Must have experience and high class reference not only to write. Address "Box 661," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A five wire man for an exclusive phonograph department and salary expected in first letter. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SALESWOMAN—Wanted—Wants to handle our phonograph, state experience. A. B. Smith Piano Co., 190 South Main St., Akron, O.

SITUATION WANTED—An American thoroughly con- versant with the export trade wants to represent a reliable talking machine manufacturer in developing an export business. Address "Box 662," care The Talking Machine World, 373 Fourth Ave., New York.


WILL remember from S. E. manufacturing supplies and accessories suitable to phonograph and piano stores on the Pacific Coast. Care Caligraphon Co., 347 South Broadway, Los Angeles, Cal.

SITUATION WANTED—By man (33) expert mechanic and repairman in all branches of manufacturing and repairing of phonographs, talking machines, phonograph cabinets, etc. Wishes to enter new line of work, not afraid of starting small. Write giving references and experience. Address "Box 664," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from reliable piano or talking machine man, either a position or the agency proposition. Preferably the Brunswick. Am a live wire and can produce results. As general manager or working foreman, to better myself. Good references. Address "Box 665," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By man (23) expert mechanic and repairman in all branches of manufacturing and repairing of phonographs, talking machines, phonograph cabinets, etc. Wishes to enter new line of work, not afraid of starting small. Write giving references and experience as working foreman and manager. Under- stand every detail of this line of work, am as pure as the driven snow to connect with some reliable firm. Address "Box 666," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young married man, with years of experience, to take charge of wholesaling department. preferably the Brunswick. Am a live wire and can produce results. As general manager or working foreman, to better myself. Good references. Address "Box 667," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Am open for a good proposition from reliable piano or talking machine man, either a position or the agency proposition. Preferably the Brunswick. Am a live wire and can produce results. As general manager or working foreman, to better myself. Good references. Address "Box 668," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—By man (23) expert mechanic and repairman in all branches of manufacturing and repairing of phonographs, talking machines, phonograph cabinets, etc. Wishes to enter new line of work, not afraid of starting small. Write giving references and experience as working foreman and manager. Under- stand every detail of this line of work, am as pure as the driven snow to connect with some reliable firm. Address "Box 669," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Wanted by sales manager and agency desiring to make such a connection in the phonograph trade. Desires position on terms as agent. High-class references and figures of past results upon request. Address "Box 670," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Would like to hear from manufacturers in the country. Has a large following among talking machine dealers, furnish salesmen and general department men, willing to take charge of any proposition. Address "Box 671," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—To handle the ALL-IN-ONE phonograph manufacturing proposition, and take charge of same. Address "Box 672," care The Talking Machine World, 373 Fourth Ave., New York.

CABINETS
Are you looking for a large, fancy cabinet at a low price? We make cabinets and complete machines. Small orders given our attention as large. Get our prices.

BROOKS JACOB CAIN CO.
P. O. Box 291
Milwaukee, Wis.

WANT TO BUY
Spot cash, any quantity Victor, Columbia, Emer- son, Little Wonder and other phonograph records. Prompt action. What have you got?
I. DICKERSON
3664 Atlantic-Avenue Ave.
New York.

WANTED—SPOT CASH PAID
Any amount of records in all languages. Talking Machines, born or hornless. Parts of all makes, complete.

VICTORIA RECORD EXCHANGE
2104 Third Ave., New York
Phone Harlem 7848

BUSINESS OPPORTUNITY
WANTED—Distributors and agents for State ter- ritories, by manufacturer, manufacturer's agent, or dealer. Must have a capital of at least $1000 and be financially able to handle领土; and must have a ready market for the product. Address "M. N. B.," care The Talking Machine World, 373 Fourth Ave., New York.

INTERNATIONAL MACH. & MFG. CO., LTD.
123 Adelaide St. W.
Toronto, Canada

INTERNATIONAL MACHINE & MFG. CO., LTD.
144 McGill College Ave., Room 3,
Montreal, Quebec

FOR SALE
At a bargain for immediate delivery a lot of phonographs in handsome popular model similar in appearance and size to standard $112 machines. Small orders given our attention as large. Get our prices.

RIDGE STDE CARRIAGE CO.
P. O. Box 291
Milwaukee, Wis.
CABINETS WANTED

A certain fairly large manufacturer of complete Talking Machines desires to contract for the making of a large number of cabinets.

Address Box 3000
Talking Machine World
373 Fourth Ave.
New York City

EDUCATING THE ANTI-MUSICAL

How John A. Scott Is Successfully Overcoming Certain Religious Prejudices Against Music in Certain Parts of the State of Pennsylvania

We hear much these days of the universal love and appreciation of music, of the fact that music is one of the essentials to human happiness, and that it is ranked by Governmental authorities as fourth in the line of necessities, coming immediately after food, clothing and shelter, yet there are sections of the United States where religious sects hold forth and where music is looked upon as a curse and is barred either in the church or home by religious scruples. It seems peculiar in these modern days that such conditions should exist, but they do exist, and the talking machine or piano dealer who has the courage to establish his business in or adjacent to one of the communities settled by any of these particular religious sects has the ordinary problems of business increased.

There is a religious sect in Conestoga County, Pa., and adjacent territory which regard music of any sort with religious horror, and not only refuse to permit the use of musical instruments of any kind either in the church or the home, but make every effort to avoid hearing the music produced by others. Although the members of the sect in question are energetic and without exception prosperous, the territory being rich in agricultural possibilities, and while they enjoy the benefit of the modern innovations in the conduct of their affairs and in the furnishings of their homes, they still maintain without abatement their prejudice against music in all forms.

A dealer in Conestoga County relates a situation in which a woman, enthusiastic over one of the talking machines he had for sale, purchased the same with the proviso that if her neighbors strenuously objected and ostracized her for the possession of this machine she would be privileged to return it. Two days after the sale he received a telephone request to take the instrument back. It seems that, despite the fact that it was mid-summer, whenever she played the talking machine her next-door neighbor, although fifty feet away, closed every window in the house and drew down the shades. This was no reflection whatever on the tone of the machine, but simply was the religious antipathy of the neighbor to listen to the phonograph.

