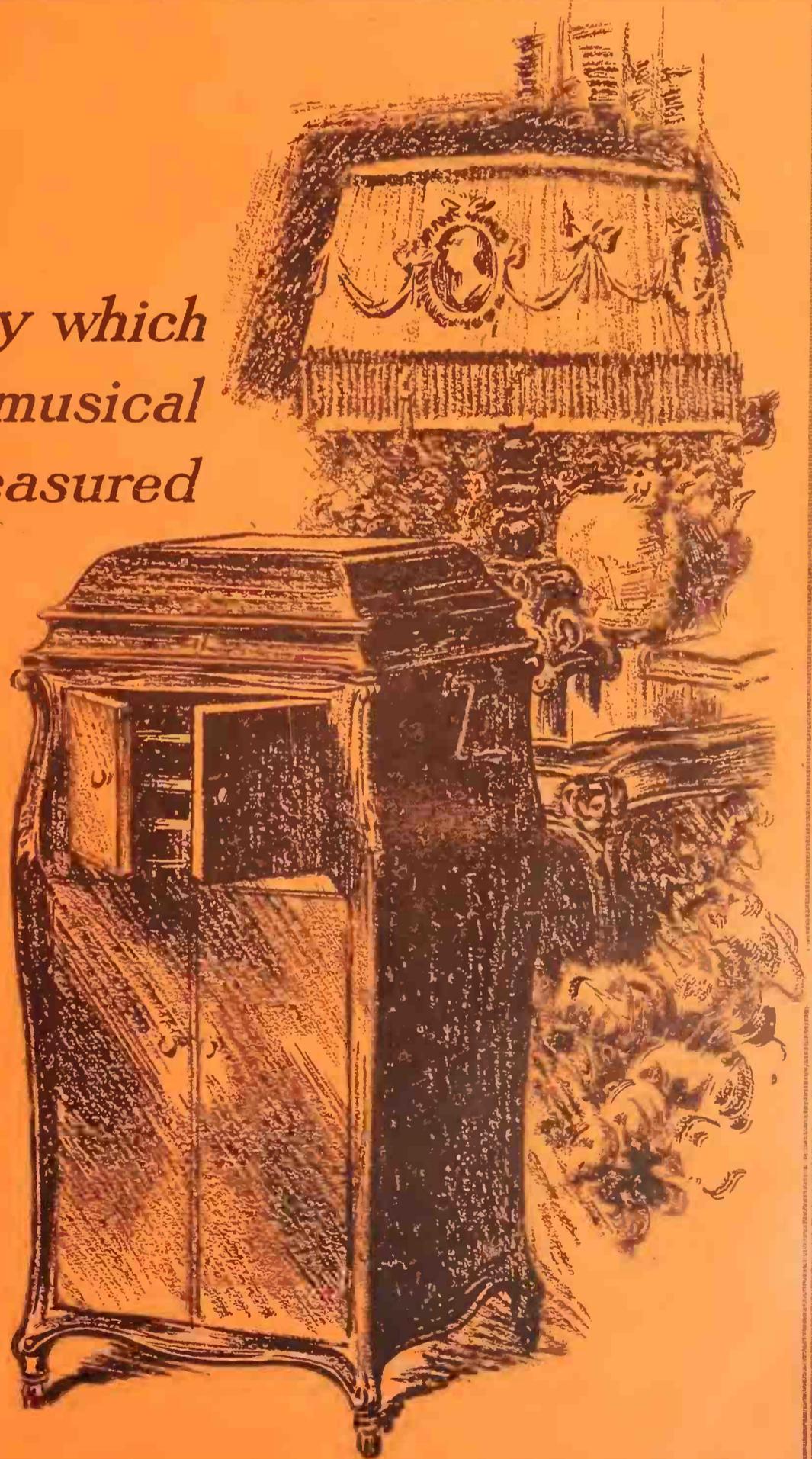


The TALKING MACHINE WORLD

For the
makers &
sellers of
talking
machines

Published Each Month by Edward Lyman Bill, Inc. at 373 Fourth Ave., New York, November 15, 1919

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





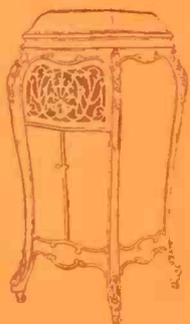
Louis XV.



Duncan Phyfe



Chippendale



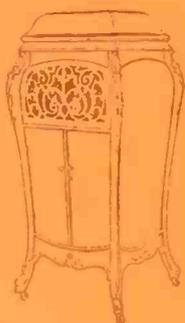
Supreme

Magnificent Tone and Design

Not only is Sonora supremely beautiful in tone but the variety of Sonora styles is of great importance to you because it provides a design to suit every taste. Here are shown just a few of the many models available. Study them. Note the rich, artistic, graceful cabinetry. For fast, profitable sales you need the



Baby Grand



Invincible



The Highest Class Talking Machine in the World

The period Sonora cabinets are *not* upright designs with a trifling alteration of decoration or carving but are duplicates of superb pieces of furniture originated by great masters.

Your customers want Sonoras for their superb tone, their lovely appearance, their important and exclusive features, and the pride they have in possessing them.

You want Sonoras because they are the means of establishing a money-making, growing, substantial business.

For information write us today.

Sonora Phonograph Sales Co., Inc.

George E. Brightson, President

NEW YORK CITY

279 Broadway

TORONTO BRANCH

I. Montagnes & Co., Ryrie Bldg.



Minuet



Grand



Nocturne



Elite



Trovatore

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



William and Mary



Gothic



Adam

The Talking Machine World

Vol. 15. No. 11

New York, November 15, 1919

Price Twenty-five Cents

BIG MUSIC SHOW FOR MILWAUKEE

Elaborate Display of Musical Instruments to Be Held in Connection With Food, Household and Music Show in That City, November 20-25

MILWAUKEE, Wis., November 11.—Members of the Milwaukee Association of Music Industries are enthusiastic about the mammoth joint Milwaukee Food, Household and Music Show, which will be staged at the Milwaukee Auditorium, November 20 to 25. It is the first time in civic history that an exposition which will be vitally interesting to everyone and embraces every local activity pertaining to music, household and cookery are to be presented, in such joint form, and on such an immense scale.

According to Paul Netzow, chairman of the advertising committee of the Music Industries Association an elaborate calendar of general musical education will be presented. Kilbourn, Juneau, Plankinton halls and the foyer of the Auditorium will be utilized for this portion of the show. Practically every firm attached to the music industry will participate. Juneau and Kilbourn hall will be given over to pianos, player-pianos, and the various types of talking machines and phonographs. The foyer and Kilbourn hall will be devoted to sheet music, accessories, and booths for the various musical conservatories.

Throughout the exposition, material, literature and information of educational and instructional value in musical lines will be disseminated. Plankinton hall will be given over to recitals, musicales, and talks of an educational nature. The concerts will be in charge of a committee to be appointed by the Music Industries' Association. Tickets for concerts in Plankinton hall will be distributed in the halls provided for the music exhibits by the various musical organizations and firms connected with the show.

Sunday, November 23, is Music Industries' day, and an especially fine program of singing is planned. Choir and sacred music will be a part of the concert and arrangements are being made to secure Milwaukee's best talent for the recitals and concerts planned by the Music Industries' organization. Various other unique and interesting features will be discussed and decided upon at a meeting of the organization Saturday, and plans will be perfected shortly for the carrying on of the extensive campaign to interest the general public in music.

Officials in charge of the show are planning to have the admission ticket permit the bearer to take in every department and division of the entire exposition so that the special music features may be enjoyed by all. Admittance to Plankinton hall, where the concerts will be given, is to be by tickets distributed in the music exhibits' section. The event will be an important one.

RECORD BUYERS' FANCIES

Feminine Likes and Dislikes Sometimes Feature in Choosing Machines or Records

Not very often does a record buyer allow his or her opinion of an artist's private life to influence record purchases. But occasionally it does. Our Canadian correspondent tells of an experience of his. A man and his wife entered the store to buy half a dozen records. The salesman suggested a certain selection by a leading star. Both listeners enjoyed the number to an extraordinary extent, and the man said, "Well, we'll take that one," when the wife interjected, "No, let's choose some other. The music is splendid, but I positively have no use for that artist. I see by the papers that he is getting a divorce from her husband, or he is getting one from her, I don't know which. I've no use for that kind of people." It takes all kinds to make a world.

COLUMBIA CO. MAY ESTABLISH LARGE FACTORY IN BALTIMORE

Proposed Plant Will Contain 500,000 Square Feet of Floor Space—To Employ 6,000 People—Important Statement by J. S. Wilson & Co. on This Move—Will Be an Additional Plant

BALTIMORE, Md., November 5.—The talking machine trade in the Baltimore territory received the biggest piece of news, probably in its existence, when the announcement was made to-day that the Columbia Graphophone Co. would establish a factory here for the manufacture of its product. While there have been several hints recently that the Columbia Co. would have a plant in this territory, today's announcement, nevertheless, came as a big surprise when J. S. Wilson & Co., bankers, issued a statement that the Columbia Co. had selected Baltimore as a place for the location of additional factories.

Francis S. Whitten, president of the Columbia Co. came to Baltimore in his private yacht and while he was entertained by some of his close friends he made no public statement covering the project. He will be the guest at a dinner of financiers, which will be given at the Hotel Belvedere, Monday evening, November 10. At this gathering Mr. Whitten will meet the leading Baltimoreans interested in the financial, commercial and manufacturing industry of the city.

Mr. Whitten is a former Baltimorean and previous to 1913 was associated with the Wilson firm. He left this city that year and became a partner in the banking firm of Laird & Co., Wilmington. The latter firm handles the interests of the Duponts, who are in a measure responsible for the Columbia expansion. In its statement the Wilson firm says:

"The business of the Columbia Graphophone Co. in recent years has grown to immense proportions,

and after a very careful investigation, it was found that freight rates, labor conditions, transportation facilities, cheap coal and electric power were all in favor of Baltimore as the site of a large industrial development.

"The decision of the company to come to Baltimore is now dependent only upon the finding of a suitable location. The officials of the company have been inspecting a number of sites, and their ultimate decision will be determined largely by the attitude of the property owners, for it is known that very great inducements have been offered to the Columbia Graphophone Co. by other communities who have been most anxious to attract the industry to their cities.

"The plant as proposed will contain not less than 500,000 square feet of floor space, and will employ in the neighborhood of 6,000 persons, largely women. Ultimately this development may grow to considerably larger proportions.

"In point of size and the number of people employed, the Columbia Co. will be next to the Bethlehem Steel Corporation, the largest industry that has come to Baltimore. The phenomenal growth of the Graphophone Co. business is attributable to the fact that the graphophone, starting as a toy, has passed beyond the stage of pure luxury, and besides supplying inexpensive pleasure to many thousands of people, it fills a continually growing business need. As an educational medium the possibilities of the graphophone are only just beginning to be realized."

HOSPE COMPANY CELEBRATE THEIR FORTY-FIFTH ANNIVERSARY

Elaborate Banquet, Attended by Employes and Trade Friends, Serves to Mark Notable Event in History of Prominent Omaha Victor Jobbers—Flood of Congratulatory Messages

OMAHA, Neb., November 6.—The A. Hospe Co., one of the largest and most prominent musical instrument houses in this city, and also widely known as Victor jobbers, recently celebrated the forty-fifth anniversary of the establishment of their business by Anton Hospe, and the occasion was duly recognized by members of the trade, both manufacturers and retailers, from all sections of the country. The celebration took the form of a dinner in honor of Mr. Hospe which was attended by nearly seventy-five employes of the house, together with representatives in the trade from other cities.

J. P. Kepler, secretary of the company, acted as toastmaster and opened the proceedings by reading a number of telegrams of congratulation from manufacturers and other personal friends in the trade including Sohmer & Co., New York; James F. Bowers, president of Lyon & Healy, Chicago; E. H. Uhl, the Rudolph Wurlitzer Co., Chicago; W. W. Kimball Co., Chicago; A. M. Wright, president of the Mason & Hamlin Co., Boston; E. B. Bartlett, W. W. Kimball Co., Chicago; E. C. Smith, Cable-Nelson Piano Co., Chicago; Mark P. Campbell, president of the Braunschweig Piano Co., New York; Percy A. Tonk, Tonk Bros. Co., Chicago; F. S. Cable, head of the Cable-Nelson Piano Co.; R. A. Robertson, Gulbransen-

Dickinson Co., Chicago; Bush & Lane Piano Co., Kranieh & Baeh; Vose & Sons Piano Co.; R. L. Freeman, secretary of the Victor Talking Machine Co., and George W. Pound, general counsel of the Music Industries Chamber of Commerce.

Mr. Hospe, in the course of his remarks in reference to the enthusiastic greetings of his guests, briefly sketched the history of his career from the time of his arrival in Omaha in 1874 with a cash capital of \$65 to the present day. He dwelt appreciatively on the loyalty of his employes, who with varying periods of service, some eighteen, twenty, twenty-eight, thirty-two and thirty-nine years, had made possible the growth of the business. Alex. McDonald, of Sohmer & Co., was one of the special guests of the occasion, and dwelt on the value of loyalty to God, to country and to home and the business institution with which one is associated.

A feature of the affair was a testimonial signed by all the employes which conveyed their congratulations, loyalty and best wishes to Mr. Hospe and stated that guided by him the business was an inspiration and an incentive to each and all of them to further achievements. Beautiful floral pieces were presented to Mr. Hospe by the employes of the house and by A. M. Wright, Harry J. Sohmer, and Mark P. Campbell.

REFUSE MAIL ORDER ADVERTISING

Louisville (Ky.) Papers Reported to Have Taken Firm Stand in Support of Local Music Merchants—An Interesting Case

According to reports from Louisville, Ky., the newspapers of that city have declined to run full page advertisements of talking machines offered by a prominent mail order house in order

to protect local music dealers. Inasmuch as the competition of mail order houses appears to be a factor with which the talking machine merchants must reckon more seriously in the future, the attitude of the Louisville papers is interesting as well as commendable. The main question is just how great an influence this move will have upon newspapers in other sections of the country in giving them a proper regard for the rights and interests of their local merchants. The Louisville case should not go unheralded.

Making Window Display More Effective by Use of Proper Lighting : : : by Elliot Church

What would the theatre be without lights? It certainly would require far superior acting to that in many theatres to draw the crowds, if we had to depend upon the acting rather than upon the scenic effects. Every builder of a theatre gives a great deal of thought and spends a great deal of money in effects that will make the acting more effective. To a far greater extent than the average person realizes light is used to make the plays successful.

In the same way that the success of the theatre is enhanced by the use of light so can the success of the retailer be made greater than it is by the use of light. To a very great extent the present use to which the dealer puts light is to make it possible for people to patronize him after dark or to make it possible to use floor spaces that are not lighted by sunlight. Except in the windows light is not yet used to a very marked degree to aid in selling goods or to attract people to a certain section of the store.

After the Statue of Liberty was illuminated at night it attracted far more attention than it had ever attracted before. It did this because at night there were not as many other things to detract attention from it. Exactly the same principle can be used in the store or in the window.

If the dealer desires to display a certain talking machine and make this machine stand out more than any other machine displayed in the community, he can use light to make it do so. Place the machine in the center of the window and instead of using the regular window lights use two powerful lights similar to those used in flood lighting. Have one of these installed in each upper front corner of the window and focus each of them on the machine. The machine and nothing else in the window should be illuminated. The light thrown upon the machine should be so powerful that it will be noticeable even in the daytime. The fact the rest of the window is dark will make the machine stand out still more prominently. Placing a few records or other merchandise around the machine in the semi-darkness may still further serve to make it stand out.

We have here the same effect that is secured when the other lights are turned out and the spotlights are turned upon the actor or actress upon the stage. The attention is concentrated upon the single individual or objects and is held there as it could not be if there were other things to attract attention.

Light never fails to attract attention, and it can be used to direct attention to a far greater extent than is ordinarily supposed. When the searchlight of a boat sweeps the horizon, the

passengers involuntarily follow the sweep of the light. Throw a beam of light upon the sidewalk and move that beam back and forth and into the window and people are going to stop and look into that window whether there is anything of interest in it or not. The beam of light will not fail to direct their attention.

The rear of stores, especially long narrow stores, do not have the same sales value that the fronts of those stores have. This fact can be changed to a very considerable degree by the proper use of light. Usually the rear of such a store is not as brightly lighted as the front. In lighting a store it is wise to use more light in the rear than in the front. It is not necessary to use more

A Store Can Be Made Over by the Use of Properly Displayed Lights in Harmony With Talker Exhibits

units, but it is well to use lights a size larger for about a third of the distance from the back to the front of the store.

If this is done, it will be noted that more people go to the rear of the store than usual. Unconsciously they are attracted by the light.

The window display idea also suggested can be used in the rear of the store. Place a machine in the center of the rear of the store or for that matter in any other spot in the store where it is desired to attract people. Then throw upon it the light from a couple of spotlights. These lights should be completely concealed. If the ceiling is beamed place them behind the beams. If the ceiling is plain, it will be necessary to use some sort of decoration which will conceal them. The machine may even be placed in a small booth and the lights themselves concealed by the upper construction of the booth.

The shades used on the lamps should focus the light directly upon the machine and though lighting the whole of the machine not light anything else. By using two lights the front and the two sides of the machine can be brilliantly lighted. This is usually all that it is desired to light. It is

almost always all that it is desirable to light. If the rear is to be light, of course one or two more lights will be needed.