At least one talking machine man in this afflicted territory has taken a certain amount of pleasure in endeavoring to overcome his religious prejudice by endeavoring to impress upon the members of the sect that music holds a prominent place in the Bible, and that in maintaining the Bible as a work of the Lord they must of necessity adopt the teachings that music is looked upon with favor by the Almighty. This particular talking machine man is John A. Scott, connected with the Solotone Mfg. Co., of Lititz, Pa., which make and market the Solotone phonograph. Mr. Scott himself is the son of a Lutheran minister, and is firm in his belief that true worship is enhanced by the use of music.

It was through his influence that an interesting article combating the existing antipathy to music appeared recently in the "Lititz Express," and for his own part Mr. Scott prepared a slip containing some interesting facts concerning the reference to music and musical instruments in various sections of the Bible.

The slips he sent to various prospects whom he felt they would interest. The facts as presented by Mr. Scott show considerable familiarity with the good book, as well as considerable research work, and these might prove of value to other talking machine men who perchance may find themselves up against the problem of overcoming religious scruples. The facts as presented are as follows:

The sixty-six books comprising the Bible were written over a period of sixteen hundred years, from the time of Moses to the Apostle John. The words music, musical instruments, musicians, song singers, singing, appear about 425 times; harps and viols, 150 times; shouting for joy, 75 times; joy, 200 times; happiness, 25 times; glad and gladness, 150 times; rejoicing, 300 times. Total, 1,325 times.

The word gloominess appears in the Bible two times. The word despair appears in the Bible four times.

It would appear, therefore, that since the earliest history of the human family, music, musical instruments, singing and joy have been encouraged by the writers—who were Godly men—legislators, patriachs, prophets, kings, priests, statesmen, physicians, shepherds, tax gatherers, tentmakers, fishermen and men of every class of the community, in every stage of human progress and experience.

A recent addition to the talking machine department of the Shepard Co., Providence, R. I., is Miss Ruth Cannon.
TALKING MACHINE MANUFACTURERS AND DEALERS!

ANNOUNCEMENT

The Most Wanted Devices for Talking Machines

STYLE PERFECTION REPEATER

Adaptable to almost all makes of Talking Machines

FOR VICTORS, COLUMBIAS AND SEVERAL OTHER MAKES OF INSTRUMENTS.

STYLE REPEAT-O-STOP

For Victors, Columbias and several other makes of instruments. A combination repeating and automatic stopping device. Repeats or stops as set for.

STYLE VICTOR

For Victors only. This instrument has met with instant approval. Repeats as often as desired.

PERFECTION AUTOMATIC STOP

Most positive stop on the market.

All instruments in gold or nickel as desired.

Manufactured by
WEBSTER NOVELTY CO., 1314-20 Sedgwick St., Chicago, Ill.

Distributed exclusively by
C. H. J. MARR, 1314-20 Sedgwick St., Chicago, Ill.

WARNING!

The above instruments are licensed to be manufactured by Webster Novelty Co. and sold exclusively by C. H. J. Marr. They are fully covered by patents already granted in many countries—in the United States by Letters Patents Nos. 1,060,955, 1,062,369 and 1,275,823; and by other pending applications as well. Under these patents any manufacturer or dealer putting out a device which operates from the turntable spindle with a lifting arm across record will be considered and treated as a direct infringer and will thereby become liable to immediate prosecution.
The new home of the Mickel Bros. Co., Victor wholesalers of this city, is already bustling with activity and no effort is being spared to make the Mickel headquarters a model of efficiency when it comes to offering co-operative service to Victor retailers located in the corn belt. The accompanying illustrations give a good idea of the appearance and equipment of some of the different departments, and in fact need no explanation beyond that indicated in the caption titles.

The Mickel Bros. Co., under the able direction of George E. Mickel, has attained an enviable record for progressive action. Under the auspices of this company, for instance, State conventions of the Victor dealers of Iowa and Nebraska were held in Des Moines and Omaha, respectively. Both affairs were well attended and conducted along constructive lines which have for their goal increasing merchandising efficiency in the talking machine business. The Mickel institution has been responsible for many other innovations in the Victor jobbing business, and as a result has won through merit and sound business judgment the distinction of being the leading and largest Victor wholesaler located in the corn belt region.

The new Mickel Bros. building in Omaha is but a further evidence of the same forward-moving spirit which dominates this organization. During the prevalent shortage of Victor stock, the small home office facility was increased by the addition of the Unico booths. The equipment of his store by the addition of talking machine needles is steadily improving the facilities and service of the company.

### General Offices

130 Fulton Street

**Clifford A. Wolf**

**MANUFACTURER OF**

Diamond and Sapphire Phonograph Points

New York City

**Record Order Department**

This company has rendered considerable service to the retail music industry through the wholesaling of certain kinds of accessories and music rolls for player-pianos. The executives of this institution are most optimistic regarding the general business outlook in the talking machine field this fall.

### Open Branch in Cincinnati

The Fischer Co., of Cleveland, Open Wholesale Division in Cincinnati

Cleveland, Ohio, June 7.—The Fischer Co., Pathé wholesalers of this city, recently opened a branch wholesale division in Cincinnati, Ohio. R. J. Jameson, who has long been associated with the Fischer Co., of Cleveland, in an executive capacity, is manager of the Cincinnati division, which will serve dealers located in Kentucky, Tennessee, West Virginia and Southern Indiana. The Fischer Co., according to the belief of M. Saunders, who is the wholesale manager, is the first Pathé jobber to reach such a large turn-over as to require a second wholesale headquarters. The business of the Fischer institution, it is estimated, will run in the neighborhood of a million dollars for 1919.

### New Concern in Boston

Boston, Mass., June 11.—The Boston papers to day announced with big advertisements the starting of the New England Piano & Phonograph Co., located at 43 Tremont street. It is a corporation with $250,000 capital and its officers are Charles G. Faux, formerly with the Hal-let & Davis house, as president and treasurer; Hardy Durand, a player expert, secretary; and these directors: Daniel L. Phillips, Vincent A. Jenkins, formerly with Chickering; B. J. Freedman, formerly with Hallet & Davis; H. E. Erb, Dr. William I. Green and Louis L. Cohen, of Boston.

### Manhattan Incorporation

The General Talking Machine Shop, Inc., has been incorporated at Albany to do business in New York. The incorporators are A. Weinstein, M. G. DiPiro and B. Clark, Jr., 32 Nassau street, New York City. The capital stock is $50,000.

### Moves into Larger Quarters

The Pickard Piano Parlor, Marshalltown, Ia., has moved into new quarters at 11 North First street. A large line of talking machines is handled in addition to pianos and other musical instruments. A formal opening is to be held in a few weeks.