The lights should be so placed that each will shine upon the front and one side of the machine. It will be a mistake to place the two lights too close together because by so doing too much light will be thrown upon the front of the machine and not enough on the sides.

By using light in the manner suggested, it is possible to attract the attention of the people to any part of the store, to the window or to any object. Even the pessimist will have his attention drawn to the brightest spots. It is the nature of all living things with eyes which enable them to see in the daytime to be attracted to light. Human beings are no exception. People will hurry through dark streets and stroll along the brilliantly lighted thoroughfares. They are always attracted to bright spots of light.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, For Eight Months Ending August 31, 1919, Total \$3,448,663

WASHINGTON, D. C., November 15.—In the summary of exports and imports of the commerce of the United States for the month of August, 1919, the latest period for which it has been compiled, which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during August, 1919, amounted in value to \$37,501 as compared with \$33,277 worth which were imported during the same month of 1918. The eight months' total ending August, 1919, showed importations valued at \$292,755 compared with \$249,389 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 7,041 valued at \$198,702 were exported in August 1919, as compared with 3,796 talking machines, valued at \$117,424, sent abroad in the same period of 1918. The eight months' total showed that we exported 38,352 talking machines, valued at \$1,259,200 as against 49,025 talking machines, valued \$1,477,222 in 1918, and 57,222 talking machines, valued at \$1,415,398 in 1917.

The total exports of records and supplies for August, 1919, were valued at \$25,110 as compared with \$152,121 in August, 1918. For the eight months ending August, 1919, records and accessories were exported, valued at \$2,274,313 in 1918, \$1,456,191, and in 1917 \$1,180,200.

Public approval of the album has resulted in a tremendous demand for the completed selling proposition—phonograph and record albums combined.

The largest talking machine manufacturers have recognized this by equipping their most expensive models with handsome album—most of them using the Peerless.

Have you ever stopped to think what a beautiful and exclusive Peerless Album would do towards putting your machine in the supremacy class?

Let us furnish samples and quote you prices—today.

Peerless Album Company

PHIL RAVIS, President

43-49 Bleecker Street

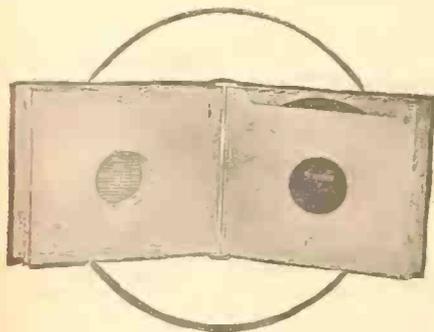
C. W. Kalder, Grand Rapids

W. A. Carter, Chicago

NEW YORK

Taylor C. White, Portland, Ore.

L. V. High, Boston



Victor Supremacy

The supremacy of the Victrola commercially is coincident with its supremacy as a musical instrument. The success of Victor retailers goes "hand in hand" with Victor supremacy.

Victor Talking Machine Co.

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

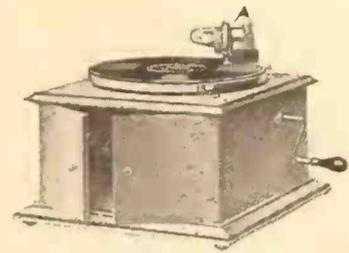
"Victrola" is the Registered Trade-mark of the Victor Talking Machine Company designating the products of this Company only.

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

Important Notice. Victor Records and Victor Machines are scientifically co-ordinated and synchronized in the processes of manufacture, and should be used together to secure a perfect reproduction.

Victor Wholesalers

- | | |
|--|--|
| Albany, N. Y.....Gately-Haire Co., Inc. | Mobile, Ala.....Wm. H. Reynolds. |
| Atlanta, Ga.....Elyea Company.
Phillips & Crew Piano Co. | Newark, N. J.....Collings & Price Co. |
| Baltimore, Md.....Cohen & Hughes.
E. F. Droop & Sons Co.
H. R. Eisenbrandt Sons, Inc. | New Haven, Conn..The Horton-Gallo-Creamer Co. |
| Bangor, Me.....Andrews Music House Co. | New Orleans, La...Philip Werlein, Ltd. |
| Birmingham, Ala..Talking Machine Co. | New York, N. Y....Blackman Talking Mach. Co.
Emanuel Blout.
C. Bruno & Son, Inc.
Charles H. Ditson & Co.
Knickerbocker Talking Machine Co., Inc.
Lindsay Bros., Inc.
Musical Instrument Sales Co.
New York Talking Mach Co.
Ormes, Inc.
Silas E. Pearsall Co. |
| Boston, Mass.....Oliver Ditson Co.
The Eastern Talking Machine Co.
The M. Steinert & Sons Co. | Omaha, Nebr.....A. Hospe Co.
Mickel Bros. Co. |
| Brooklyn, N. Y.....American Talking Mach. Co.
G. T. Williams. | Peoria, Ill.....Putnam-Page Co., Inc. |
| Buffalo, N. Y.....W. D. & C. N. Andrews.
Buffalo Talking Machine Co., Inc. | Philadelphia, Pa...Louis Buehn Co., Inc.
C. J. Heppe & Son.
The George D. Ornstein Co.
Penn Phonograph Co., Inc.
The Talking Machine Co.
H. A. Weymann & Son, Inc. |
| Burlington, Vt....American Phonograph Co. | Pittsburg, Pa.....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Mach. Co. |
| Butte, Mont.....Orton Bros. | Portland, Me.....Cressey & Allen, Inc. |
| Chicago, Ill.....Lyon & Healy.
The Rudolph Wurlitzer Co.
Chicago Talking Machine Co. | Portland, Ore.....Sherman, Clay & Co. |
| Cincinnati, O.....The Rudolph Wurlitzer Co. | Providence, R. I...J. Samuels & Bro., Inc. |
| Cleveland, O.....The W. H. Buescher & Sons Co.
The Collister & Sayle Co.
The Eclipse Musical Co. | Richmond, Va.....The Corley Co., Inc.
W. D. Moses & Co. |
| Columbus, O.....The Perry B. Whitsit Co. | Rochester, N. Y....E. J. Chapman.
The Talking Machine Co. |
| Dallas, Tex.....Sanger Bros. | Salt Lake City, U...Consolidated Music Co.
The John Elliott Clark Co. |
| Denver, Colo.....The Knight-Campbell Music Co. | San Antonio, Tex..Thos. Goggan & Bros. |
| Des Moines, Ia....Mickel Bros. Co. | San Francisco, Cal.Sherman, Clay & Co. |
| Detroit, Mich.....Grinnell Bros. | Seattle, Wash.....Sherman, Clay & Co. |
| Elmira, N. Y.....Elmira Arms Co. | Sloux Falls, S. D...Talking Machine Exchange. |
| El Paso, Tex.....W. G. Walz Co. | Spokane, Wash....Sherman, Clay & Co. |
| Honolulu, T. H....Bergstrom Music Co., Ltd. | St. Louis, Mo.....Koerber-Brenner Music Co. |
| Houston, Tex.....Thos. Goggan & Bro.
The Talking Machine Co., of Texas. | St. Paul, Minn....W. J. Dyer & Bro. |
| Indianapolis, Ind...Stewart Talking Machine Co. | Syracuse, N. Y....W. D. Andrews Co. |
| Jacksonville, Fla...Florida Talking Machine Co. | Toledo, O.....The Toledo Talking Machine Co. |
| Kansas City, Mo...J. W. Jenkins Sons Music Co.
Schmelzer Arms Co. | Washington, D. C..Cohen & Hugbes.
E. F. Droop & Sons Co.
Robt. C. Rogers Co. |
| Lincoln, Nebr.....Ross P. Curtice Co. | |
| Los Angeles, Cal...Sherman, Clay & Co. | |
| Memphis, Tenn....O. K. Houck Piano Co. | |
| Milwaukee, Wis....Badger Talking Machine Co. | |
| Minneapolis, Minn..Beckwith, O'Neill Co. | |



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$70
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut



Victrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or oak



"HIS MASTERS VOICE"
REG. U.S. PAT. OFF.

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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



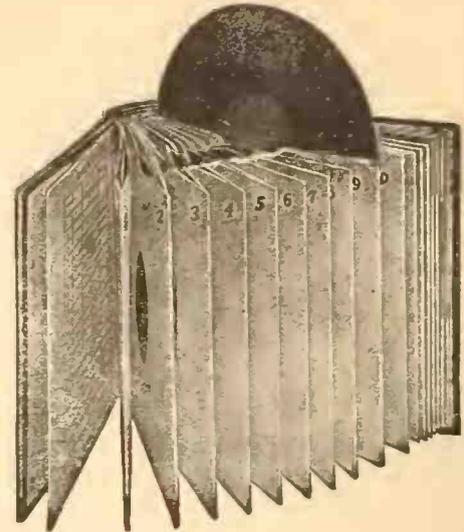
MAKING THEIR SELECTION

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



THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

WE MAKE ALBUMS TO CONTAIN VICTOR, COLUMBIA, EDISON, PATHE' AND ALL OTHER DISC RECORDS

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

CHICAGO OFFICE: 508 S. Dearborn Street

WHY THE TALKING MACHINE WORLD FOR OCTOBER WAS LATE

Many Complimentary Words Received From Advertisers and Subscribers on the Appearance of the October Issue Despite Serious Delays Owing to the Printers' Strike in New York City

The production of the October Talking Machine World was rather an unusual feat journalistically and typographically. When the pressmen of New York went on strike and the compositors decided to take a "vacation," more than half of The World was made up ready for press and about eighty per cent. of the entire advertising was in type. We waited patiently hoping that the differences between the printers and their employes would be adjudicated, but after the 15th of the month, when the Printers' League decided to aid the publishers in getting their work done out of town, we made arrangements to print The World and print it in as brief a time as possible.

The size of the October World—over 228 pages including supplements—necessitated a printing organization that could not only print, but print efficiently, and which would possess a staff and

equipment large enough to turn out a volume that would be in keeping with the high character of the work for which The World has always been noted.

The appearance of The World for October was convincing evidence of the skill and ability of the printers who put in type, printed and bound, precisely within eight days a volume that typographically must be considered most praiseworthy. It is true it reached our subscribers a little later than we would like, but it came out in October despite the short time available for action.

We deem this explanation is due our subscribers and advertisers, because this is the first time in the history of The World that there has been any delay in its appearance from the stated publication date. We do not care to enter into any detailed analysis of the why and wherefore of

the strike, suffice it that the publishing industry of New York has been seriously upset, and in many instances demoralized, by a body of men who, by the way, are absolutely dependent upon the publishers for their subsistence.

For November we expect The World will be issued on or near its usual publishing date; meanwhile we thank our advertisers and readers for the many letters received during the past month in which they offered their encouragement and co-operation, thus manifesting their sympathy and understanding of a really annoying and irritating situation in which we were placed through no fault of ours.

TIPHANY MOTOR CO. ORGANIZED

The Tiphany Motor Co. has recently been incorporated in New York to manufacture talking machine motors, machines, motors, etc., with a capital of \$400,000. The incorporators are L. M. Grumbacher, 1452 Broadway; W. C. Dodge, 149 Broadway, and F. U. Hurwitz, 176 Hopkins street, Brooklyn.

Fred Meier, of Monroe, Mich., has moved his Victrola department to the first floor, and now feels that he is much better fixed to care for his ever-increasing business.



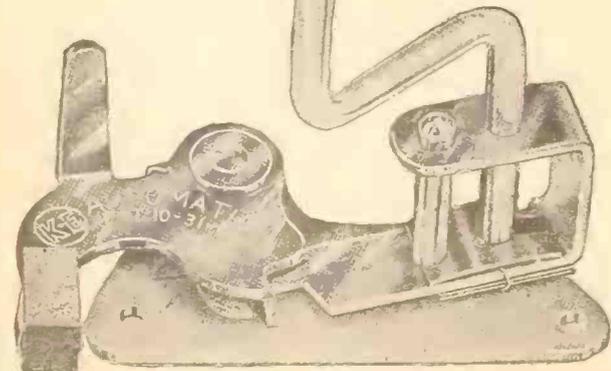
AUTOMATIC STOPS

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

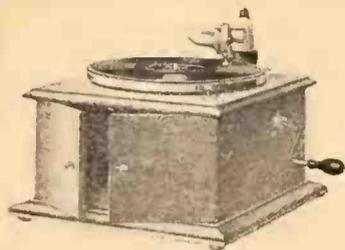


SAPPHIRE NEEDLES
for Edison and Pathe

DIAMOND NEEDLES
for Edison

Highest Quality — Best Prices

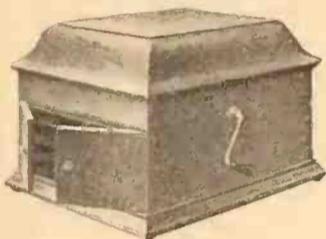
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N.Y.



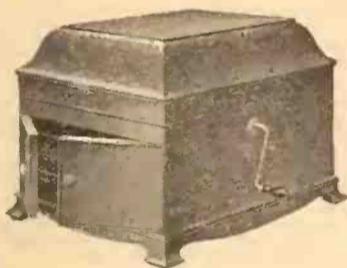
Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$70
Mahogany or oak



Victrola X, \$110
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut



Victrola XIV, \$200
Mahogany or oak



Victrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or oak



Victrola XVII, \$300
Victrola XVII, electric, \$365
Mahogany or oak



Victor Supremacy

*—all the time
and everywhere*

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

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 should be used together to secure a perfect reproduction.

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

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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NEW YORK, NOVEMBER 15, 1919

IN THESE DAYS of "reconstruction" it is practically impossible to read a newspaper or to listen to the talk of a group of business men without having impressed upon one, time and again, the fact that while manufacturing costs are increasing rapidly, as a result largely of the growing demands of labor, production is decreasing in almost direct ratio. It means that whereas labor and material costs not only serve to increase the production cost of a certain article fifty per cent, the lowering of production serves to make a further increase of twenty-five or fifty per cent in the cost of a specified article. Increased production cost has in a certain measure made itself evident in the talking machine trade. The retailer has the fact impressed upon him more by the increasing overhead of his business, and the larger sum he is called upon to pay for the necessities of life, his store rent and other equipment, than by the higher prices he is called upon to pay for his machines and records.

Various talking machine companies have, in most instances, been distinctly generous in absorbing increased production costs, rather than passing the whole burden on to the dealer, and through him to the public. This absorbing of production expenses has affected the trade in a certain measure, but not in any sense as severely as though the whole load had been passed along, as has been the case in some other lines of business. The manufacturers cannot continue this attitude indefinitely, and unless there is some radical change in the situation as it exists and as it promises to continue, both the dealers and the public must expect to pay much higher prices for machines and records they handle and buy.

The business has to be stabilized if it is to exist, and the retailers must be prepared to lend their assistance in this work. Higher prices, plus decreased production, offer a complicated problem, and the retailer should see to it that he is more circumspect than ever in handling his own business affairs, in the granting of retail credits—in the watching of his general interests—to get value for money expended, in order that profits will be there.

UNLESS all signs fail, and previous experiences count for naught, it is very probable that talking machine dealers in various sections of the country, particularly in the smaller towns and cities, will be called upon to meet mail order competition on a more or less extensive scale in the near future. It is very true that talking machines and phonographs of various sorts, and partic-

ularly the smaller models, have been offered to the public on a mail order basis in the past, but this branch of the business had not at that time developed into sufficient proportions to cause any distress to the local retailers. We now find big Chicago mail order houses carrying full page ads not only in rural and small town papers, but in newspapers in New York, Chicago and other cities, offering machines at substantial prices, but on easy terms. In this advertising the mail order houses are competing with local dealers on practically an even basis, inasmuch as the cheapest machines offered run something over \$40. with certain models priced at close to \$200. The terms, as far as can be seen, are considered lower than those offered by the average established retailer today.

The retailers in sections where these advertisements have appeared, and are appearing, should bestir themselves to meet this new competition, legal in every sense and backed by houses of reputation. The local merchant must be prepared to convince his customers that buying in one's home town is not only good ethics, but mighty good business. In carrying on this propaganda work the talking machine merchant can profit much by the experience of retailers in other lines, who have been called upon to meet the mail order house.

The local talking machine dealer is expected to, and in most cases does, prove a distinct factor in the musical life of the town. If he is carrying on his business in the proper way, he lends his active support to the cause of music and helps more or less generously in time and effort to the forwarding of such work. Then, too, by conducting his business within the town limits he contributes his share in taxes to the support of local interests. The local merchant does not draw money from the town public and spend it in other localities. He is also able to offer to his customers quick adjustment of any difficulties and is on the ground to meet complaints and to "make good" in cases where machines do not prove satisfactory.

It may be, too, that the mail order house likewise offers to "make good" for unsatisfactory goods, but it takes time and trouble in correspondence and considerable waiting to secure such an adjustment. Mail order competition may not necessarily be a bugbear if proper precautions are taken to see that the local public is educated to judge that competition at its real value and to give the local merchant the support he deserves. This support, however, hinges upon the ability of the local dealer to meet the demands made upon him and to render satisfactory service. He cannot expect to "lay down" and have the public carry on his fight for him.