### H. H. Biggert Has Resigned

Bridgeport, Conn., June 8.—Announcement was made this week that H. H. Biggert, for the past three months general works manager of the Columbia Graphophone Co., of this city, has resigned. His successor has not yet been appointed, according to officials of the company. Mr. Biggert's future plans cannot be learned at this time, as he is out of town.

William L. Luce, of Belfast, Me., has improved the equipment of his store by the addition of the Unico booths.

### The Fulton

**The FULTON**

We are now offering to dealers our New Improved Metal Phonograph Needles for all makes. Best American Steel Phonograph Needles TRUETONE or CLEAR TONE 200 to a metal box, 60c per thousand. 50c in lots of 100,000. Phonograph parts and accessories, as Motors, Tone Arm, Second Base, Cabinets, and Cabinet Hardware, Second Base parts for all makes. Records—Standard make, Lateral Cut, at $4.00 for 100.}

FULTON TALKING MACHINE CO.

640 Broadway

New York, N. Y.
AT LAST!
We Have Solved the Problem

The only remaining obstacle to a Perfect Tone-Arm is now removed by our patent pictured below

The rigid tone-arm was supplanted by the throw-back arm. We have further improved this by the above patented feature which permits the sound-box to be thrown back in both “hill and dale” and “vertical” positions without hitting the arm or interfering with the cover.

WRITE FOR PARTICULARS AT ONCE

Our Tone-arms and Sound-boxes are recognized as the scientifically perfect sound-reproducing combination. Only the finest grade of selected Ruby Mica Diaphragms used.

Universal Reproduction—Plays all makes of records perfectly without attachments

Tone Arm has throw-back-feature. All joints are threaded to prevent rattling. Made of best materials, beautifully finished. Handsome in design, adding in beauty to the cabinet.

Notwithstanding the high quality of our product, we have very interesting prices to offer.

ASK FOR OUR QUOTATIONS

TRIANGLE PHONOPARTS COMPANY
311 Sixth Avenue
New York City
The Most Important News of the Month Is the Removal of Restrictions on Imports and Exports on a Great Many Musical Products and Parts—Details of Colonial Tariffs.—This Move Will Do Much to Expand Trade and Help Business.—Londoners Due in New York.—Interesting Gramophone Story.—Luxury Tax Rejected by France and Great Britain.—Interesting Budget of News.

London, E. C., June 3.—Great and important is the news this month. From time to time I have chronicled in these columns the gradual subjection of that unpopular lady known far and wide by the name of "Dora," a non de plume which, as my oversea readers are doubtless aware, is in reality the Defense of the Realm Act. Dora still exercises sway in a good many directions, but her power is almost negligible as far as the gramophone trade is now concerned. To commence at the beginning, as the Irishman is said to have said, it has already been made known that all control over the export of gramophone goods to countries other than enemy territory has been removed. British traders are therefore free to put into execution those long-mooted plans for the resuscitation of their home demands. The association's executive accordingly tackled the Board of Trade officials, the result being a blank refusal to make any concession. A few weeks later, however, the amount of musical merchandise tonnage allowed to be imported was increased. And now comes the sudden news that all restrictions on the importation of gramophones, etc., are canceled. It has caused not a little surprise in trade circles in view of the attitude hitherto adopted by the Board of Trade. Well, the matter need not further be labored; the information we must assume is, by the resolution of the association, welcome to the trade, and that's all there is to it!

The official Gazette announcement is as follows: After duly considering the recommendations of the Consultative Council on Imports, the President of the Board of Trade has given the following further directions in regard to the prohibitions of imports. The restrictions on the importation of the following goods are to be removed:

Gramophones and all musical instruments, except:

(Continued on page 150)

The Gramophone Company, Ltd.

HAYES • MIDDLESEX • ENGLAND

Great Britain:

BRANCHES

DENMARK: Skandinaviska Grammophons-Aktie-
bolaget, Copenhagen.
FRANCE: Cie. Francaise du Gramophone, 115
Boulevard Richard Lenoir, Place de la Repub-
lique, Paris.
SPAIN: Compagnia del Gramofono, 56-58 Balmes,
Barcelona.
SWEDEN: Skandinaviska Grammophons-Aktie-
bolaget, Drottning Gatan No. 47, Stockholm.
RUSSIA: The Gramophone Co., Ltd., Nevsky
Prospekt, Petrograd (Petersberg); No. 1
Solyanka, Solovetsk Dvor, Moscow; G. Golov-
insky Proekt, Talst; Novyj Svet 36, Warsaw; 11
Michailovskaya Dvina, Riga.
INDIA: The Gramophone Co., Ltd., Bal.
Hatherton Road, Calcutta; 1, Bel Lane, Fort,
Bombay.

AGENCIES

AUSTRALIA: S. Hoppings & Co., Ltd., 149
Concessionaires of The Gramophone Company,
Limited, 103, Pitt Street, Sydney.
NEW ZEALAND: Gramophone, Ltd., 118-120
Victoria Street, Wellington.
SOUTH AFRICA: Dartor & Box, Post Box 174,
Cape Town; MacKay Bros., Post Box 212,
Johannes-
burg; Mackay Bros. & McMahon, Post Box 419,
Durban; Ivan B. H. MacHene, Post Box 100,
Blossefontein; Frank Moeller, Post Box 108,
East
London; B. J. Trvins & Co., Post Box 58,
Queens-
town; Handel House, Kimberley; Lawrence &
Cope, Post Box 132, Bulawayo; The Argus Co.,
Salford.
HOLLAND: American Import Co., 22a, Amstred
Veerdre, The Hague.
ITALY: A. Bossi & Co., Via Orseti 2, Milan.
BULGARIA (Also for the Byzantine, Greek and the
Ottoman Empires): E. Fr. Vogel, Post Box 415,
Alexandria.

"His Master's Voice" is the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY.

"His Master's Voice" (Continued on page 150)
II

at the rate of 25 per cent. of 1913 imports, the

a similar nature.

FROM OUR LONDON HEADQUARTERS-(Continued from page 149)

York early in June.

gramophone trade.

strong rumor of

houses.

speeding up

gramophone parts and accessories may mean a

will adequately satisfy.