TALKING MACHINES bearing fanciful names and totally devoid of any clue as to who has been responsible for manufacturing or assembling them have been in evidence in the stores of various talking machine dealers. These machines have been sold in fair quantities as a matter of course, for there is a goodly proportion of the public who measure up to the late Mr. Barnum's idea and are impressed more by the style of the machine and the salesman's talk than they are by the real quality of the product.

Any manufacturer who feels that he is capable of doing so is privileged to manufacture or assemble talking machines and sell them under any trade name that does not conflict with registered trade-marks, or with names already in use, but to ship an instrument from a factory without placing thereon in some place the name of the maker has the appearance of dodging responsibility. The customer who buys a machine of an old established make feels confident that should anything be wrong with the machine, or anything happen to its mechanism, he can go back to the manufacturer, or his representative, and have the damage repaired or the broken parts replaced. If there is no key to the manufacturer, then the customer must depend upon his own ingenuity in having the necessary repairs made.

There is nothing to be ashamed of in a product that is well made, and if it is worthy of being produced it is worthy of the maker's name. It will be well for the retail trade generally to consider this fact. The salesman is not violating ethics when he calls the attention of the customer to the fact that the particular machine he is selling bears the name of the maker, while the machine of a competitor is an illegitimate product of which the maker may, or may not, be ashamed, but with which he has failed to identify himself.

Other lines of trade have been called upon to meet this problem of nameless products and have met it with more or less success. The piano trade in the past particularly has been obsessed with the "stencil" proposition, and while the evil has not been entirely overcome, the fact remains that today the piano that does not bear on its case or on its plate the name of the manufacturer is not held in high regard by either the trade or the public. If talking machine buyers can be persuaded to look for the name of the maker on machines they buy, the better element in the trade will be benefited thereby.

WHAT has happened to the various associations in the talking machine trade? Why are they not as active as they were a year or more ago? What has occurred apparently to put the damper on the association spirit? There are, it must be admitted, two or three local associations in various sections of the country that are really active—that are carrying on work that is bringing results. These active associations include the Tri-State Association with headquarters in St. Louis and The Talking Machine Men, Inc., New York. But of the score or more other organizations of retailers there is heard little or nothing. Some of these associations were organized amid great enthusiasm, and started functioning in a manner that proved most encouraging. In many instances, however, initial interest soon wore off, and the activities of the association practically stopped.

Certain talking machine dealers may feel that under existing circumstances there is no necessity for association action, inasmuch as the situation today concerns almost entirely the matter of supply and demand and therefore a great many abuses that would occur in a keen competitive era are non-existent. This is the wrong idea. A live association can be productive of good for all its members at all times, provided it is interested in reforms and the elimination of trade abuses.

The pendulum of business is bound to swing back, and there will be trade problems developed that cannot always be settled by individual action. At such a time there will be a demand for associated effort, and valuable time will be lost in bringing together retailers in this or that section of the country, to consider and act on various matters. Prices and terms, interest, the organization of selling forces, advertising—all in fact are just as important now as they were when supplies of machines and records approximated the demand.

If retailers through their associations can discuss and map out campaigns for the future, then these campaigns will be ready for launching when the proper moment arrives, and time will be saved when it is most needed. If through association influence retailers in one or another section of the country can be moved to subscribe to certain good business principles, then all hands will benefit when real competition again becomes a factor in the trade. The ground

work of trade associations has been well laid in this industry. There are organizations of retailers existent, although apparently dormant in many sections. Failure to put forth any effort to revive these associations—to make them again active—is to waste the effort that has already been put forth in their development, and to make necessary at some future time the going over of the same ground to meet some business emergency. Associations in other industries, including those of the piano merchants, are going ahead. Why should the talking machine men rest on their oars?

THE remarkable development of the talking machine industry can be no better indicated than by reference to the reports from the furniture manufacturing centers to the effect that the making of talking machine cabinets has so far taken up the facilities of the various prominent furniture manufacturing factories that the output of furniture is suffering materially as a result. In considering this phase of the question it must be understood that there are scores of talking machine factories built complete in themselves and devoted entirely to the manufacture of cabinets for various makes of machines, and that contracts for other cabinets have been let in many cases simply to take care of requirements beyond the facilities of the talking machine factories themselves.

To the furniture manufacturer the prospect of closing a contract for cabinets amounting to several hundreds of thousands of dollars, and to be assured of a market for these cabinets, has proven so attractive that he is forced to consider temporarily the question of increasing his production and going to the expense and trouble of marketing that production. It would seem roughly that from forty to fifty per cent of the furniture factories are engaged, to a greater or less extent, in talking machine cabinet making, and yet reports come of contracts for cabinets going begging through the lack of facilities in the factories to turn them out. Certainly the talking machine industry has grown to be a sizable infant, and its growth is not yet ended.

DESPITE the spirit of unrest which prevails in labor circles in many parts of the country, there is ample evidence throughout the industry of a spirit of confidence in the future. Talking machine manufacturers are expanding their enterprises to meet trade demands, while dealers everywhere are enlarging and beautifying their stores—preparing for the greater business to come. General industrial conditions naturally cause worry, but the apex of unrest has apparently been reached, and we can now look for better and saner viewpoints on the part of labor. Justice, right and fair play for capital as well as labor is an American axiom and it must prevail. Our constitution affords an opportunity to all faultfinders to right their wrongs—real or imaginary—but they must act within the law which all Americans must recognize is supreme.



**Victor Victrolas and
Victor Records**



"Rome Was Not Built in a Day"

Neither was "Ormes Service."—Ormes service is made possible by the cumulative knowledge of many years successful cooperation with the Victor Dealer in his problems. : : : : :

ORMES, Inc.

Wholesale Exclusively

26 East 125th Street

NEW YORK

The Campaign for Music Now Being Conducted Throughout the Nation Should Be Supported

With the war out of the way, but with a reawakened interest in music as a result of the war, there is every reason to believe that the musical season just inaugurated will be one of the greatest and most successful that it has been the privilege of Americans to enjoy. In making plans for routing their artists during the season, various managers have had brought strongly to their attention the tremendous interest in music generally, not only in the larger cities of the country, but in the smaller towns and hamlets. Many of these smaller places, which before did not enter into the calculations of managers, have taken upon themselves to seek to secure the appearance of noted artists, orchestras, etc., to gratify the demands of local music lovers. This demand is unquestionably due to the increased appreciation of music, thanks to the talking machine. So far as the larger communities are concerned, managers have found little or no difficulty in arranging suitable bookings. In fact, it has been a case of selecting a limited number of places at which an artist could appear during his tour of the country.

It is interesting to note just what effect the activities of the musical season will have upon conditions in general. We have heard much and have had much proven regarding the important part played by music during the war, so far as it served to cheer up the fighting men and preserve morale at home. It now remains to be seen just what the influence of music will be in meeting and overcoming the unrest that is apparent on every hand right now. The period of reconstruction has brought its own problems—problems in their way just as serious as those of wartime. We find industry upset—various factors

seeking to reduce the cost of living by increased production and other means, and other factors reducing production in an effort to secure sufficient extra remuneration to meet higher living costs. These two factors are pulling in exactly opposite directions in an effort to achieve a common end, and the futility of the whole system is plainly apparent. Will or will not music in one form or another tend to soothe these discordant factors—tend to bring back harmony where it seems to have disappeared? If music serves to

Dealers Should Keep In Touch With Musical Activities In Their Town—It Pays a Goodly Profit.

bring contentment and peace of mind, it is now offered an exceptional opportunity to function.

Certainly the trade organizations have been well developed to encourage and take advantage of this increased musical interest. Newspapers have been encouraged to feature music in a way to appeal to the public mind. Movements calculated to make more general the interest in music and things musical are being inaugurated systematically, and retail music dealers throughout

the country have been urged to co-operate locally with these recognized movements, and have been shown the way to co-operate to the best advantage. Musical activities are assured, and the question remains how these activities are to be directed into proper channels and be made to prove most resultful to the trade and to the public.

If music is to prove a force for good, then it must be directed in the proper channels to accomplish the most good. The public must not be allowed to forget what music is accomplishing. It must be recognized not simply as something pleasant to listen to, but something with a definite purpose. Members of the trade in their respective localities can do much to inculcate in the public mind this point of view. There are many ways to do this, but first the retail music dealer must identify himself prominently and indelibly with local music organizations and local musical activities. He must not appear in the role of a purveyor or merchandise, but rather as an advocate of one of the things that makes life worth living. He must hook up with the great artists and great musical organizations. He must aid in the advertising of music in the newspapers, and lend financial as well as moral support to the cause in other directions.

On the surface it may appear to some retailers that this work is idealistic and far removed from plain musical instrument selling. As a matter of fact, it has a sound commercial basis, for the market for musical instruments depends primarily upon the interest of the public in music. Should the public not be interested in music, it certainly would not seek to purchase instruments to produce music.

The Emerson Xylo-Phiends? Page Punxsutawney:

This and other Emerson musical combinations are very much "at home" in Punxsutawney.

Emerson hits are going big, in fact, all through Western Pennsylvania.

Look for the Emerson advertising in forthcoming issues of the Saturday Evening Post and Pittsburgh papers.

Also bear in mind these facts:

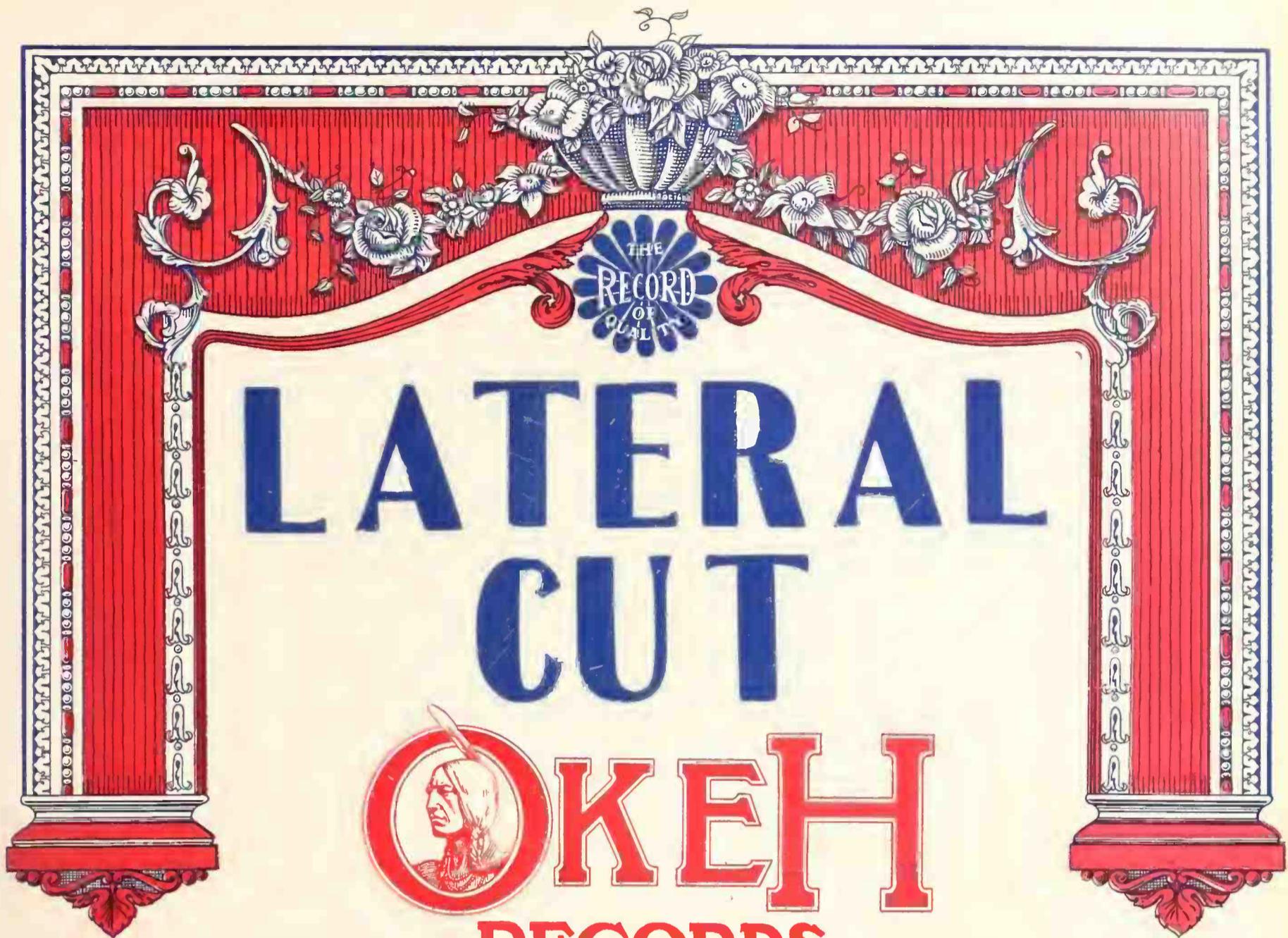
- 1-Emerson song hits and dance hits have the habit of being first on the market. That's the business of the Emerson people.
- 2-Emerson deliveries are made with all possible promptness. That's where we come in.

There's good money in Emerson Records, if the right man handles the line. It's worth your while getting the particulars. Write us today.



Emerson Sales Company

4018 JENKINS ARCADE BLDG.
PITTSBURGH, PA.



LATERAL CUT

OKEH RECORDS

THIRD SUPPLEMENT—*Ready Soon*

- | | | | | | |
|------|---|-----------------------|------|--|-----------------------------------|
| 4027 | How Sorry You'll Be (Wait 'll You See) | Peerless Quartet | 4033 | That Naughty Waltz—Waltz Instrumental | OkeH Dance Orchestra |
| | Pretty Little Butterfly (Is a Fly Gal Now) | Billy Murray | | That's Worth While Waiting For—Fox-trot Instrumental | OkeH Dance Orchestra |
| 4028 | Nobody Knows and Nobody Seems to Care— | Jack Kaufman | 4034 | Starlight Love—Waltz Instrumental | OkeH Dance Orchestra |
| | Goodnight Angeline—Male Quartet | Peerless Quartet | | Dreamy Amazon—Waltz Instrumental | OkeH Dance Orchestra |
| 4029 | Hindu Rose—Baritone | Joseph Phillips | 4035 | Casse Noisette-Nut Cracker Ballet—Instrumental | Conway's Band |
| | Ting Ling Toy—Male Quartet | Peerless Quartet | | Tschaikowsky Melodies | OkeH Concert Band |
| 4030 | Not in a Thousand Years—(Tenor) | Henry Burr | 4036 | Light Cavalry Overture | Conway's Band |
| | Bye Lo—Tenor | Reed Miller | | The Gladiator March | Conway's Band |
| 4031 | Oh, What A Pal Was Mary—Waltz Instrumental | Joseph Knecht's | 4037 | Titl's Serenade—Flute and Cello Duet | Ernest Wagner and Adrian Schubert |
| | Marilyn—(Fox-trot Instrumental) | All Star Trio | | Foreign Folk Dances—Instrumental | OkeH Concert Orchestra |
| 4032 | A Pretty Girl Is Like a Melody (From "Ziegfeld's Follies 1919") | Fox-trot Instrumental | 4038 | Transcription of Swanee River—Piano Solo | Ferdinand Himmelreich |
| | Weeping Willow Lane—Waltz Instrumental | OkeH Dance Orchestra | | Traumerei—Violin Solo | Fred L. Landau |

Write Your Nearest OKEH Jobber for Details

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.
BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA



REPAIRS

TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines.]

Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

The approach of the Christmas season always brings up the question of "what does the salesman know of the article he is selling?"

In the talking machine there is any number of important little facts that a salesman should make himself thoroughly conversant with, so that when a customer wants to know this or that about the construction of the machine he is demonstrating he will be able to answer accurately and promptly.

The placing on the market of so many different machines in the last year or so has put the salesman in a different position than he held formerly when he sold his goods by name only, the customer never asking or, for that matter, caring what was on the inside or under the lid of the machine.

Today one must show what merit the motor has in comparison to another, what the good points of the sound box and tone arm are, and how the cabinet is made and finished to be equal to or better than another make.

A salesman should first get all the information he can from the manufacturer of his particular machine, particularly in relation to the motor construction, and then he should make his own comparisons with the machines of the same type and price in other makes.

He should acquaint himself with the different parts of the motor, the width and length of the main springs, the number of springs in the motor and the number of records it will play with one winding. He should be able to point out to the customer the proper places to oil and grease the motor and should make it very plain that it is to their benefit to oil the motor every few weeks, to prevent wear of parts and to insure perfect running.

He should be able to point out the construction of the governor and explain the action of the governor regulator, how moving the special or screw in turn moves the governor lever and friction pad, allowing the governor to go faster or slower, which raises or lowers the pitch of the music or voice, as the case may be.

The sound box is most important and a customer is always very much interested in how the voice is obtained from it.

Get acquainted with its construction. Is the diaphragm of mica, paper, aluminum, or some special composition. Are the gaskets solid rubber or tubing? Be able to answer the question of why one is used in preference to another. Has the tone arm a universal joint enabling you to play any make of record; can you regulate the volume of sound other than by changing to a softer-toned needle?

Are the panels of the cabinet made of three or five-ply material, what parts are solid wood and which veneer; has the case been given two coats of varnish or three; how many records can be placed in the record compartment, are all questions which the average customer asks and for which you should have ready answers.