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the trading prospects are decidedly good. There

America and England. For keen business firms

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to the probability of a big devel-

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manufacturers of gramophones, parts and ac-

handicaps as the old rationing system, foreign

size instruments are left under much the same

branches) and other American makers of bulk -

way, being due

to the

subject.

of

Great Britain, being subject, of course, to the tariff duty. The road is thus

thrown open to the probability of a big devel-

of gramophone commerce between

America and England. For keen business firms

the trading prospects are decidedly good. There

is

a shortage here of practically everything in

gramophone line which it is not expected the home production or Swiss imports combined

will adequately satisfy.

London Gramophone Men to Visit New York

The lifting of the embargo upon imports of

gramophone parts and accessories may mean a

speeding-up of trade relationship between

United Kingdom buyers and American supply

houses. Doubtless in this connection there is

strong rumor of contemplated visits to the

States by several leading members of the British

gramophone trade. Already two well-known

traders are on the way, being due in New

York early in June. Mr. Frank Samuel, of the

music house of Barnett Samuel & Sons Co.,

London, is making the trip via Canada.

His
cousin accompanies him.

A. Balcombe, who has built up a successful

gramophone business since the war commenced,

star liner "Baltic." The object of his trip is

to complete negotiations for British agencies of

American gramophones and records and per-

haps other musical instruments. He is due in

New York the first week in June.

Another prospective visitor to America is

David Sternberg, of the Keesers Manufacturing

Co., makers of the popular "Compactophone,"

and British agents for Mermod Freres Swiss

motors. Owing mainly to pressure of work on

this side Mr. Sternberg has so far been unable

to fix a date for departure.

France and Great Britain Reject the Luxury Tax

The proposed tax on luxuries, under which

category came pianos, gramophones and records, has met a well-merited end in both

the French and British Parliaments. It was

very hotly contested in the Paris Chambers, in the early Spring of 1919, by the famous activist Mr. Lord Asquith, who handled affairs of

the proposals. Mr. Chamberlain, the British Chancellor of the Exchequer, who then was the leader of the British"bit" at the time,

done.

He modestly declined to discuss his part in the

of the fighting which followed the British land-

ing at Salonica. Mr. Craies expressed surprise

in looking at the budget statements. Mr. Chamberlain was brief on the question, merely

remarking, "I do not propose to proceed with

the luxury tax. I am quite ready to give my

reasons for this, but it would unduly delay the

committee if I did so." We shall not mourn

over its stillborn body.

General News of the Day

Under date May 14 the "His Master's Voice"

Co. advise the trade that in the interests of

increased production it has been decided to

close their factories from July 26 to August 12.

During this period the whole office staff will

take their annual holiday, and orders for "H. M. V." goods cannot be dispatched during that period. Record orders received up to July 24 will be executed before the closure.

The trade press here record with evident in-

terest the news of John Cromelin's connection

with the importing house of Heineman. Mr.

Cromelin holds a good reputation in British

trade circles for courtesy and business acumen

during the time he was with us, in charge of

the Edison interests.

Among those British firms out to cultivate

the Colonial trade through the columns of this

journal is the firm of Craies & Stavridi, well

known this side for the quality of their gramo-

phone products. Upon the occasion of a recent

call I had the pleasure of meeting Constant-

tine Craies, who had just returned from Con-

stantinople. As a captain in the British Mac-

donian army, he has seen over two and one

half year's service, having been through much

of the fighting which followed the British land-

ing at Salonica. Mr. Craies expressed surprise

at the conditions of things in general here, and

is much impressed particularly as regards the

present ruling prices in the gramophone trade.

He modestly declined to discuss his part in the

war, but his "bit" may be summed up as nobly

done. During his long absence, the arduous

responsibility of carrying on the business de-

volved upon Mr. Stavridi, who handled affairs

admirably.

Just prior to mailing this report I am ad-

vised by Alfred Clark, managing director of

the Gramophone Co., Ltd., that M. E. Ricketts,

for over four years manager of the British sales

branch and whose connection with the company dates back to 1899, has resigned as from

JUNE 15, 1919

The Talking Machine World
June 30, when he joins the piano and publishing firm of Messrs. Chappell & Co., Ltd. The World's best wishes go with Mr. Ricketts in his new sphere, which will fortunately not preclude him from continuing his many useful activities on behalf of the musical instrument trade generally, in serving the interests of which during the whole war period, often at great personal sacrifice of time and labor, he has won the esteem and gratitude of the trade. The popular manager of the British Zonophone Co., Ltd., Wm. Manson, has been offered the vacant position and I learn has signified his acceptance. A wise choice, for few men are so well equipped in knowledge and experience of the gramophone trade, both in respect to the production as to the artistic side, as Mr. Manson. Heartiest congratulations!

Advance information is to hand that the Columbia Co. have secured the exclusive recording services of Thomas Burke, the wonderful Lancashire tenor and the sensation of the Covent Garden opera season. Two of Mr. Burke's contributions—from "La Tosca," by the way—will be issued by the Columbia people this month.

Interesting "Winner" Items

Messrs. J. E. Hough, Ltd., of Edison Bell and Winner record products, are well forward with their plans of reconstruction following a long period devoted to war munition output, and progressive effort is the order of the day. As measured by the pre-war standard, "seasonal" trade is a thing of the past. Winner records were never so much in demand as at present, and as the company's sales manager tells us, "though every endeavor is made to keep up with the demand by maintaining full shifts at the factory, it is a steady grind all the time."

The record programs each month include the output of a series of their Edison Bell Discophones, cabinet, hornless and exterior—horn models at prices varying from 4 to 40 guineas. The general quality is good, the equipment throughout being of a reliable standard.

Fitting Gramophone Springs

A subscriber of the Motor Cycle & Cycle Trades tells in a recent issue of that journal of his method in fitting gramophone springs without the use of a special spring winder, such as is used when fitting clock springs. He says: "In fitting new ones it looks easiest to drill the spring while wound up into the case, then releasing it by cutting the wire; but in practice this is not always so, as the outer slot may not catch on the peg in the case. I found the best way is to hold the spring in a cloth and cut the wire, thus releasing it, see that the catch inside the case is a good one and put the outer slot on it, being careful to see that it fits well on. Now hold the axle, or a substitute, vertically in the vise, case on it, mouth upwards, and free to revolve. Next work the spring in, pressing it in with the left hand while bringing more spring up with the right. It is quite easy to get them in, and I fail to see the use of a winder."

The Black List Now Whitewashed

By an official Order in Council it is made known that all names in Africa, America, Asia, and Europe have been removed from the "Trading with the Enemy Statutory List."

The Swiss Grant General Export Licenses

The export of gramophones, parts, etc., and all other musical instruments, except records, is now permitted by the Swiss Department of Public Economy, under a general license system, which, however, is revocable at any time. This general license applies only to exports through the Customs Bureaus on the Franco-Swiss and Italo-Swiss frontiers.

Famous Artist on Air Tour

One of our best comedians, Harry Tate, whose laughable skits appear on Columbia, by the way, is now to indulge in a new flight of fancy. He has conceived the idea of an aeroplane tour around the world. A Handley-Page aerobus has been engaged. It is roomy enough for Harry and his company of eight, with necessary secrecy and baggage. The itinerary includes Gibraltar, Malta, Egypt, India, China, Japan, and thence on, by air if possible, to San Francisco. He avows he will tour America from aloft, somehow.

The Famous "H. M. V." Dog Muzzled

Nipper is not a victim of rabies, but apropos the muzzling order, a city music dealer is taking no chances. Considerable amusement was caused to passersby who were attracted to the window by the sight of our canine friend duly muzzled in accordance with the police order. A good ad gag in more ways than one!

A New Sound Box

Some manufacturers of sound boxes would do well to give more study to the artistic effect of their work, in contradistinction to the purely mechanical side. The day when any old thing would do is quickly becoming a matter of serious consideration, now that metals are free and imports uncontrolled. This view was evidently not overlooked by the Sterno Manufacturing Co. when they planned their new sound box production, an advance sample of which I recently examined.
inspected. It is all-British, embodies most of the virtues and few of the faults of the war-time productions, gives a fine mellow reproduction of, in my opinion, just the right volume, and an innossibilities should make a strong appeal to the masses. This new box will fit the majority of gramophones. Special attention has been paid to the mounting of the stylus bar, and by a new method of fitting with side screws which allows a carefully regulated all-round play of the stylus a favorable degree of tension is secured. Another consideration is the weight of the box. The mica diaphragm is 2½ inches diameter, and as this size box made in metal would be of such a weight as to offer undue resistance in playing a record on a single-spring motor it is equipped with a fibre back-plate. Altogether, the new Sterno production bespeaks a scientific appreciation of artistry on the part of the maker.

The Silver Steel Palladium Needles

From Messrs. A. Waite & Co., Ltd., I have received samples of the above-named needles for review. Quality of steel is the chief determining factor of a good needle. Under test, the Silver Steel Palladium Needle gave excellent results—good volume, without hiss. It brought every detail out of the instrumental and vocal records played, and showed little or no sign of wear even over a full 12-inch record test. One needle, one record is a safe principle, though it would not be an unmerited claim to say the Palladium Needle is good for more.

Celebrities and Celebrity Worship

An article of more than usual interest appeared in "The Voice" recently from the pen of M. E. Ricketts, entitled "Celebrities and Celebrity Worship," which will doubtless interest a great many talking machine men in America. It reads as follows:

Is there a famous personage in the world who has never faced a camera? I have no knowledge that there is. To achieve fame and remain unphotographed certainly seems impossible, and in the universal interest it is only right that such a necessity should continue. A photograph for universal exhibition should be considered as the inevitable accompaniment to fame, the obvious "penalty" of notoriety, the natural accessory of recognized genius. The privilege of seeing in the flesh the "great ones of the world" is not vouchsafed to the majority of the public, this is undeniable, right to a permanent photograph so that their imagination can be satisfied and their appreciation be unrestricted by conventional limitations.

The cry is for an unlimited vision of natural beauty, unvarnished truths, plain facts. The eyes of the coming generation are growing wide open, they are preparing to satisfy their intelligent demands.

In every English-speaking nation Nelson is the schoolboy's hero, and any boy could identify his photograph with the man. Knowing what their hero looks like, the boys can more easily understand how it was he endeared himself to all who were privileged to meet him. Who among us at one time or another has not experienced the thrill of enthusiasm, the glow of inspiration that is created by even a glance at the portrait of a noble character? One reads the biography—one sees the portrait, immediately the written words live and an indelible impression is created in one's mind.

And we to-day recognize the value of pictures or photographs of our celebrities, so are we learning to understand the subtle power of the human voice, and the realization of the immensity of this influence is almost overwhelming.

In the year 1905 the governors of the British Museum decided to form a collection of gramophone records of every famous person who had made a record, so that coming generations could go and hear records of those famous tenors, Caruso and Tamagno; those famous so-pranoes, Melba and Tetrazzini; speeches by Shackleton on his journey to the South Pole and Peary on his journey to the North Pole; Beck's famous eulogy of Britain's effort in the great war; the voices of Lloyd George, Asquith, Bonar Law, Churchill, Walter Long, Lord Roberts, J. R. Clynes, minister of food, G. Roberts, minister of labor, General Sir W. Rob- ertson, Lord French, or those great actors, Beebohm Tree and Lewis Waller.

Just let us think what it would mean could we listen now to the voices of the great Apostles delivering their orations; to Mark Antony making his famous speech over the body of Julius Caesar; to the speech of Boadicea when she gathered together the scattered forces of ancient Britain; to Joan of Arc when she rallied the French peasants, to the famous tenor Sims Reeves; or the speeches of the great Gladstone and Beatson.

Let us try to imagine the loss of the world to-day. How great it is! Relatively speaking, we know nothing of all the greatness that has gone before us—we cannot grasp the essence of personality, the mystical spiritual influence, the intellectual reasoning, the physical appeal—all of these tremendous forces are lost to us, and this is the price of war.

We demand the truth, nothing but the truth. The truth is just the opposite. We must supply the truth. And we must go on supplying the truth, to the day that these tremendous forces are lost to us, and this is the price of war. We demand the truth, nothing but the truth. The truth is just the opposite. We must supply the truth. And we must go on supplying the truth, to the day that these tremendous forces are lost to us, and this is the price of war.

To MANUFACTURERS

AGENCY WANTED

FOR

GRAMOPHONE

MOTORS, CABINETS

AND ACCESSORIES

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS


This invention has for its object to provide an improved construction of needle arm (stylus or needle support) for sound reproducing machines, including means for adjusting the stylus or needle with respect to said arm or support.

A further object of the invention is to provide an improved construction of needle arm and stylus or needle by the use of which a single stylus or needle of attenuated wire may be used a great many times for the reproduction of sounds for sound records without injury to said records and also by the use of which the sounds reproduced shall be more nearly like the original sounds impressed upon the record than heretofore has been practicable.