TRADE WITH AUSTRALIA INCREASES

Antipodes Enjoying Greatest Era of Prosperity in History—Will Get Equal Share of Trade With Other Nations of the World

"American-Australian trade will grow quickly and greatly," said Mark Sheldon, in the course of a recent chat. "A large number of American financiers and business men are in Australia laying foundations for extensive financial and commercial intercourse between the two countries. Australia is now taking 15 per cent. of her imports from the United States and is sending 20 per cent. of her exports to America."

Mr. Sheldon is Commissioner from Australia to the United States. With his wife and five children, he arrived in New York recently by way of Canada, and will transact the business of his office at 61 Broadway. A typical Australian, he is vice-president of the Sydney Chamber of Commerce, president of Dalton Bros., a great commercial house, and chairman of the Australian

Board of Repatriation, which is returning the fighting "Anzacs" to their homes. He is a man of ideas—a man of action.

"Australia is enjoying the greatest prosperity in her history, and she will share it with the world," Mr. Sheldon continued. "Her success is built on her labor, which puts the country's interest before its own; on her vast and accessible natural resources; on her nearly uniform English-speaking population, with plenty of room for 10,000,000 more, and on her very democratic institutions."

BIG EDUCATIONAL FACTOR

Public libraries throughout the country are steadily appreciating the value of the talking machine, and Miss Elsa Stein, director of the educational section of the talking machine department of Lyon & Healy, Chicago, has figures which prove the increasing popularity of the talking machine in the school. She reports a growing interest in the talking machine as an educator.



FEDERAL ELECTRIC SIGN



—12 MONTHS TO PAY

The first payment brings you the sign—and you have the 12 months to complete the payments. Pays for itself many times over.

—Gives Your Store a Prosperous Appearance



It makes your store front cheerful and inviting. It seems to say, "Here is a prosperous merchant—he is up-to-date". And people like to trade at prosperous stores. Day and night it works for you, drawing prospective customers past less attractive stores to your place of business. While your competitors are lost in darkness, this beautiful electric sign attracts trade from blocks in each direction. Made of porcelain enameled steel—bright white letters on a blue background. Will not rust, rot or fade—never needs refinishing. Costs only a few cents a day for electricity; no other maintenance expense. Let us send full information—just mail the coupon. No obligation.

TEAR OFF AND MAIL COUPON NOW

FEDERAL ELECTRIC COMPANY

representing

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

Please send me full information on Porcelain-enameled Steel Sign for my business Explain your 12-months-to-pay plan.

Name City State

Street and No. Business

Store Frontage No. of Floors

(T. M. W.-11)



ACME-DIE

• CASTINGS •

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago

Many Pleasing
Refinements



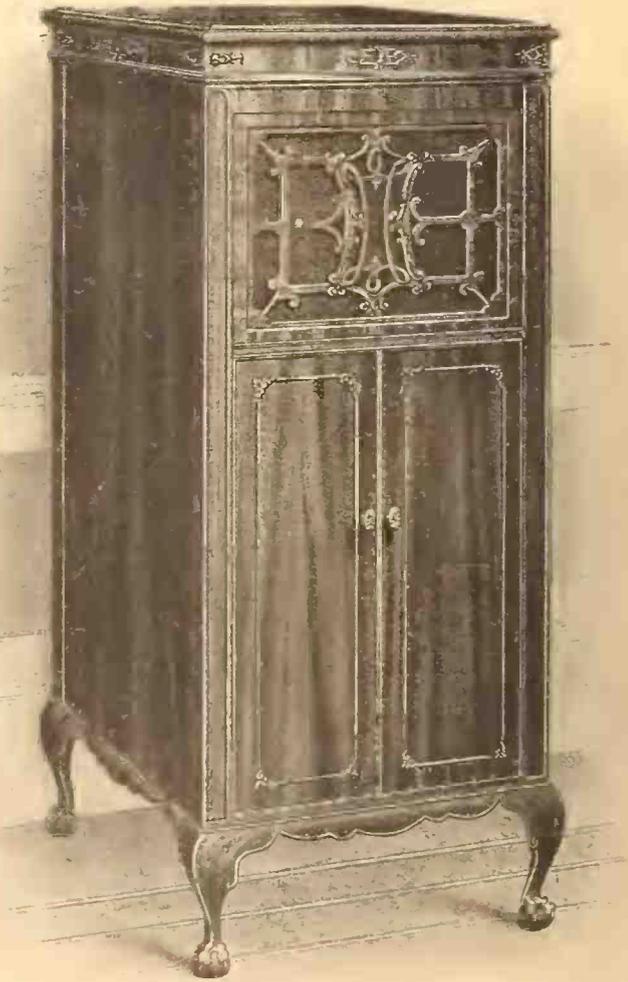
Plays ALL
Disc Records

The Phonograph of Character

In design these cabinets are more than beautiful—they are TRUE. Nothing extraneous has been worked into the period designs, nothing too much. In the fullness of expression marked by **Just the Proper Restraint**, the eye finds the satisfaction that one finds in the classics as compared to ragtime.

Wonderful Reproduction Mechanically Right

The tones are true and rich always; from the celestial notes of the harp to the thunderous tones of the military band. Whatever the instrument reproduced—or the voice—it is **All There in Its Original Tone**. QUALITY and nothing more—no surface noises, no mechanical sounds. The quiet, smooth running motor is the **best** that money can buy, and the workmanship the **best** of the city famed throughout the world for **Master Craftsmanship**.



Nine Supremely Beautiful Period Models

There are nine eye-pleasing period models—five uprights and four consoles—listed as follows:

Upright Styles \$110 to \$290
Console Styles \$175 to \$340

These phonographs cannot be duplicated at prices quoted.

Liberal Discounts to Dealers

Some territory is still available for first class phonograph merchants. Deliveries guaranteed.

Shipments now being made.

Send for Illustrated Catalogue
and Dealer Discounts

GRAND RAPIDS PHONOGRAPH CO.
GRAND RAPIDS, MICHIGAN

Suggestions on How to Increase the Sales of Talking Machine Records :: By Warfield Webb

The sale of records, provided there are enough of such sales, is always a big help both in the matter of publicity and profits, altogether apart from your sales of machines. If you are selling a fair number of records it is certain that you want to increase the number. Now, what are you doing to make the idea more than visionary? We all can plan and picture dollars in our mind, but they will never become more than this if we do not make a particular effort to increase sales. We need publicity and this must be continuous. If we depend solely upon the customers coming to our stores we are going to be deprived of a good many sales that will drift to the other man. How to keep this trade and to increase it deserves the dealer's attention continually.

The store that gives the best service, you might argue, will be the store that attains the best results. Ordinarily this would be true, but what must we understand by service? This is one term that is being done to death and why? Because there are instances of its being a subterfuge to hide some otherwise glaring defects. So with the plea that he is giving so-called service, a dealer may offer a makeshift service plan that will not bear close inspection. So be careful of your so-called service and see that it is really something of which you can feel really proud.

Increased output, however, is vital and every effort should be made toward making the sales of machines and accessories larger. So in order to make a name for himself in the matter of record sales, the dealer can with profit adopt any and every idea that will mean live publicity for him.

How much consideration or value do we place on the latest popular musical compositions, or on the stars that are in the limelight? There are some songs that make what we term a "hit", and there are others that have more merit that are passed by as of no value or very little at least. This is often due to the lack or volume of publicity that is indulged in by the publishers. They often make a piece popular by giving it the right kind of introduction. The more a song is sung, if it has any real merit, the more will be its popularity. That is why so many of the present day selections are "hits".

The talking machine record follows the song very quickly in popularity, but the sale of the record is not likely to go with the vim that is possible unless there is a determination to make it popular. The store that is going to make its record department a much more popular one is the one that advertises it in a way that will draw the public's attention.

Here is the plan that was adopted with notable success by a progressive manager of a talking machine store, and he finds that the idea has met with gratifying returns, the sales being large enough to insure the continuation of the plan. When a popular song comes out and is sung at some of the moving picture theatres as an illustrated or regular song between the pictures, advantage is taken of the fact to introduce the name of the store and its owner. During the latter part of the song there is a talking machine in the theatre which plays the record, thus making a direct appeal to the audience and bringing forcibly to mind the idea that its purchase is obligatory.

Of course if the record was merely played and there was nothing to indicate that the record could be purchased at a given store there would not be much to recommend it. But just after the record has been played there is flashed on the screen the announcement that this record can be purchased at a certain store, the two ideas become as one—a desire and a determination to

purchase this record at this particular store. Of course everyone in the theatre is not going to buy this record, but a sufficient number will do so to insure sales of surprising volume.

This store has now arranged with more than a dozen theatres to have the records played at the closing end of the song, with the name of the firm noted on the screen. Having heard the song and then the record, there is sure to be a desire awakened that means much in a business way.

Utilizing the Movie as a Means of Pushing Record Sales. How the Plan has been Successfully Developed

Other stores where records can be purchased may be nearer, but one is impressed with the name of the store flashed on the screen, and you are likely to make a mental or written note of both the song and the store where the record is on sale.

This manager is highly pleased with the results so far obtained and feels that the plan is one that has more than commonplace merit. The idea is to make the public come to your store. They might be induced to go elsewhere, but the very fact that your name has been given such a prominent place emphasizes that it represents a "live" house and makes your name a favorite one with the public. You are there to give service that is real.

Any practical plan adopted, particularly along original lines, that will help toward increasing

your sales of records will be found profitable. It will make customers come again and again, and will be helpful in bringing others with them. The plan in this store is to give the best that the term service does insure. The manager has hit upon a method here that is well worth consideration and emulation.

JOINS EMERSON DISTRIBUTORS

Marshall-Wells Co. of Duluth, Minn., Secures Services of A. A. Grimard

DULUTH, Minn., November 7.—The Marshall-Wells Co., of this city, which was recently appointed distributors of Emerson records, manufactured by the Emerson Phonograph Co., of New York, has secured the services of A. A. Grimard, formerly connected with the Dwyer Bros. Music Co., of St. Paul. Mr. Grimard will travel in the interests of Emerson records for the Marshall-Wells Co. through Minnesota and Wisconsin. He is personally acquainted with the trade in these sections and his many friends will undoubtedly be glad to learn of his association with Emerson records.

APPEAR IN EDISON TONE TEST

Under the auspices of the J. A. Foster Co., Providence, R. I., Edison dealers, Claire Lillian Petter, Sibyl Sanderson Fagan and Harry E. Humphrey appeared in an Edison tone test recital at the Elks' Auditorium.

MAKING EXTENSIVE IMPROVEMENTS

The extensive improvements to be made to the property of the Collings & Price Co., Clinton and Beaver streets, Newark, N. J., will cost in the neighborhood of \$15,000. When completed this establishment will be one of the most attractive Victor wholesale houses in the country.

**THE
CABINET & ACCESSORIES
COMPANY**

145 E. 34th STREET ··· NEW YORK

LUNDSTROM CONVERTO CABINETS

Record Albums	Phonograph Cabinets
Record Delivery Envelopes	Table Cabinets, All Kinds
Motrolas	Talking Machine Toys
Record-Lites	Brilliantone Needles
Fibre Needle Cutters	Velvetone Needles
Red, White & Blue Needles	
Brushes & Oils	
Repeaters & Rotometers	
Wall-Kane Needles	
Record Cleaners	
Record & Moving Covers	

ALL FROM ONE SOURCE

'IN THE HEART OF NEW YORK'

Columbia Records



Charles Hackett, *American Tenor*

Newest Columbia Star

Here is a real American tenor. His brilliant career has already put him in the front rank of Grand Opera singers. The Columbia Graphophone Company is gratified to announce that this New York Metropolitan Opera Company star has agreed to make records for Columbia exclusively. His first are:

Il Barbiere di Siviglia—Ecco Ridente in } 49604
Cielo (Lo, Smiling in the Eastern Sky) } \$1.50

La Boheme—Che Gelida Manina (Your } 49645
Tiny Hand is Frozen) } \$1.50

L'Africaine—O Paradiso (O Paradise on } 49623
Earth) } \$1.50

COLUMBIA GRAPHOPHONE COMPANY, New York

London Factory: 102 Clerkenwell Road, E. C.

Columbia Records

Columbia Captures a Prize

The greatest musical sensation of this year's operatic season has been the singing of Charles Hackett with the Metropolitan Opera Company of New York. In a single night he took his place as one of its leading tenors.

We take no small pride in making the announcement that we have been able to secure the signature of this great artist to an exclusive Columbia contract.

His startling success and tremendous following mean magnificent sales of his records. The great publicity he is receiving and all the advertising

we are doing of this new star will increase these sales still more.

Hackett's name is an asset to you, an advertisement for your store. Take advantage of our enterprise in securing such a singer with such a nation-wide reputation. Stock up big with Hackett records and beat your former figures on sales of operatic selections.



COLUMBIA GRAPHOPHONE COMPANY, New York

Making the Repair Department of the Talking Machine Store Pay a Profit : by J. S. Parsons

The repair department of any talking machine store is one which can well be made immensely profitable to the dealer and will bring in funds not only directly from the repairing of machines themselves, but also indirectly in increased sales due to lining up new prospects from the information gained by visits to the homes of talking machine owners. The repair department in many stores is neglected and its possibilities not utilized because the dealer is not cognizant of the facts in the case. That repairing is very profitable has been shown by the experience of numerous dealers, and one in Salt Lake City says that in one year the receipts in his repair department were \$18,000, of which \$9,000 represented clear profit. You would hardly call this a poor investment!

And the amount of profit in proportion to the time expended is very great. It takes but a very few minutes for an experienced repair man to put in a new spring, oil the motor or make some minor change, and the price which it is customary to charge for this labor gives a large margin of profit. Since these repairs consume so little time it is possible to make many calls in one day and thus bring in to the dealer a considerable sum which will make a decided showing on his books. Of course much of the repair work is done at the store in the special department, but this work is just as profitable as that done at the customer's home. The actual store work does not need so much consideration here, for it is of the work done at the homes that offers the greatest opportunities for real constructive work in building up the general trade of the dealer.

When the man is sent out from the store to make some repairs on a machine in a customer's home, the actual repair work is only a part of his mission. Of course it is essential to put the machine in good order so that the customer may not be dissatisfied with the purchase of the machine, and it is obvious that this is in every dealer's mind, for if his customers are not entirely satisfied, then his work has been poorly done. It is his task to sell service as well as instruments. When the repair man visits a house he can find out many things which will be of value to the dealer to know. He learns the model and type of the machine and from the home surroundings and contact with the people he can determine their status as prospects. If the machine they have is not as good as they could well afford he has a splendid opportunity to practice a little salesmanship and show them how they could have better music in their homes. He can create in them the desire to buy a more expensive machine and his talk may result in their visiting the store for that purpose or to exchange their present model for a better one. Here it can be seen that the repair man should be a salesman at the same time, and the two are really

linked together very closely. This brings up another point in regard to the dealer's business: that every salesman should be a repair man and vice versa.

It is trite to say that every salesman should have a thorough knowledge of the machine he is selling; every dealer knows that this is true. It is likewise

Repair End of Your Business Gives Opportunity to Keep in Close Touch with Your Customers.

evident that this knowledge can be obtained best by actually working on machines and making repairs. By doing the work with his own hands the salesman acquires an intimate knowledge of all things entering into the construction of a machine and he can explain why one particular model is better for

certain purposes than another. He should also have some knowledge of the different kinds of woods, so that he can tell his customer just why a \$100 machine is better than one costing \$50. But to return to the repair man more particularly.

We have said that the dealer sells service as well as instruments. Many dealers have a regular system of visiting their customers to see that the machines sold are giving the maximum of satisfaction. The repair man visits not only the regular patrons of his particular store, but also goes anywhere where work is to be done. In visiting the new houses he becomes more of a salesman than a repair man, while in calling upon his regular customers the repair end is first, although salesmanship still exists in the opportunities to sell a better or higher priced machine. Both salesmanship and repair knowledge go hand in hand.

Many talking machine dealers have the machines in their customers' homes looked after just as regularly as a piano man would care for his pianos and keeps in close touch with all those to whom he has made sales. The repair end makes it possible to be in closer touch with his clientele than if they merely came to the store now and then. There is a personal touch which can be used in the home which is not possible in the store.

GIVES ENTIRE TIME TO BUSINESS

W. H. Griffin Resigns as Postal Employee to Devote More Time to Music Selling

NORWICH, N. Y., November 3.—After twenty years in the United States mail service, W. H. Griffin has resigned his position and will devote his entire time to his music business. His store now occupies three floors of the building in which the display rooms are located and new warerooms are being contemplated. Both the Columbia and the Sonora have been added to the Pathé line with which the business started and a large assortment of machines and Columbia and Pathé records are in stock. In addition to the talking machine department a full line of musical instruments, sheet music and all kinds of musical accessories is also handled.

LEVIOLA SALES CORP. ORGANIZED

The Leviola Talking Machine Corp., Norfolk, Va., has recently been incorporated with a capital stock of \$2,500,000 to deal in talking machines, musical instruments, pianos, organs and supplies. The officers of the new corporation are: Harry Levy, president, and Tazewell Taylor, secretary.

FOREIGN TRADE IS GROWING

Vicsonia Mfg. Co. Reports Big Foreign Demand—Domestic Trade Is Also Active

The Vicsonia Mfg. Co., Inc., 313 East 134th street, New York, are receiving big orders these days for their reproducer, which plays Edison disc records on Victrolas and Grafonolas, from all parts of the world. Since the business was established five years ago they have more than tripled the floor space of their factories. Not only is domestic business tremendously large and steadily growing, but their foreign trade is now a big factor. Their export trade is handled through James W. Green, 25 Church street, New York. M. J. Sess, president of the company, reports having recently placed their product with the largest talking machine dealers in New Zealand and Melbourne, Australia. He is well pleased with the general trade outlook.