A still further object of the invention is to provide a needle arm or support by means of which a needle arm or support by means of which a needle arm or support may be employed if and so an object of the invention to provide a needle arm having a fine or attenuated point adapted to enter the sound grooves upon a sound record whereby, if occasion should arise, the needle arm itself may be employed to co-operate directly with a sound record without or independently of the stylus or needle for the reproduction of sounds from said record.

In the drawings Figure 1 is a side elevation of a sound box having secured thereon and in connection with the said box, a sound reproducer the sound box, interfering with the production of natural sounds impressed upon the record than heretofore has been practicable.

Furthermore, as electrically operated talking machines are arranged for connection with the ordinary lighting circuit, it is desirable to provide a coupling which will operate upon a short circuit in the instrument, there is danger of an electric shock to any one touching a metallic part of the instrument. There is also equal danger of fire from a short circuit.

Accordingly the invention has for its object a new and improved turntable which overcomes the various objections previously mentioned.

The turntable embodying the invention is molded from a suitable insulating compound such as mica, gum shellac and asphaltum as ingredients. This material is plastic when heated and is capable of being molded under heavy pressure and on cooling is rigid, strong, hard and an insulator capable of withstanding a relatively high voltage.

In the drawings Figure 1 is a top plan view of a turntable embodying the invention. Figure 2 is a side elevation of the same; Figure 3 is a sectional view on line 3-3 of Figure 1. Figure 4 is a sectional view on line 3-3 of Figure 1.


This invention relates to the sound boxes of talking machines and particularly for electrically operated machines.

In the drawings Figure 1 is a plan view of a reproducer embodying the present invention. Figure 2 is a side elevation thereof; Figure 3 is a partial perspective view of the sound box and the bar or socket which supports the reproducing or recording stylus. The improved connection is of a very firm yet elastic character and insures a clear reproduction of sounds with a minimum of disturbing noises.

A specific example of the invention is shown in the accompanying drawings, in which Figure 1 is a side elevation of a recorder or reproducer embodying the invention; Figure 2 is a front view thereof; Figure 3 is a partial sectional view on line 3-3 of Figure 4; Figure 4 is a partial vertical section on line 4-4 of Figure 3; Figure 5 is a front elevation and Figure 6 is a side elevation of a block forming part of the invention; Figure 7 is a face view, and Figure 8 an edge view of a cup forming part of the invention.


This invention has for its object a new and improved turntable for talking machines and particularly for electrically operated machines, although it may be used with equal success on those which are mechanically operated.

At the present time many talking machines are operated by electric motors the current for which is taken from the ordinary lighting circuit. This method of operation has certain objections, but serious difficulties have arisen, particularly as the result of the use of metallic turntables on which the records are placed.

The noise of the driving mechanism is transmitted through the spindle to the metallic turntable, which being resonant tends to magnify it and distribute it, thus increasing the objectionable noise. The vibrations of the resonance turntable are to some extent transmitted to the record and thus through the needle to the sound box, interfering with the production of the record and the purity of the tone theretofrom and introducing extraneous noises into the sound reproduction.

In the drawings Figure 1 is a plan view of the Victor grampophone aforesaid having a convenient embodiment of the invention in connection therewith. Figure 2 is a side elevation of said machine shown in Figure 1. Figure 3 is a full size plan view of the automatic feed mechanism indicated in Figures 1 and 2, and Figure 4 is a left hand side elevation of said mechanism.

(Continued on page 154)
tactical sectional view of the machine shown in Fig. 1. Fig. 3 is a fragmentary plan view of the feed mechanism shown in Figs. 1 and 2, but on a larger scale. Fig. 4 is a left-hand side elevation of a portion of the said feed mechanism, as shown in Fig. 3; said mechanism being in idle position, disconnected from the motor which drives it. Fig. 5 is a fragmentary, sectional, front elevation of a portion of the feed mechanism shown in Figs. 1 to 4 inclusive. Fig. 6 is a fragmentary plan view, similar to Fig. 3, but showing the said mechanism in operative position, in connection with the motor which drives it. Fig. 7 is a fragmentary, vertical, sectional view of the feed mechanism terminal stop device, taken on the line 7-7 in Fig. 3. Fig. 8 is a plan view of a modified form of initial stop device. Fig. 9 is a fragmentary elevation of the initial stop device shown in Fig. 8. Fig. 10 is a plan view of a modified form of initial stop device. Fig. 11 is a front elevation, and Fig. 12 is a side elevation, of a modified form of initial stop device, of the same general character as the terminal stop device shown in Fig. 3 and which may be substituted for the initial stop device shown in that figure. Fig. 13 is a fragmentary perspective view of the bracket attached to the tone arm, affording a support for the fulcrum of the feed mechanism lever, and a support for the sound box when the latter is turned into idle position. Fig. 14 is a side elevation, similar to Fig. 4, but showing a more compact arrangement of the cam and gear shifting mechanism, designed for the smaller type No. IX Victor machine, but adapted for use in the larger, No. XVI, machine indicated in Figs. 1 and 2.


This invention relates to reproducing devices for graphophones, and one object is to provide a casing comprising a plurality of semispherical members with means for mounting a diaphragm across the chamber formed by said members, and means for connecting the opposite sides of the semispherical members with a common air duct, or tone arm.

A further object is to provide a casing comprising a plurality of semispherical members with means for mounting a diaphragm across the chamber formed by said members, and means for connecting the opposite sides of the semispherical members with a common air duct, or tone arm.

This invention relates to reproducing devices for graphophones, and one object is to provide certain novel means for mounting the diaphragm in order that the vibrations shall be transmitted from each side thereof to a plurality of ducts having connection with a main duct or main arm through which the sound passes to the horn or the like.

Another object is to provide a casing comprising a plurality of semispherical members with means for mounting a diaphragm across the chamber formed by said members, and means for connecting the opposite sides of the semispherical members with a common air duct, or tone arm.

A further object is to provide certain novel means for mounting the needle bar, as in opposition to the vibrating diaphragm. For the purpose of explaining the said invention clearly the annexed drawings have been provided, in which the Figure 1 is a plan view of a reproducer embodying the present improvement, looking down upon the vibrating diaphragm needle bar, and Fig. 2 is a transverse sectional view, of the same taken on the line 2-2 of said Fig. 1. Fig. 3 is a relatively enlarged view of the magnetized spider 15 and of the needle bar located thereunder, and Fig. 4 is a transverse sectional view taken on the line 4-4 of said Fig. 4.