An interesting picture has been received of Cal Stewart, better known as Uncle Josh, and E. A. Parks, president of the Parks Music House Co., Hannibal, Mo. The photograph was taken at the boyhood home of Mark Twain at Hannibal.

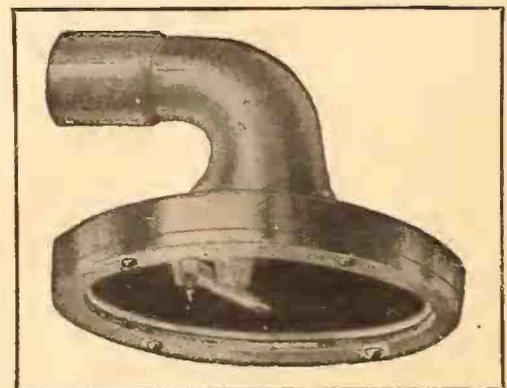
Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer (MODEL A)

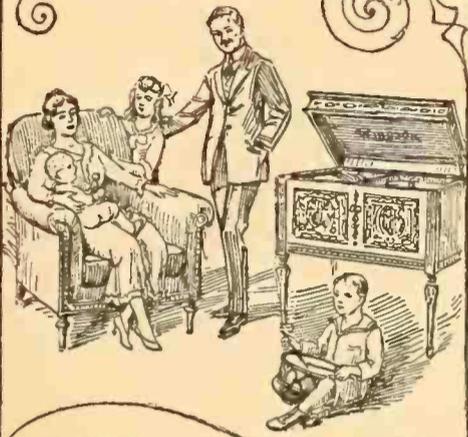
Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

Model B Vicsonia now ready. Plays all hill and dale records—Pathe, Edison, Okeh, Lyric, Aeolian, Vocalion, etc.
A sample reproducer Model A or B will be sent on receipt of \$4.50 Retail price \$7.50.



VICSONIA MFG. CO., Inc., :: 313 E. 134th St., New York, N. Y.



**THE WINDSOR
FURNITURE COMPANY**
1420 CARROLL AVENUE
CHICAGO, ILLINOIS
ESTABLISHED 1885,



**Which Phonographs
Do They Try to Copy?**

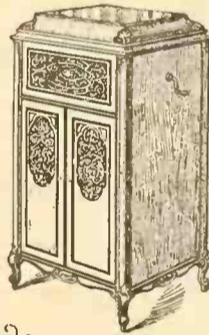
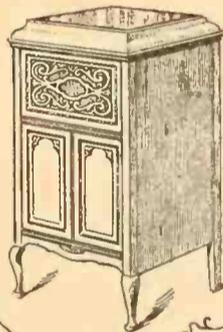
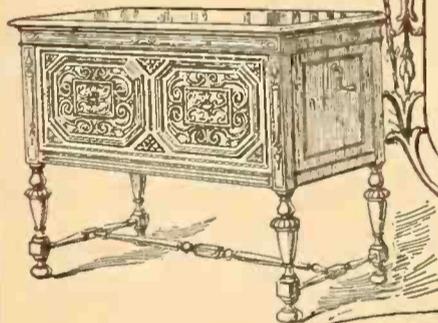
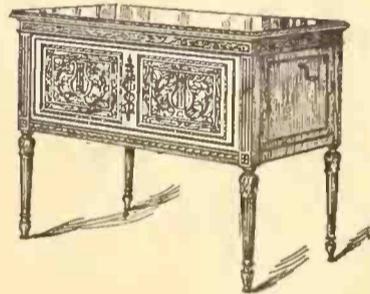
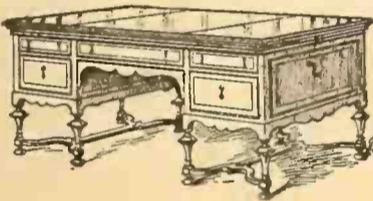
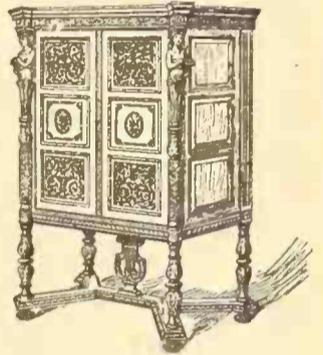
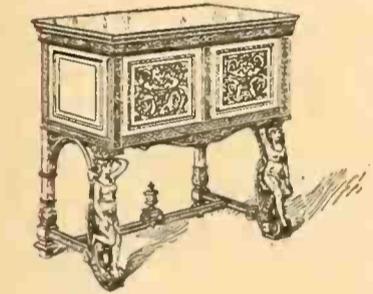
There are only two phonographs that the other makers try to copy. ONE IS THE WINDSOR.

When they select the phonographs they consider worth copying they all decide on the same two makes. ONE IS THE WINDSOR.

Only two makes of phonographs are approved by all competitors. ONE IS THE WINDSOR.

Catalogue of the "Original" on request to dealers only.

The Windsor Furniture Company
1420 CARROLL AVE. CHICAGO, ILL.



The Windsor
Phonograph

J.A. Meyer

LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS

- | | | | |
|-------|-------|-------|---------|
| 48122 | 50478 | 50481 | 50484 |
| 49654 | 50479 | 50482 | 1279743 |
| 49655 | 50480 | 50483 | |



The Ted Lewis Jazz Band made its first Columbia Record this month, but it has broken a lot of other records in New York's most popular pleasure places. A-2798.

Columbia Graphophone Co.
NEW YORK

CARDINAL MERCIER HONORS EDISON

Belgian Prelate Pays Tribute to Genius of American Inventor in Helping This Country to Win the War—Fulfills Lifelong Dream to Meet the Wizard of Menlo Park

Cardinal Mercier, one of the most heroic figures of the war, paid a great tribute to the work done by Thomas A. Edison and declared that American genius in winning the war was supplied in great measure by Thomas A. Edison and Charles M. Schwab. During the war Mr. Edison was hard at work on various devices which would aid the United States and the world in its cause but because of the nature of this work it was imperative that it be conducted under the utmost secrecy. Consequently many people wondered what the great inventor was doing but even his closest associates were forced to answer "I do not know" to all inquiries. When Cardinal Mercier met Mr. Edison at the luncheon of the Pennsylvania Society at the Waldorf-Astoria he said, "Today I have a new joy, one which I hardly dared to dream. I have met Thomas A. Edison."

The New York Tribune, in a recent interesting article, paid tribute to the work of Mr. Edison. The story was headed "Cardinal Pays Tribute to War Work of Edison—Belgian Primate's Dream of His Youth Is Fulfilled as He Meets Inventor at Luncheon."

His Eminence, Cardinal Mercier, said: "They have said that the victory of the Allies was a vic-

tory of chemistry, physics and metallurgy, that it was a victory of iron, steel, submarines and

"When you come to Belgium," Cardinal Mercier said, "come to Malines and hear the chimes



ships. There is a great deal of truth in this. But the genius to apply all those was one of the main factors in the success of the war."

American genius, he said was supplied in great measure by Thomas A. Edison and Charles M. Schwab.

of the Cathedral ring out for our common victory."

The Tribune continued: "Cardinal Mercier fulfilled a dream of his youth when he met Thomas A. Edison at the luncheon of the Pennsylvania Society held at the Waldorf-Astoria in honor of the Belgian prelate. 'To-day I have a new joy, one of which I had hardly dared to dream. I have met Thomas A. Edison,' said the aged Cardinal, feelingly, bowing to the inventor, who was seated near him on the dias in the grand ballroom of the hotel."

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
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54 1/2 Franklin St.
NEWARK, N. J.

Manufacturer of

Phonograph Diamond and Sapphire Reproducing Points—Recording Laboratory Jewels—Rough Diamond—Diamond Powder—Experimental Work. Jewels manufactured for all talking machine records. Consulting Specialist on all experiments relating to any new recording grooves. Recording problems satisfactorily worked out.

VISTA POPULARITY EXPANDING

The Vista line of talking machines made by the phonograph division of the Wisconsin Chair Co., Port Washington, has one of the busiest plants in Wisconsin. The enormous factory which they control is taxed to capacity to take care of the demands for Vista machines which are coming from all parts of the country. The distributors controlling this line throughout the country, are steadily increasing thus demonstrating the popularity of this line.

HUSTYLUS CORP. ORGANIZED

The Hustylus Corp. has been formed in Wilmington, Del., to manufacture talking machine stylii of all kinds, phonographs and talking machines. The capital is \$100,000.

No need to be short of stock. Wire us and get the sales. Finest cases—finest equipment.

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

Most Brunswick Phonograph Sales Are Made by Demonstration

The
Brunswick
ALL PHONOGRAPHS IN ONE.

Put it to work making sales for you



EVERY Brunswick Phonograph is its own best salesman. It speaks for itself in a language that everyone understands. It does not bargain, argue or finesse. It makes no concessions. It knows none of the fundamentals of salesmanship.

As a salesman The Brunswick has no moods, temperament or habit. It does not try to capitalize friendship. With it, the attitude of the customer counts not one jot or tittle. Let him be happy or sorrowful, dull or keen, rich or poor, American or foreign, The Brunswick will charm him.

It needs no special introduction or pre-arranged coaching. All that it requires is an opportunity to demonstrate. Certainly that is simple!

What's more, selling Brunswicks by recital is a business refinement. It is merchandising of the highest order. It makes friends of customers and customers of friends.

From the dealer point of view it is about the biggest business bonanza, ever.

Put it to work making sales for you!

The BRUNSWICK-BALKE

General Offices: 623-633 South

Branch Houses in Principal Cities of United States,
Mexico and Canada

Its Method of Reproduction Is An Interesting Sales Story for Music Lovers

THE most interesting sales story you can tell the music lover is that of the Brunswick Method of Reproduction. Because it is the story of better, finer, truer music, exquisitely reproduced. When you sell the Brunswick Phonograph you are in reality selling better music—the finest music.

Method of Reproduction

The Brunswick's advent into the phonograph world began a new era in music. It played all records and played them better. It also restored tones that were hitherto lost. This was accomplished by two exclusive patented features that make the Method of Reproduction. They are the Ultona and the Tone Amplifier.

The Ultona

The Ultona—a new-day creation—is a modern reproducer, adaptable to any make record.

With but a slight turn of the hand it presents the correct weight, precise diaphragm and proper needle.

The Tone Amplifier

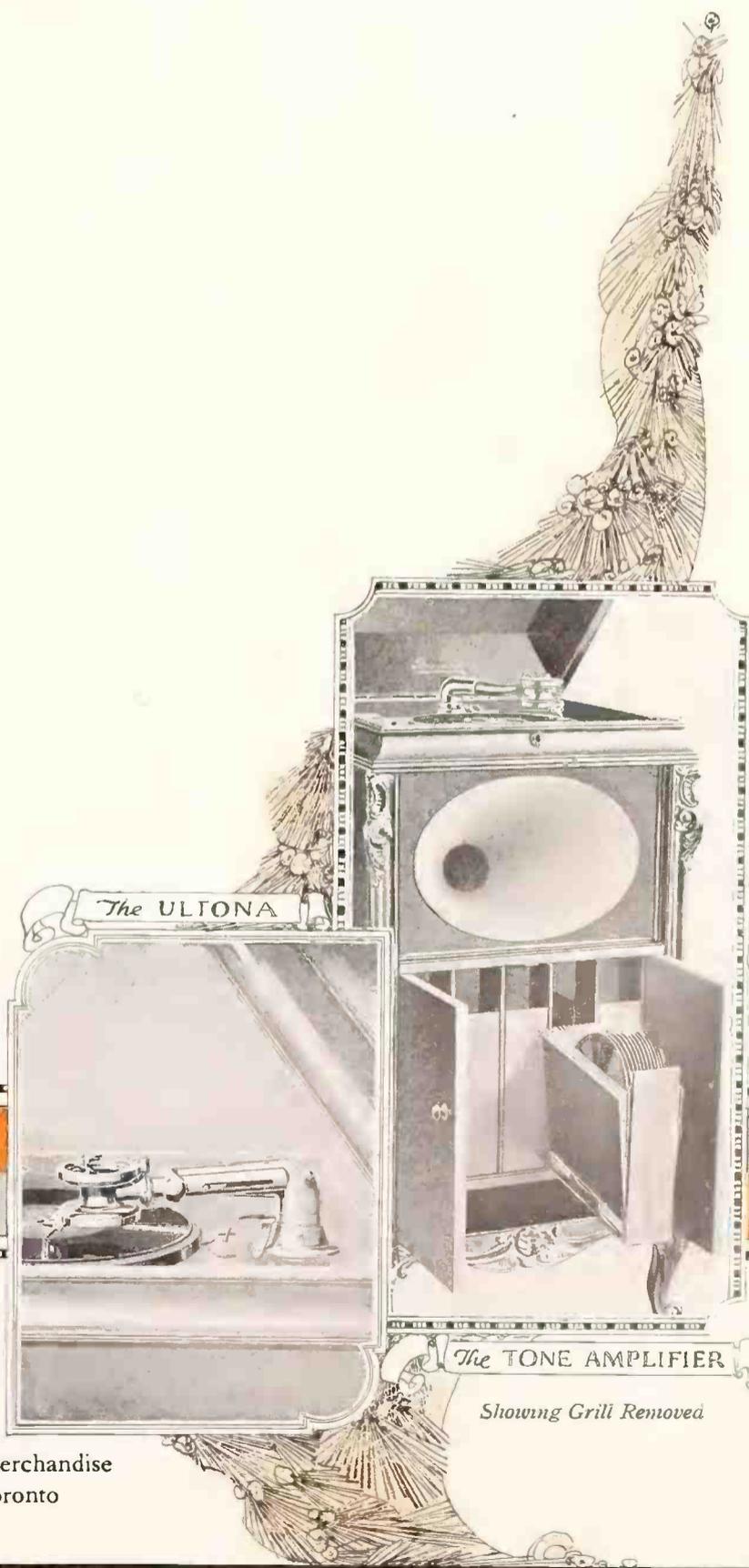
The Tone Amplifier is the vibrant all-wood throat of The Brunswick. It is oval in shape and made entirely of rare moulded hollywood. No metal touches it.

By its sound waves are projected into full rounded tones—tones that are richer and more natural.

The Brunswick

ALL PHONOGRAPHS IN ONE

Restores tones hitherto lost



COLLENDER Company

Wabash Avenue, CHICAGO

Canadian Distributors: Musical Merchandise
Sales Co., 819 Yonge St., Toronto

TO MAKE ST. LOUIS MUSIC CENTER

P. E. Conroy Hard at Work on Plans to Boom Interest of Music — Whole City Covered by Effective Publicity of Music Association

ST. LOUIS, Mo., November 7.—St. Louis is giving a thought to music this week. It has to, whether it wants to or not. "Give a thought to music" is pelting the populace from every angle. It is stickered on every parcel that comes from music stores and all other retail stores. It is on the street car fender sigus. It is on every printed program and on all the menus. It flashes on the screens at the movie houses. All the preachers are saying something about it in their sermons. As a result of all this concentration of thought on music, it is expected that next week a permanent association of musicians and musical interests and persons interested in music will be formed, to be known as the Civic Music Association of St. Louis. P. E. Conroy, president of the Conroy Piano Co. and president of the National Music Merchants' Association, is chairman of the committee which is working out the plans. He is assisted by W. A. Lippman, secretary and manager of the Field-Lippman Piano Co., and Park Commissioner Culliff.

The object of the association is to make St. Louis the music center of America. The steps proposed to be taken are these: (1) To educate the people to appreciate music, (2) To give gifted but poor students a musical education, (3) To encourage St. Louis composers and musicians, (4) To hold competitive concerts, (5) To bring good music to the people by giving people's concerts at a nominal fee, (6) To hold large municipal affairs, such as operas, etc., (7) To work toward the establishment of a municipal musical commission, (8) To act as a clearing house for all musical matters, including concert calendars, etc., (9) To induce the Government to establish national musical conservatories, one of which shall be in St. Louis, (10) To erect a large auditorium for music in St. Louis. The program for the week includes afternoon "at-homes" at the music houses and three large evening receptions by music teachers at the Musical Art Building, the Studio Building and the Odeon, and a big community sing on Armistice Day at the Municipal Theatre.

WILL FORM NEW ASSOCIATION

Talking machine men in Providence, R. I., are taking active steps toward forming some sort of permanent organization for the betterment of the trade. One of the men prominent in this movement is Robert L. Anthouy, of the Anthony Furniture Co., Victor dealers.

APPEAL TO U. S. CIRCUIT COURT

Judge Mayer's Ruling Denying Preliminary Injunction Sought by Victor Co. in Suit Against Starr Co. Taken to Higher Court—Johnson Cut Record Patent at Issue

The Victor Talking Machine Co. has appealed to the U. S. Circuit Court of Appeals in New York City from the ruling of Judge Mayer, of the U. S. District Court, denying its motion for preliminary injunction in its suit against the Starr Piano Co. for infringement of the Johnson Cut Record Patent. In taking this course, the Victor Co. makes vigorous contention, upon advice of counsel, that it is entitled to relief by injunction pending trial of the case, in view of the fact that the patent pending in suit has been previously adjudicated in the same court and held to be valid. Effort is being made to advance the hearing on the appeal so that an early decision may be obtained.

It is the intention of the Victor Co. to bring the suit to trial in the District Court for full determination on the merits as promptly as is possible in view of the magnitude of the case, and

the difficulty of bringing on its witnesses, some of whom are widely scattered. Owing to these circumstances, as well as the demands of other litigation in which the Victor Co. is involved in its active campaign for the enforcement of its rights against infringers, and also the conflicting engagements of its counsel, it will be impossible to take advantage of a trial at as early a date as indicated by Judge Mayer, although trial in the near future is expected.

NEW QUARTERS IN RICHMOND, IND.

The Weisbrod Music Co., of Richmond, Ind., will open their new store about November 10th, which will be one of the best equipped music and phonograph shops in the state. Mr. Weisbrod has booked all of the concerts of the Columbia artists for the coming season, and was very much pleased with the first Oscar Seagle and Barbara Maurel concert on October 27th, which was a great success.

Claypool-Lacey Music Co., Frankfort, Ind., has enlarged and remodeled their quarters.

BUILT TO LAST GIVES EVERLASTING SATISFACTION



Simplified Index System

Album is constructed under our own patents for durability and style

Chicago Ill. Cullen Marsh Co. 21 East Van Buren St.

San Francisco Calif. Walter S. Gray 942 Market St.

Milwaukee, Wis. Yahr and Lang Drug Co.

BOTH FACTORIES IN FULL SWING

Here is the album that speaks for itself. The first attraction upon opening the book is the pockets lying flat. The envelopes are of the highest grade, green, fibre paper. The metal bracers and brackets are made all in one piece. The bracers are reinforced by brass nails, fastened securely in the solid wooden back which is guaranteed to uphold the reinforcing of the pockets. The brackets are held firm by means of our latest improved machinery.

Kindly Mail All Correspondence to New York Office (Samples and Quotations upon request.)

New York Album and Card Co., Inc.

Executive Offices and Factory 23-25 Lispenard St., New York Chicago Factory: 415-417 S. Jefferson St.

The ALBUM that comes once in a lifetime



THE ALBUM FOR RECORDS THAT HAS A RECORD

Originated by the largest album makers in the United States.

Redoubled factory space gives us delivery facilities that save money and time for you.

Quotations F. O. B. Chicago or New York

We serve Talking Machine Manufacturers, Jobbers and Dealers from Coast to Coast.



We Spread All Our Cards
on the Table. ~
We've
No Trade Secrets,

No Favored Nation Clause, and No Way of knowing the *exact increase* in the cost of Steel Needles this Fall, but we do know they will surely be higher in price, and we likewise know that Buying Brilliantone Needles **NOW** will later prove a money-saving investment to you.

Therefore, we earnestly advise you to anticipate your requirements for the next three to six months.

BRILLIANTONE
TWO TONE-FOUR RECORD NEEDLE

COMBINATION
Flat Side Parallel with the Record, producing Loud Tone

BRILLIANTONE
TWO TONE-FOUR RECORD NEEDLE

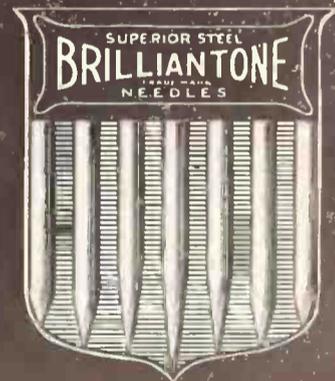
COMBINATION
Flat Side at Right Angle to the Record, producing Soft Tone

For Intermediate Tones, Use Intermediate Angles

Are you selling
BRILLIANTONE
COMBINATION TONE NEEDLES

All First-Class Distributors have them. Ask Your's for samples.

We also Manufacture
— THE GENUINE —
PETMECKY
MULTI-TONE, SELF SHARPENING
NEEDLES



Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA
INCORPORATED

Suite 655-659, Marbridge Building, Broadway at 34th Street, NEW YORK CITY

Metropolitan District: EMERSON RECORD SALES CO., 6 West 48th St. N. Y. City

Walter A. Carter
57 E. Jackson Blvd.
Chicago, Ill.

Walter S. Gray
942 Market St.
San Francisco, Cal.

Elmira Arms
Company
Elmira, New York

Yahr & Lange
Drug Co.,
Milwaukee, Wis.

C.L. Marshall & Co.
82 Griswold St.,
Detroit, Mich.

Musical Merchandise Sales Co., Ltd.
819 Yonge St.
Toronto, Canada

Bourgette & Woods
16 McGill Col. Ave.
Montreal, Canada

Foreign Export: CHIPMAN, Ltd., 8-10 Bridge St., N. Y. City

NEW LINES FOR TWIN CITY DEALERS

Demands Compels Taking on New Stock—Associated Dealers Meet—Crotty Opens Pathé Shop—Sonora Publicity—New Concerns—Brunswick Sales Increasing Rapidly—Live News of Trade

MINNEAPOLIS AND ST. PAUL, November 4.—Two prominent talking machine houses in the Twin Cities have taken on additional lines. The Golden Rule, one of the largest department stores here, has recently added the Cheney phonograph to its Victor talking machine department. The Dayton Co., Minneapolis, this week also carried full page ads in the daily papers, featuring the Brunswick phonographs. This company also handles the Victor.

The New England Furniture Co., which has been carrying the Victor, Columbia and Edison machines for some years, recently has added a line called the Kenwood.

The Associated Talking Machine Dealers of Minneapolis had one of its social gatherings, Tuesday evening, October 28, at the Leamington Hotel, under the direction of President Culp. The members and their ladies had a pleasant time at the dinner table and later on danced to their hearts' content.

J. P. Crotty, for many years a manufacturers' agent in Minneapolis, recently has opened an exclusive Pathé shop at 8 South Eighth street, which has come to be the musical highway of the city with eight musical establishments between Hennepin and Marquette avenues. He reports that these instruments and records find a ready market in Minneapolis. The new Actuelle is attracting much interest, partly on account of the novelty of its construction, but also for its musical possibilities.

With seven factories now turning out Brunswick phonographs Director E. L. Kern, of the Brunswick-Balke-Collender Co., hopes soon to be able to satisfy his impatient customers throughout the Northwest. Prospective, or rather would-be dealers, are writing in constantly for a chance to serve as Brunswick agents, but to all comes the inexorable refusal. There are no instruments to be had and under the circumstances Mr. Kern is unable to open any new accounts. He recently was able to obtain a factory shipment of a carload of Brunswicks to the Shine Furniture Co. at Butte, Mont., and is trying every way possible to obtain an equitable distribution of the instruments allotted to his territory.

W. L. Sprague, Northwestern manager for the Columbia Graphophone Co., spent two weeks in the East at the end of October and the beginning of November to convince the management that the Northwestern cry for Columbia goods should receive more attention from headquarters.

THE BEST EVER

IS WHAT WE CLAIM FOR

THE DE LUXE STYLUS

Perfect Points

Perfect Tones

Plays 100 to 200 Records

Once Used Always Enjoyed

Three for 30 Cents

Free Samples Descriptive Circulars

Discounts Cheerfully Furnished

The Duo-Tone Co.

Manufacturers of Talking Machine Needles

ANSONIA, CONN.

In spite of the fact that he is unable to even partially satisfy his customers' needs for Sonora phonographs Sewell D. Andrews, head of the Sonora department of the Minneapolis Drug Co., is preparing some ornate bill board advertising. How it is going to help the situation is not clear, only that Mr. Andrews must hope that some day, after the war is over, the Sonora Co. will be in position to make enough machines to enable him to keep on friendly terms with the majority of his customers. The Sonora, however, retains its prominence in the talking machine field.

The Victor distributors, W. J. Dyer & Bro., and the Beckwith-O'Neill Co. are having a most serious time. Shipments are larger and more frequent but not enough to supply the demand.

Just double the amount of business handled by the Minnesota Phonograph Co., retail handlers of Edison machines and records in Minneapolis is reported by the management. The October business was away above this proportion, but the total for 1919 at present indications will more than equal twice the volume for 1918. In common with the other distributors, Laurence A. Lueker is having his share of worry and stress in trying to corral

sufficient machines to give his numerous local dealers a modicum of goods. Fortunately the records are coming along rather well and this fact helps to modify an aggravating situation.

Foster & Waldo Co. are expecting every day the arrival of the first shipment of Cheney phonographs. Although carrying four of the finest lines of talking machines obtainable in the world, R. O. Foster, with a keen eye to the possibilities of the biggest holiday rush in the history of the music trade in the Northwest, has deemed it expedient to add a fifth line and has selected the Cheney to supplement his rapidly revolving stock.

The Cosmopolitan Music Co., specializing in talking machines is the newest arrival in the trade in Minneapolis. It has headquarters at 23 South Eighth street, and is owned by Jean Koch, for ten years a member of the Minneapolis Symphony Orchestra. The house handles the Puritan, made in Wisconsin, and the Oriola, made in Minneapolis.

Leo Hennessy, a repair man in the Victor and Columbia department of the Shepherd Co., Providence, R. I., was recently married to Miss Beulah Dexter, also of the Shepherd Co.

SOME OF THE LARGEST MANUFACTURERS OF TALKING MACHINES ARE USING

The Mutual
TONE ARMS & SOUND BOXES

?

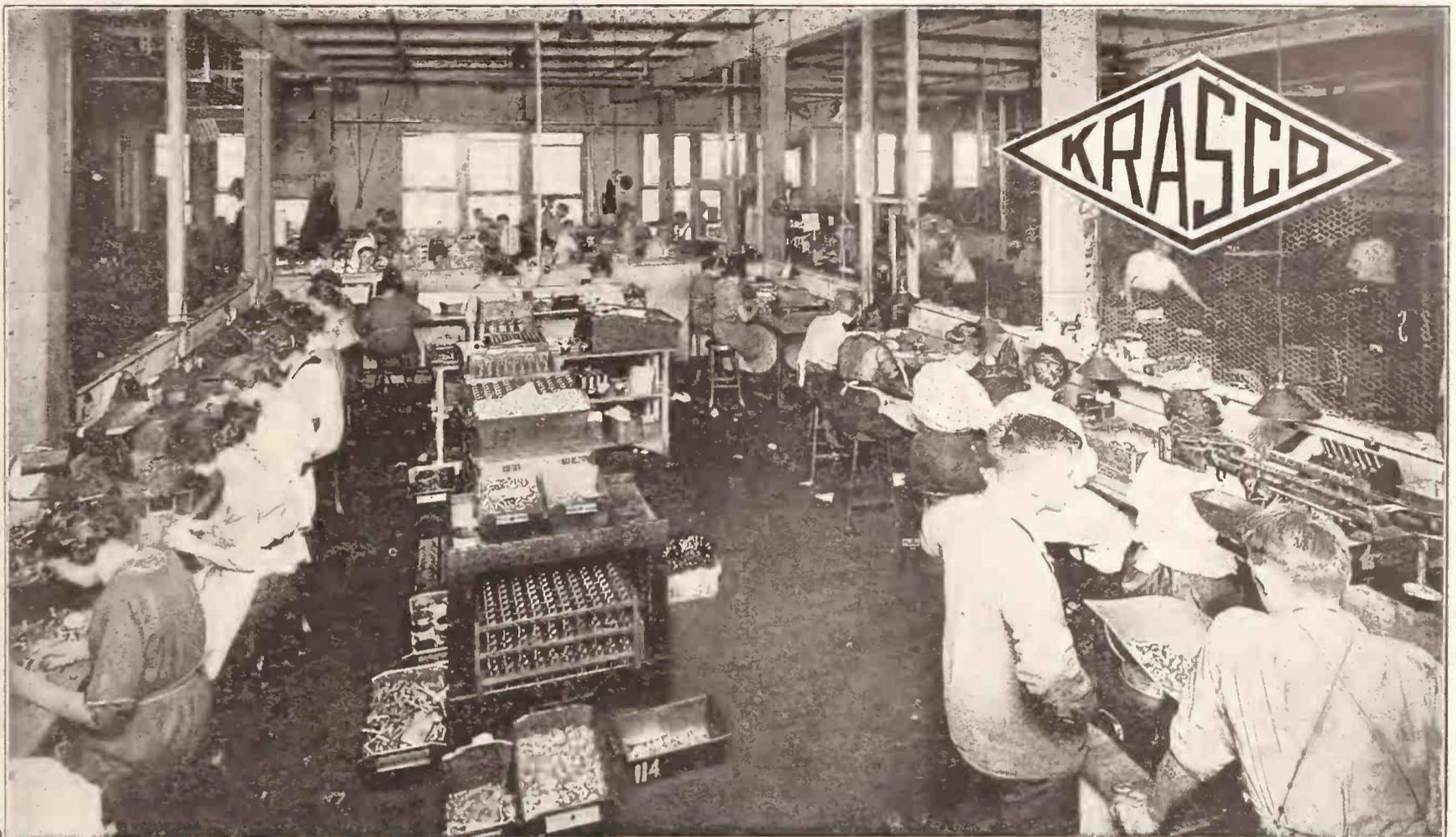
Send for Samples, Catalogue, Quantity Discounts, etc.

MUTUAL TALKING MACHINE CO., Inc.

145 WEST 45th STREET

NEW YORK

Chicago Offices, Republic Bldg., H. Engel, Mgr.



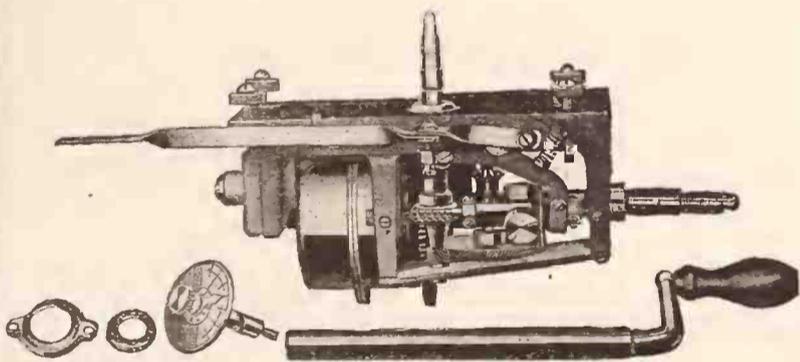
A View of the Parts Inspection Department of the Krasberg Plant

The Krasco Motor

A Product of Manufacturing as a Fine Art

THE heart and soul of the artist may be in the record, but the heart and soul of the machine itself is in the motor. No phonograph can be better than its motor. In the New Standard which Krasberg is now building by the thousands to supply the heavy demand, quality is the watchword,—quality maintained by an organization to which manufacturing is a fine art.

Quantity production assures uniformity in every detail, and relentless inspection costing thousands of dollars per week, preserves the high ideals of workmanship and operation which have made the name Krasberg famous in the phonograph industry. See that your machines are KRASCO equipped.



New Standard Krasco Motor

Krasberg Engineering & Manufacturing Corporation
536 Lake Shore Drive Chicago Illinois U.S.A.

Krasberg

The New Model "E" Garford Phonograph

The Greatest Value on the Market

Immediate Deliveries in Any Quantity

*High in
Quality
Low in
Price*



*High in
Quality
Low in
Price*

New Model "E" Garford Phonograph

The New Model "E" Garford Phonograph has every desirable feature of the high price phonograph.

- 1 Plays all makes of records without an attachment.
- 2 Superior Tone Quality.
- 3 Standard Motor of Recognized Merit.
- 4 Artistic Appearance.
- 5 Guaranteed to give Excellent Service.

Order Now For Immediate Delivery

Sells like "Wild-Fire" during the Holiday Season

We have an Attractive Dealer Proposition

The GARFORD MFG., CO.
ELYRIA, OHIO

ST. LOUIS DEALERS TIGHTEN UP ON THEIR SALES TERMS

Tri-State Victor Dealers' Association Announces Minimum Sales Terms—Silverstone Behind on Edison Goods—Another Association—Mail Order Advertising Interests Trade—How Columbia Artists Help Sales—Wholesalers and Dealers Report a Banner Business—News Budget

St. Louis, Mo., November 7.—Business is as good as it can be with all the dealers in the standard makes of talking machines short of goods. How much better it might be if everybody had plenty of goods may be guessed from the fact, as stated by Mark Silverstone, president of the Silverstone Music Co., Edison distributors, that his firm is 300 behind orders on the \$285 model Edison. Other dealers, distributors and retailers, are in the same fix. The higher priced machines are sold faster than they arrive. Frequent sales are made from catalog. Orders are being received from Christmas deliveries. Record sales are booming. The dealers can come nearer meeting the demand for these than the demand for machines, but there is a prospect that Christmas buyers will find depleted lists.

On account of the continued scarcity of machines and the expectation that the condition will continue, the Victor dealers have tightened up their terms. At a meeting of the Tri-State Victor Dealers' Association on October 23, the minimum terms upon which talking machines shall be sold were revised, as follows, to take effect November 1:

Machines to \$ 35—	\$ 5 down and	\$ 4 a month.
Machines to 75—	10 down and	6 a month.
Machines to 100—	12 down and	7 a month.
Machines to 125—	15 down and	8 a month.
Machines to 150—	20 down and	10 a month.
Machines to 175—	25 down and	12 a month.
Machines to 200—	30 down and	14 a month.
Machines to 225—	35 down and	15 a month.
Machines to 250—	40 down and	16 a month.
Machines to 300—	50 down and	18 a month.
Machines to 350—	60 down and	20 a month.
Machines to 400—	75 down and	25 a month.