This invention relates to among its objects to provide an improved phonograph. It also aims to provide improved means whereby a series of records may be reproduced in a predetermined sequence continuously and automatically. A further object is to provide improved means whereby a series of records arranged in predetermined order may be successively supplied to the record rotating mechanism of the machine and improved means whereby they may be discharged therefrom after they have been reproduced.

A still further object of the invention is to provide improved means for controlling the sound arm and needle of the reproducing mechanism in such a manner as automatically to place the same in starting position upon a record, and improved mechanism whereby the sound arm may be automatically returned to its initial position after the completion of the reproduced record. Many records have among its objects to provide improved and cooperating mechanism whereby the several results mentioned above may be obtained in the desired sequence, and to produce a machine adapted to reproduce a predetermined series of records automatically and continuously, which will function with certainty and accuracy during a prolonged period of service without the necessity for repairs, which is capable of use even in the hands of an unskilled operator without danger of breakage, and which may at the same time be manufactured at small expense.

In these drawings Figure 1 is a partial plan view of this machine equipped with improvement, a portion of the record table being broken away to facilitate illustration. Fig. 2 is a side elevation of the mechanism shown in Fig. 1, a plurality of records being shown in the machine and portions of the framework of the latter being broken away to facilitate illustration. Fig. 3 is a side elevation of a portion of the mechanism, the record carrying support being shown in elevated position ready to receive the records. Fig. 4 is a detail sectional view of the record support showing the same in normal position and ready to discharge one of a plurality of records through Fig. 5 is a detail side elevation of a portion of the record support. Fig. 6 is a detail transverse sectional view of the record table and its counter-balancing and rotating mechanism. Fig. 7 is a partial plan view of one reproduce showing the different series of grooves and the axial rings thereon. Fig. 8 is a detail view showing the sound arm in inoperative position with respect to a record.

LESLEY'S PATCHING VARNISH

dries in 10 records, flows without showing the lap. With it, 1151 records can be repaired in 11 days. Complete repairs not over $1.40. HINTS BACK REPAIRER. In 24 fls. A. C. LESLEY CHEMICAL COMPANY, Indianapolis, Ind.
COLUMBIA GRAPHOPHONE CO.

A6105 King Cotton March
A2728 Turkestan-Tenor Solo and Male Quartet, Billy Murray and American Quartet
E2860 Son of the Volga Boatmen.
A2724 At Dawning
78138 Orientale
49522 Core'ngrato (Faithless Heart), Riccardo Stracciari

JUNE 15, 1919

74590 Nocturne in D flat
64812 Juanita
18561 Out of the East-Fox-trot,
18554 Somebody's Waiting for Someone, Peerless Quartet

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RECORD BULLETINS FOR JULY (Continued from page 155)

**1695**


*Love in a Mist* (Leffingwell-Kearns). Tenor solo, orch. accomp.

*Sweet Siamese* (Earl F. Wilde). Tenor solo, orch. accomp.


*That Wandering Boy* (Kearns). Tenor solo.

**2006**

*Sundown* (Nichols). Tenor solo, orch. accomp.

*On the Battlefield* (Halvorson). Tenor solo, orch. accomp.

*Selfish People* (Pakula). Tenor solo.

*Sweet Siamese* (Earl F. Wilde). Tenor solo, orch. accomp.

**22090**


*That Wandering Boy* (Kearns). Tenor solo.

**22099**

*Slim Trombone* (Fillmore). Tenor solo, orch. accomp.

*Some Day You'll Be Sorry That You're Dead* (Weil-Friedman). Tenor solo, orch. accomp.

*The Big Four* (Weil-Friedman). Tenor solo, orch. accomp.

*Make You a Woman* (Morris). Tenor solo.

**22100**

*A Musical Interlude at Rickett Corner* (Nichols). Tenor solo.

*The Beau Brummel* (Nichols). Tenor solo.

*The Light of His Life* (Nichols). Tenor solo, orch. accomp.

*The East of the Sun* (Nichols). Tenor solo, orch. accomp.

**22102**

*Ballet of the starring parts* (Nichols). Tenor solo, orch. accomp.


**22103**

*The Last of the Mohicans* (Nichols). Tenor solo.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.

**22104**


*The Light of His Life* (Nichols). Tenor solo, orch. accomp.


**22105**

*The Light of His Life* (Nichols). Tenor solo, orch. accomp.

*The Last of the Mohicans* (Nichols). Tenor solo, orch. accomp.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.

**22106**

*The Last of the Mohicans* (Nichols). Tenor solo.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.

**22107**

*The City of the Arts* (Galbraith). Tenor solo, orch. accomp.


**22108**

*The Last of the Mohicans* (Nichols). Tenor solo, orch. accomp.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.

**22109**

*The Last of the Mohicans* (Nichols). Tenor solo.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.

**22110**

*The Last of the Mohicans* (Nichols). Tenor solo, orch. accomp.


*The Sweetest Thing on Earth* (Rutland). Tenor solo, orch. accomp.

*The Vamp* (Byron Gay). Baritone solo, orch. accomp.
Index of Advertisers

A

American Die Casting Corp. 126
American Mfg. Co. 185
American Phonograph Corp. 139
American Tin Co. 178
American Optical Co. 95
American Phonograph Co. 34
American Telephone & Telegraph Co. 113
Amstrup, W. D., Co. 113
M. Sales Corp. 123
Automatic Cover Support & Mfg. Co. 135

B

B & H Photo Mfg. Co. 29
Badger Talking Machine Co. 74
Bankers and Businessmen's Phonograph H. 52
Barber Brothers & Spindler 35.40
Beecroft, Clement 37
Beekman Co., Inc. 88
Blackman Talking Machine Co. 67
Bliss, Hudson & Son 43
Boston Book Co., Inc. 41
Brilliant Steel Needle Co. 33
British Paragon Co. 112
Bruns Mfg. Co. 132
Brumfield & Sons Mfg. Co. 138
Brisco-Bellis-Collender Co., Inverted following page 16
Buck Co., Ltd. 65
Buck & Lane Piano Co. 70