All contracts to bear interest at the rate of six per cent per annum from date of purchase unless paid in full within ninety days from date of purchase. These terms apply on all makes of talking machines sold by the dealer. The schedule on allowances and exchanges to remain the same as was adopted April 2, 1919.

The Tri-Staters have read somewhere that all work and no play makes a talking machine dealer a dull boy. They do not want to be dull boys, so one night this month they are going to play at the Century Boat Club. It is to be for the associate members as well as the actives. The date has not been selected and the program has not been prepared but, for one thing, there will be plenty of grape juice.

The Tri-State association is no longer the only music trade association in this city. Music merchants of all kinds have at last, after all these

years, joined together in an association. It has named itself the St. Louis Music Merchants' Association and has a strong membership of piano and talking machine dealers. It was the strike of the tuners, polishers and repairmen that brought it about. The officers are O. A. Field, Field-Lippman Piano Co., president; W. P. Crisler, Aeolian Co., vice-president; Val Reis, Smith-Reis Piano Co., secretary, and E. A. Kieselhorst, Kieselhorst Piano Co., treasurer.

The association won its fight with the union. The strikers are back at work. In most cases they have been given increased compensation as they would have been if they had not struck, but there has been no recognition of the union, and the other demands of the union have not been granted. The principal demand affecting the talking machine dealers was that talking machine men and piano men were not to be used interchangeably. The dealers would not agree to this because there is seldom enough work to keep the talking machine men busy all the time.

With that fight out of the way the association tackled another at a special meeting Thursday night, October 30, at the American Hotel. It is grappling with St. Louis newspapers over mail order advertising. The past two Sundays Sears, Roebuck & Co., of Chicago, has had full page advertisements in St. Louis newspapers offering thirty days' trial of the Silvertone phonograph. The result, it is said, is that orders have gone from St. Louis to Chicago for 1700 talking machines. The St. Louis dealers do not want their people to buy their talking machines in Chicago and at the meeting plans were laid for trying to induce St. Louis newspapers to refuse such advertising in the future. It is also planned to enlist the aid of the Associated Retailers.

This is "Music Week" in St. Louis. Music dealers are co-operating with musicians and civic organizations in its observance. In addition to a week of special musical programs in churches and other places of assemblage, the music stores are having recitals, with soloists, and a committee of which P. E. Conroy, president of the Conroy Piano Co., is chairman, is working on plans for the organization of a Civic Music Association. The store recitals include special talking machine demonstrations. Talking machine dealers are all doing special advertising.

There's a new talking machine on Olive street. Or let's say another new one. It is the Carmenola, made in Chicago. The Goldman Bros. Fur-

niture Co., 1104-1106 Olive street, has the agency. A complete line has been received. This firm has not heretofore handled talking machines.

In spite of the difficulty in getting machines, H. J. Arbuckle, manager of the Grafonola Shop, says his October business was bigger than that of any one month since the store has been in existence.

It's the same kind of a story at the Columbia Co.'s wholesale department. Sales have been particularly good on records. Supplies are coming through pretty well, according to City Salesman C. R. Salmon. The strongest demand is for the highest priced models. Mr. Salmon is winding up a successful campaign on Columbia calendars, the kind with the issue days for new records indicated in red. There has been a good sale, too, of the Columbia Christmas boxes of \$5 and \$10 assortments of records. And there is a good run on the Bubble Book story and record combination for children. Record sales were stimulated during the month by the visits of three Columbia artists, Rosa Ponselle, singer; Sascha Jacobson, violinist, and Percy Grainger, pianist. The Columbia delivery trucks are being repainted and when they get back at work they will be rolling Columbia advertisements. On each side will be space for semi-monthly announcements of Columbia special records.

Mark Silverstone, president of the Silverstone Music Co., doesn't know whether to be mad or glad about that Sears, Roebuck & Co. "Silverstone" advertisement. A good many readers get the idea that it is a Silverstone advertisement. It is not simply that Silverstone and Silvertone are so much alike, but they have been made more alike by Silverstone printing the "s" small in all his advertising, so that it looks like Silvertone to him who runs. The Silverstone firm has been getting some results from the Silvertone advertising. One woman read the advertisement and told her husband to send for a machine. He couldn't see the use of sending to Chicago for it, with Silverstone right down there on Olive street, so he dropped in on his way down town and ordered a machine sent out. Another woman sent to Chicago for a machine in the supposition that she would get an Edison. When the Silvertone came she sent her husband down to Silverstone's to order an Edison. And that's the way it goes. It is not just the kind of an advertisement that Silverstone would write, but Silvertone on a full page seems to be doing very well in keeping the Silverstone name before the public. And it isn't costing anything.

L. B. Shaw has come here from Springfield, Mass., to take charge of the talking machine department of the B. Nugent & Bro. Dry Goods Co. (Continued on Page 26)

**DITSON
VICTOR
SERVICE**



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

**FOR NEW
ENGLAND
DEALERS**

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

OLIVER DITSON CO.
BOSTON

CHAS. H. DITSON & CO.
NEW YORK

DEALERS TIGHTEN ON SALES TERMS

(Continued from page 25.)

He succeeds L. M. Schlude, who resigned recently to take a position with an Edison dealer at Hannibal, Mo. Mr. Shaw was with the National Talking Machine Sales Corp. at Springfield, Mass., which conducts the Nngent department.

M. I. Maier, traveling representative of the Tri-Sales Co., distributors of the Portophone, returned recently from an automobile trip through Northern Missouri, Illinois, Iowa and Nebraska and has started on a trip through Oklahoma.

John McKenna, manager of the Columbia Graphophone Co., has been on a trip through the Illinois territory.

The Fairy phonograph lamp is now displayed at the St. Louis Exposition of Industrial Arts and Crafts, in progress in the Southern Hotel Building. This artistic creation is attracting universal attention and praise.

The Victor dog, which knows its master's voice, has a show window full of pups at the Kieselhorst store. They litter the place.

Manager L. F. Ditzel, of the Famous Barr Co. music department, now has five more parlors for the demonstration of Victors and other machines. They relieve the pressure somewhat, but still more are needed, so great is the demand for talking machines and records.

A number of talking machine booths have been erected at the Grand-Leader talking machine department.

The Artophone Co. has been doing some heavy full page advertising in the Sunday newspapers.

M. L. GOLDBERT TAKES MORE SPACE

Acquires Additional Floor Space in New York of Over 5,000 Square Feet

The business of Max L. Goldbert, 3 and 5 Waverly place, New York, has progressed with such rapidity that he has been forced to enlarge his headquarters, having taken on more warehouse space. The new space comprises the entire fourth floor of the building where he is located and adds to his storage facilities 5,500 square feet.

FAULTLESS

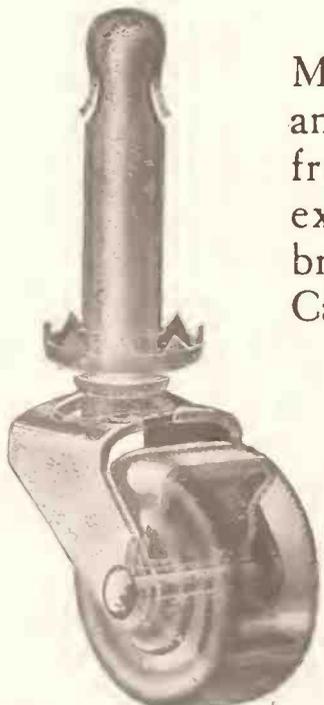
PIVOT BEARING

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.



Full Size —C-65

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"

Eastern Sales Office:

Geo. Mittleman, 487 Broadway, N. Y.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

Ilsey's Lubricant makes the Motor make good
is prepared in the proper consistency, will not run out, dry up, or become sticky or rancid. Remains in its original form indefinitely
Put up in 1, 5, 10, 25 and 50-pound cans for dealers.

This lubricant is also put up in 4-ounce cans to retail at 25 cents each under the trade name of

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

HARRY C. GROVE, INC., CELEBRATES

Third Anniversary of Washington Columbia Dealer Made Gala Affair—Store Now Occupies Entire Building at 1210 G Street

WASHINGTON, D. C., November 6.—The firm of Harry C. Grove, Inc., located at 1210 G street, recently celebrated their third anniversary. Showing that their firm is most progressive in type, the celebration also marked the taking over of the entire three floors and basement of the building, which has over a hundred feet frontage.

The store is most modern in appearance and appointment, and filled with models of the complete line of Columbia Grafonolas. It is stocked



Partial View of H. C. Grove Store

with one of the largest record selections shown anywhere south of New York.

The first floor opens into a handsome reception hall, beyond which is the office of the cashier, placed where it is of best service to the convenience of record buyers in the "Self Service" plan conducted by this house. To the rear of this is a double row of record booths, a dozen in all, finished in mahogany with furniture to match. In back of this is the shipping department.

The second floor, which is reached by an electric elevator, is a thing of beauty. A huge show-room occupies the entire floor, with three booths to one side in which are period model Grafonolas elegantly set off by appropriate furnishings. The third floor is devoted mainly to a recital room occupying more than half its length.

During the entire anniversary guests came and went in a constant stream until a late hour in the evening. They were entertained by music rendered by the Ramsey's orchestra and with several splendid soprano solos sung by Mrs. Alma Reifenberg, whose voice of rare beauty charmed the audience. Many of the finest orchestral and vocal selections from the Columbia record catalog were also played.

ROTTEN STONE

We are the only miners and manufacturers in this country of Rotten Stone for use in Phonograph Record making. Our product is now in use by practically every record manufacturer in this country. We are also headquarters for all other minerals for record making and everything we handle is made especially for this purpose and absolutely guaranteed. Expert advice given upon any formula.

KEYSTONE MINERALS CO.
41 Union Square, New York City



OUR LATEST MOVE!

The New

LATERAL CUT

 **OKEH**

RECORDS

Which Play On All Machines

NO ATTACHMENT NEEDED
LATEST BROADWAY HITS
BEST KNOWN STANDARDS

Write Your Nearest OkeH Jobber For Details

General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA

Al Jolson sings "I've Got My Captain Working For Me Now." You know what it means—in cash—to have Al Jolson working for you. A=2794.

Columbia Graphophone Co.
NEW YORK



AN INTERESTING EDISON WINDOW DISPLAY FOR DECEMBER

Description of New Window Display Service Which Will Appeal to Edison Dealers Throughout The Country—Well Calculated to Increase Machine and Record Sales

Thos. A. Edison, Inc., of Orange, N. J., has recently put out a new window display for the Edison dealers to use. It consists of eight separate

They come packed and shipped in corrugated container ready for use. The type of the display is well illustrated in the picture accompanying this



Specially Prepared Window for Use of Edison Dealers

units made up as follows: Centerpiece, 28x44; copy card, 14½x27½; 6 record holder cards, size, 13½x9¼. They are all lithographed in nine colors on substantial stock, die cut, eased, with instruction sheet illustrating best method of display.

story, which is the one for the month of December. The new window display service has already been taken up eagerly by a great many Edison dealers located in all sections of the country who are planning to use it to advantage.

MANY DISTRIBUTORS APPOINTED

Extension of Emerson Record Distributors Throughout Far West and Pacific Coast—Some Important Appointments Announced.

During the past fortnight the Emerson Phonograph Co., New York, has received splendid reports from its district field representative, Wm. H. Shire, who has been visiting Emerson jobbers and dealers in the West. Mr. Shire has established a large number of Emerson distributors, particularly west of the Mississippi, and has put in some very effective work in getting all these distributors started and developing a demand for Emerson records. In fact his work to date has proved so productive of results that J. I. Carroll, manager of sales of the Emerson Phonograph Co., has called the attention of the Emerson sales staff to the methods and policies adopted by Mr. Shire in developing Emerson business.

In a recent letter Mr. Shire stated that industrial conditions on the Pacific Coast are most satisfactory, and that Emerson distributors report the closing of a phenomenal business. Among the new Emerson distributors on the Pacific Coast established recently by Mr. Shire are the following: Western Jobbing & Trading Co., Los Angeles, Cal., with a branch at San Francisco and another branch to be opened shortly at Seattle, Wash.; the Pacific Accessory & Supply Co., Portland, Oregon; Emerson Record Sales Co., Spokane, Wash.; Strevell-Paterson Hardware Co., Salt Lake City, Utah. In the Middle-West Mr. Shire established the following Emerson jobbers during the past few months: Alexander Drug Co., Oklahoma City, Okla.; Southern Drug Co., Houston, Texas; Hessig-Ellis Drug Co., Memphis, Tenn.; Marshall Wells Co., Duluth, Minn., and Carpenter Paper Co., Omaha, Neb.

If clothes didn't make the woman some of them would look like men.

EXCLUSIVELY WHOLESALE

**VICTROLAS---RECORDS---REPAIR PARTS
CONVERTO CABINETS---SUPPLIES**



The Toledo Talking Machine Co.
Toledo, Ohio

Edison Message No. 54

The progressive Edison dealer is a busy man, but he is never too busy to give considerable thought to his advertising policies and problems.

The progressive Edison dealer appreciates the pulling power of **Edison Interlocking Advertisements** and runs them in conjunction with every Edison magazine advertisement that appears.

THOMAS A. EDISON, Inc.
ORANGE N. J.

THE TALKING MACHINE WORLD SERVICE



Robert Gordon's Page



A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

"An engine can move a steamship, but an idea can move the world"

Here are some ideas that will help move the goods in your store

SHIFT your stock around now and then. The eye demands novelty. If your customers get used to seeing the same things forever in the same places, they eventually fail to see them at all. The eye passes over them without sending any message to the mind. Your store looks somnolent; you seem asleep; the dust settles down upon "the old pep" and smothers it to death.

You wouldn't leave the same display in your windows month in and month out. Make an equal effort to keep the inside of your store interesting. Shift your pictures to different places; move your machines into new locations; take down old signs and hangers, and put up fresh ones. Take records out of your files and display them on counters or tables with colored cutouts or signs. Avoid that stale, dead look.

Chase the hookworm through the back door and you'll bring customers through the front door.

"The greatest of all faults is the belief that you have none."

THOSE colored cutouts which many dealers get each month to display the new records are decidedly attractive; but if you aren't able to get them in your town, don't overlook the possibilities of sheet music to help your displays of records.

For a few cents you can buy the sheet music of your new popular records. The title pages are usually of striking design, printed in colors. Paste this cover page on a piece of heavy card board, attach the record of the same song to the lower part of the board, and you've got an effective display for your windows or counters.

Many of these sheet music covers are shown in the national magazine advertising of the music publishers, and by showing this same cover, you tie up the national advertising to your records. The result is—SALES.

"A worker without genius is better than a genius who won't work."—Leopold Auer.

HAVE you got several branch stores in nearby towns? And do they phone the main store four or five different times every day? And does the bill for telephone tolls at the end of the month take all the joy out of your life?

Then insist upon your branch employes making memorandums of these matters on 3x5 cards and handing them to the branch manager, with any necessary papers attached. Let the branch manager phone the home office toward the end of each day and take up these various matters all at the same time.

Of course, additional calls will sometimes be necessary in emergencies, but judging by the experience of companies who have already tried out this plan, you should reduce the amount of your tolls by 50 per cent at least.

"Swelled heads have no ears."—Sid.

BE on the watch for ancient musical instruments, or strange contraptions from foreign lands, such as Chinese two-stringed fiddles, African tom-toms, Hindoo cobra flutes, etc. Perhaps the director of your local museum will lend you some if you give the museum credit in your display.

Such instruments give a striking effect in your windows, when contrasted with the talking machine. Your descriptive sign may be headed, "Here is *one* instrument the (Name of Talking Machine) does not play!"—then follow with a few words about how the instrument is played, and where it comes from.

"A dead fish can float with the stream, but it takes a live one to swim against it."

Here is the wording for a form letter soliciting charge accounts from your good customers. Send it out on your letterhead:

Dear Mrs. Blank:—
Wouldn't you like to open a charge account with us?
We should consider it a favor if you would allow us to add your name to our list.
It is so much more convenient to purchase your records by the charge method, and make a single payment for your records at the end of the month, than it is to pay in cash every time, with the bother of waiting for change.
Just put this letter in your handbag, and give it to the record salesman next time you come in. We will open your charge account at once, and feel sure you will find this arrangement convenient and satisfactory.
Very respectfully,
(YOUR STORE NAME.)

"Fools need advice most, but only wise men are the better for it."—Benjamin Franklin.

A NOVEL window card can be made up in the form of a bill, imitating the rulings and arrangement of a billhead, as follows:

YOU		Date: <i>Right Now</i>	
owe to		Yourself, Dr:	
365	Happy Days	1	Talking Machine and Records
1,000,000	Smiles		Anything from \$00.00 \$00.00
OVERDUE—Please step inside and remit at once			

Instead of "Talking Machine," insert the name of your leading make, and your brand of records. Add the correct prices.

"More good ideas in business perish than ever see the light of day; and they do it simply for want of ACTION."—Walter H. Cottingham.

THE element of "news interest" in your window displays always appeals to the public. The latter also has a keen appetite for historical information, if administered in small, sugar-coated pellets.