C

Cabinet & Accessories Sales Co. 125
Cahoon & Co. 123
Cairy Phonograph 112
Camden Records Cover & Support & Balance Co. 107
Chicage Talking Machine Co. 96
Christian & Ad. 144 31
Civil Manufacturing Works, Inc. 142
Coke & Beer Music Co. 28
Commissary Musical Co. 95
Columbus Graphophone Co. 141
Curtis Academy 19
Cymer's Phonograph 130
Cyrus & Sisco 351
Cassidy & Wilkie 31
Currey & Frank 54

D

Dixson Co., Oliver 4, 137
Dixson Machine Co. 137
Dixson Dry-Casting Co. 77
Dirk & Sons Co., E. F. 77
Dixon Typewriter Co. 83
Dyere & Bros., W. J. 157

E

Eastern Talking Machine Co. 51, 157
Edison Inc., Thos., A. 157
Edison Company, Inc., Thos. A. 20, 116
Edison International, Inc. 94
Emerson New England, Inc. 53
Emerson Photophone Co. 64
Emerson Phonograph Co. 19
Emerson Record Sales Co. 66
Empire Piano Works Co. 31
Empire Talking Machine Co. 147
Espenol, John A. 157

F

Faultless Castle Co. 24
Fenestra Phonograph Mfg. Co. 120
Federal Sign System 27
Ferrara, Inc. 116
Fisher, L. Arthur, Music Co. 110
Fletcher Mfg. Co. 32
Flitner & Stepney Co. 95
Fox Publishing Co., Sun. 124
Fritsch Co. 42
Fulton Brass & Copper Co. 42
Fulton Talking Machine Co. 147
Furtek Co., John A. 157

G

Gardner Mfg. Co. 22, 82
Gentry Flake Co. 48
Glassine Co. 31
Globe Dry-Casting Mfg. Co. 120
Glynn, W. B., Distributing Co. 31
Grand Rapids Brass Co. 91

H

Grand Rapids Phonograph Co. 44
Gray, Walter 140
Gretna Mfg. Co., Fred 120
Grey Grill Records 56
Griffin Piano Co. 19

I

Harpsichord Co. 126
Haskin Manufacturing Corp. 63
Heineman Phonograph Supply Co. 11
Inserts facing page 18, 20, 42, 30, 66, 92
Hess & Ellis Drug Co. 30
Hillman & Son Phonograph Co. 31
Hoffy Talking Machine Co. 156
Houf, J. F., Ltd. 150

J

Jewel Machinery Bureau, Inc. 24
Jones-Materials, Inc. 129

K

Kent Co., F. C. 11
Kaye Telephone Mfg. Co. 123
Keefer-Sewart Co. 20
Kirkman Engineering Co. 64
Kline Mfg. Co. 41
Kircherbacher Talking Machine Co. 119
Kratsch, Edward 159
Kraus, Rudolph 159
Krause & Manufacturing Co. 23

L

Lakeville Supply Co., Inc. 109
Language Phonograph Co. 54
Loring, E. H. 154
Luoon Piano Co. 25
Lowery Piano Co. 109
Lucy's Liberty Phonograph Co. 10
Luxor & Sons 53
Lynch, L. M. 167

M

Magnard Talking Machine Co. N. 55, 93, 95, 122
Mandell Mfg. Co., F. 62
Manhattan Phonograph Co. 1, 6, 62
Marshall & Co., L. I. 122
Mather's 128
Mead Co. 145
Meyer & Co. 90
Michigan Phonograph Co. 86
Mercer & Co. 122
Messrs. Fine Furniture Co. 122
Moses & Co., Walter J. 157
Mukate, Joseph 94
Musical Supply & Equipment Co. 21
Mutual Talking Machine Co., Inc. 57

N

NATIONAL DETACHABLES 128
National Publishing Co. 6
New England Musical Instrument Traders Co. 125
New England Talking Machine Co. 64
New York Album & Card Co. 19
New York Recording Laboratories, Inc. Inside back cover

O

Oko Talking Machine Co. 116
Oklahoma Mfg. Co. 128
Ohio Sales Co. 120
Old-Time Phonograph Co. 102

P

Parrish Mfg. Co. 137
Parker White Metal & Nickel Co. 53
Pat Mfg. Corp. 122
Patent Patents Phonograph Co. 149
Pearce & Co., S. H. 29

R

Pathebro Mfg. Co. 88
Petticoat Album Co. 135
Post Phonograph Co. 63
Perfect Automatic Truck Co. 102
Phonograph Appliance Co. 50
Phonograph Supply Co. of New England 34
Piano-Movie Supply Co. 95
Piano Music Supply Co. 73
Plywood Corporation 38
Porter Mfg. Co. 31
Progressive Phonograph Supply Co. 39

S

Shaw & Robinson Co. 46
Sherburn, J. P., Piano Co. 130
Shurtleff Electric Co. 137
Shunman, Chy & Co. 157
Singer Talking Machine Co. 74
Smith Drug Co., C. D. 62
Smith, B. E. & French Co. 31
Smith, H. & Chevalier Co. 17
Smith, J. L. & Co., Ltd. 152
Smith & Sons 92
Smith & Sons Co. 157
Stephenson, Inc. 84
Sterno, Jen., W., & Co. 124
Sterne, Manufacturing Co. 130
Studebaker Photograph Co. 78
Stuffer & Stockhouse Co. 130
Superior Talking Machine Co. 143

U

United States Talking Machine World Dealers Service 68, 69
F. A. Mfg. Co. 76
Triangle Photographs Co. 148
Turkey Talking Machine Co. 140

V

Van Houten, C. J., & Zoon 30
Van Veen & Co., Arthur L. 91
Walter, G. & Co. 45
Vinsen & Co., Inc. 115
Vincent Mfg. Co. 71
Victor Talking Machine Co. 71
Victor Talking Machine Co., Front Cover 5, 7

W

Wade, R. C. 59
Wade & Wade 97
Wade & Wills 10
Ward Co., C. E. 18
Weder-Knap Co. 121
Webster Novelty Co. 146
Western News Co. 103
Western Veneer Products Co. 143
Weymouth & Sons, H. A. 66
Whitcomb, F. H., & Co. 157
Whitcomb, B.ery B. 157
Wilson, J. A., Co. Ltd. 153
Wilson, E. & Co. 147
Wolf, Clifford A. 147
Wood Mfg. Co. 123
World Photographic Co. 110
Wurlitzer Co., Rudolph 137

Y

Yale & Towne Drug Co. 30
Young Co., D. G. 104
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