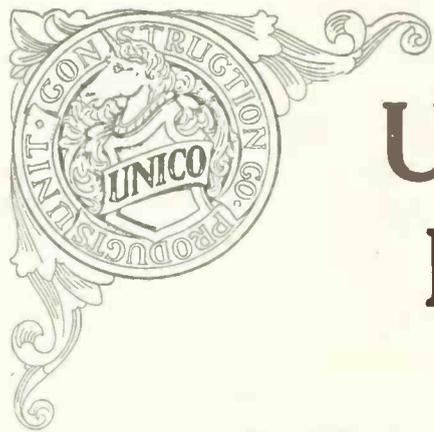
Take advantage of this in planning your window displays. Send one of your men to the public library with a notebook some dull morning. Let him look through the "Encyclopedia Britannica" or the "Encyclopedia of Musical Biography" and note down the birthdays of about twenty-five of the great musicians, choosing those of whose compositions you have records, such as Mendelssohn, Beethoven, Verdi, Puccini, Handel, Chopin, etc., also noting down some interesting facts about their lives.

As these birthday anniversaries come along, put a card in your window along this line:

"Today, October 10th, is the birthday of VERDI the great Italian composer, born in 1813, the son of a poor innkeeper of Roncole. Wrote his first grand opera at 26 and his last at 80, including such classics as "Aida," "Rigoletto," "Traviata" and "The Masked Ball."
*Among the beautiful records of Verdi's compositions are (Follow with numbers, titles, artists and prices.)
"Come in today on Verdi's anniversary and hear his beautiful compositions on (Blank) Records—or any others you wish!"

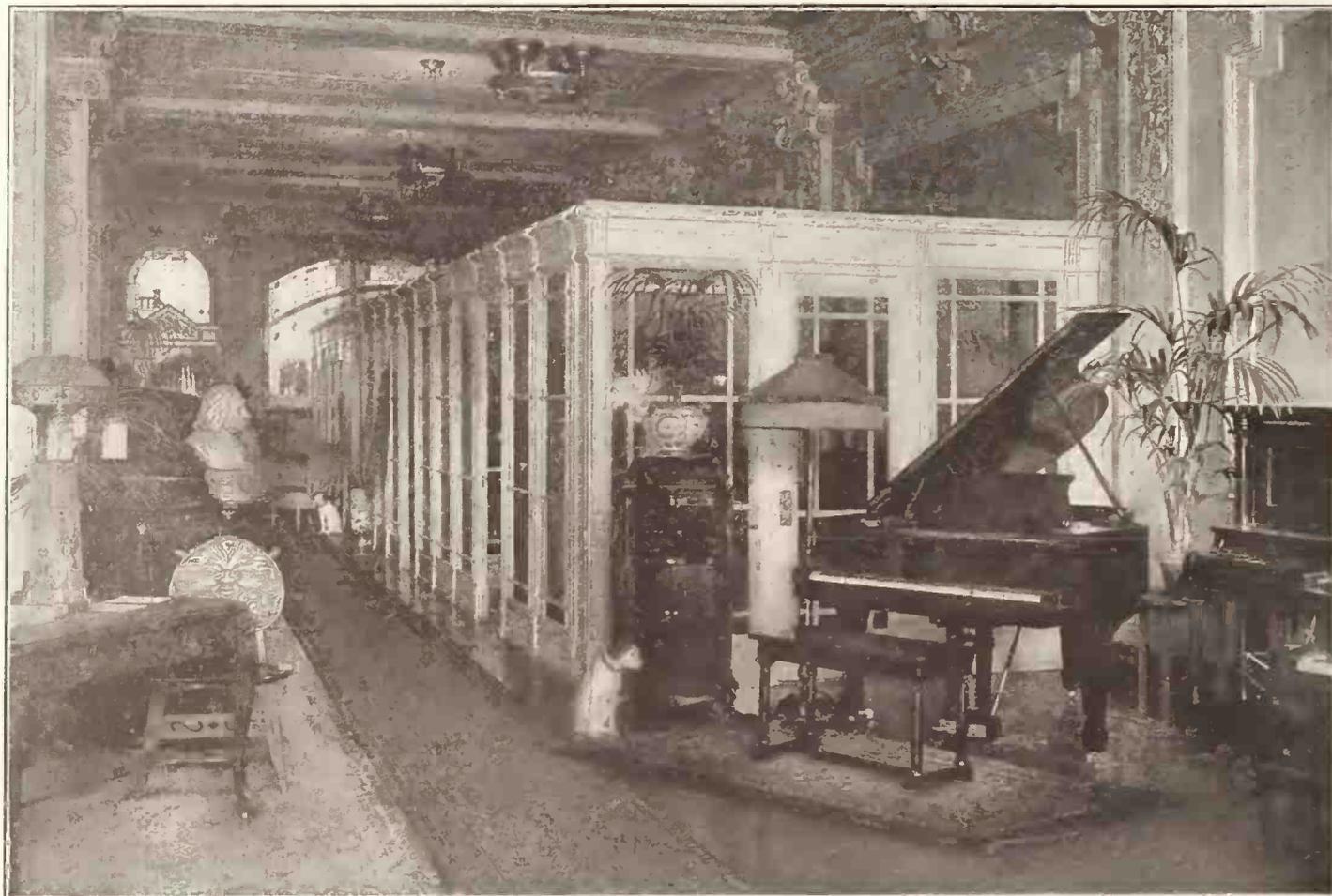
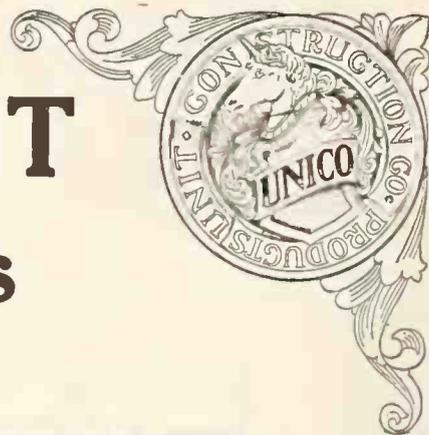
If you have a large picture or plaster bust to go with this sign, so much the better. Display also the records listed in your sign, and you'll have an interesting, timely window that will stir up business in your higher priced records.

EDITORS NOTE—Mr. Gordon, who writes this monthly page, is also director of "The Talking Machine World Service." Mr. Gordon will publish on this page any good ideas submitted by you for the benefit of the trade, and also answer any questions you may write him concerning merchandising problems. Use this department as much as you like. It is intended to serve you.



UNICO EQUIPMENT

Produces 100% Sales



UNICO Equipped Store of Edmund Gram, Milwaukee

Just now the holiday rush drives home the fact that confusion in handling customers is costly. Orderly service is a sound paying investment --- an effective means of getting out of a crowd all the business there is in it. Unico Equipment facilitates such service, making practically certain 100% sales.

Unico installation makes buying easier for your customer, by providing seclusion in which to hear and select instruments and records. It releases your clerks for proper attention to all. It creates an atmosphere of comfort in which to receive and serve your patrons.

Unico equipment consists of individual demonstrating rooms, counters, record racks, etc. It is artistically adapted to various arrangements and decorative schemes. The woods used are carefully selected, the cabinet work flawless. Prompt shipment from stock in ten designs makes possible the completion of your improvements without delay.

Leading music houses have found Unico Equipment invaluable as an aid to their sales force and as an impetus to business expansion.

All the vital Unico advantages are fully set forth in our latest booklet, Musical Merchandising—mailed on request.

Send—today—dimensions of your floor space, and plans and estimates will be submitted, without cost to you.

Address our nearest office

UNIT CONSTRUCTION COMPANY

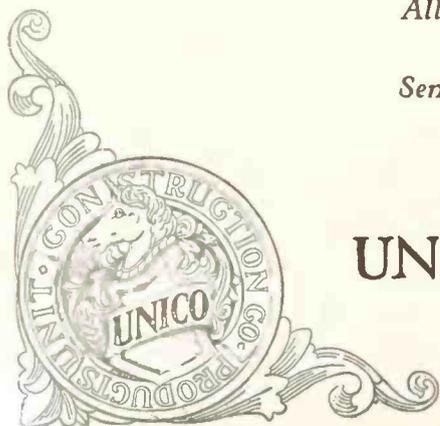
Rayburn Clark Smith President

NEW YORK
299 Madison Ave
Corner 41st St

BOSTON
85 Essex Street

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building
SAN FRANCISCO
Holbrook Building



The Trade in Boston and New England

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

BOSTON, MASS., November 7.—The Tremont street problem, whether it shall be made a one-way thoroughfare or whether it shall be widened by taking a slice off Boston Common, is the great question of the hour; and it is deeply interesting the talking machine trade since many of the retail stores are located either on this street or adjacent to it. Boston Common, in the minds of many of the older citizens, is historic ground that must not be touched; in fact efforts have been made in previous years to take a stretch of land off of it in order to widen Tremont street, now perhaps the most important street in the downtown section of the city, but the plan failed. Now the street commissioners are in favor of it and the need of doing something definite is more pressing than ever before. In a few days there is to be a hearing on the matter and it is certain to provoke some right-from-the-shoulder talk by the proponents and the opponents of the widening plan.

In the meantime work on the Arlington street station of the Boylston street subway goes on apace. A portion of Boylston street adjacent to Arlington is now boarded over, which means that cavernous excavations are now going on underneath. This station will accommodate the trade considerably for there are several talking machine shops in the neighborhood.

Business Big Everywhere

Business is big everywhere. Someone will rise up to say this is the very season that it ought to be large, that it would be strange if it wasn't. From what one learns at the shops and from the jobbers the factories everywhere are rushed to the very limit, and then some more, to get goods out, and this particularly applies to the cabinet makers who just now are doing business on an enormous scale.

Released from Guard Duty

Arthur W. Chamberlain, following a month's duty with the Massachusetts State Guard in connection with the police strike, is again on his job as manager of the talking machine department of the Iver Johnson Sporting Goods Co., Boston, Mass. While he was patrolling the streets he was able to keep in touch with his talking machine duties.

Vocalion Men Enjoy Theatre Party

The Aeolian Employees' Association, whose members handle the Vocalion, all attended a performance of "Look, Who's Here!" at the Colonial Theatre the latter part of October. T. W. Hindley, head of the Vocalion department, was in

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.



BOSTON

WHOLESALE HEADQUARTERS

INDIVIDUALITY

Our modern principles in distribution assure to each New England dealer personal attention in solving their Victor problems.

charge of the party, which was the first one given this season by the employees. Manager Hindley reports a fine volume of business, but a scarcity of goods. One of the latest acquisitions to the Vocalion staff is W. P. Dockendorft, who lately was sales manager of the talking machine department at Chickering & Sons.

Wholesale Representative Barg a Visitor

A. C. Barg, wholesale representative of the Aeolian Co., passed through town the latter part of October, making his headquarters for the time with Local Manager Hindley. Mr. Barg has been spending some time in Massachusetts territory, and speaks enthusiastically of the volume of business that is being done in the state, stating that the dealers are preparing for a banner season.

Important House Takes on the Pathé

Manager R. O. Ainslie of the Pathé has just signed up for a large order of goods with Boyle Bros., a large Washington street department store.

Manager Fitzpatrick of the talking machine department had no sooner placed his initial order than there were two successive calls for more goods. The Outlet Furniture Co. of Everett, also has been signed up for Pathé goods and a second order of machines was asked for right after the first one. Manager Ainslie, who is about putting through a big Hartford (Conn.) deal, says that goods are coming from the factory in pretty satisfactory quantities, although considerably more is badly needed.

Spencer Music Shop Opens

To read the sign of the Spencer Music Shop in Boylston street one would think that another store had been opened but as a matter of fact this is the new name of the retail department operated by Kraft, Bates & Spencer, who as wholesale distributors of the Brunswick are making great headway. On the mezzanine floor a number of booths are being installed in addition to what

(Continued on Page 32)

The Eastern Talking Machine Co.

VICTOR DISTRIBUTORS

Now Wholesaling Exclusively

85 ESSEX STREET

BOSTON

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 33)

are on the ground floor so the store is now in a position to meet the demands of a large number of customers. An accessory department has been added to the business and this line has been placed in charge of L. W. Coles.

Apollo Music Co. Buys Whitham Store

W. Harold Whitham, a Victor dealer at 1781 Washington street, has sold out his business to the Apollo Music Co., Inc., and the place is now conducted by Mr. Heilaud.

Leaves on Business Trip

Wholesale Manager Kenneth Reed, of the Steinert Co., had made all arrangements to leave Boston on November 2 for a Southern trip when he suddenly realized that he would be derelict in his duty if he did not wait a few days so as to cast his vote on Tuesday at the State election, which because of the issues involved is one of the most momentous elections that Massachusetts has had in a long time. Mr. Reed, therefore, made his start on the day after the election, leaving for Washington, Baltimore, Philadelphia and New York with a clear conscience. While away he will of course make a stop at the factory.

C. L. Egner a Visitor

C. Lloyd Egner, assistant manager of the traveling department of the Victor Co. spent a few days in Boston the latter part of October, and was pleasantly entertained by some of the Victor distributors.

Return From Honeymoon Trip

Emmet Ryan, one of the wholesale representatives of the Victor department of the Steinert house, and his wife are back from their honeymoon which he and his bride spent in the White Mountains. Mrs. Ryan before her marriage was Miss Gertrude C. Gauhan, of Brighton.

John Alsen Married

John Alsen, manager of the Barite Talking Machine Co., was married a fortnight ago to Miss Ethel E. Ekmark, of Arlington. Mr. Alsen and his bride, who will eventually make their home in Wollaston, are receiving the congratulations of their hosts of friends.

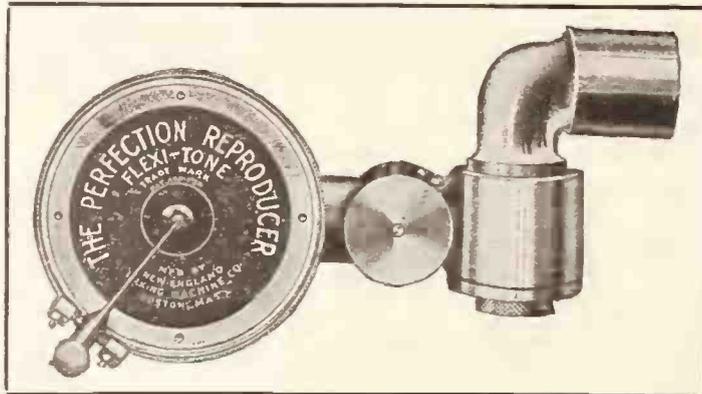
Death of Wm. B. Forrest

Jobbers in Boston and vicinity learned with regret of the death of William B. Forrest, manager of the John J. Forrest Co., Lawrence, Mass., Victor dealers. Mr. Forrest, who was well known to the trade here, died after a short illness. He is survived by his widow and one child.

Harvey's Hallowe'en Window

The handsomest Hallowe'en window seen in a long time was that of C. C. Harvey Co. in Boylston street. Two gruesome sable-garbed witches occupied the centre of the window while all in

PERFECTION BALL-BEARING TONE ARMS PERFECTION FLEXI-TONE REPRODUCERS



**MANUFACTURERS—
JOBBER—
DEALERS—**

The Perfection Flexitone reproducer No. 7 attached to the Perfection ball-bearing tone arm No. 4 plays all lateral cut records on all types of Edison Disc Machines. Made in nickel and 24 carat gold finish, extra fine quality disc.

These reproducers and tone arms 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

New England Talking Machine Co.

The Largest Manufacturers of Phonograph Accessories in the World

16-18 BEACH STREET

BOSTON, MASS.

Pacific Coast Distributor: WALTER S. GRAY

942 Market St., San Francisco, Cal.

Phoenix Trading Co., 1265 Broadway, New York

Eastern and Export Office

the foreground were pumpkins and squashes made to represent fantastic shapes dancing about over the leaf-strewed floor. The products of the harvest season were used plentifully in the window and at one side was a handsome Victrola with a pumpkin figure perched on top.

An Educational "Eat"

All the employes of the Tremont Talking Machine Co. dined at Louis's a week or so ago and the pleasant party was presided over by Manager Warren Bateholder, who it will be recalled, filled a similar post on a similar occasion at one of the

down-town hotels a month before. Ralph W. Longfellow, who had lately spent two weeks at the Victor factory, made an interesting address on the system of manufacture and output of the Victor product. It is Manager Bateholder's purpose to hold these gatherings at intervals throughout the winter.

Held Meeting in Hartford

Joseph Burke, of the Musical Supply & Equipment Co., took his entire organization down to Hartford, Conn., the last Saturday in October to attend a conference of the parent organization,

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

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

TRADE GLEANINGS FROM BOSTON
(Continued from page 32.)

the Electrical Supply & Equipment Co. The joint conference proved very profitable to all concerned.

Meeting Needs of Expanding Business

Manager Burke, who is constantly expanding his quarters at 221 Columbus avenue, has now associated with him his brother, James E. Burke, who is assistant sales manager. He was formerly with the Emerson New England.

J. O. Morris, president of the Musical Supply & Equipment Co., was a visitor to Boston a short time ago making his headquarters with Manager Burke.

To Attend Course at Victor Plant

Miss Agnes Prince, of the Arch street store of the Steinert Co.; Miss Martha Kay, of the Boylston street store, and Miss Doucet, of the Steinert Fall River store, are leaving early in November for the Victor plant for a course of instruction, similar to the courses that have been enjoyed by many of the Victor distributing employees within the past few months.

Attractive Cheney Display Rooms

The Cheney phonograph is now being carried retail by the Schervée Studios at 356 Boylston street, which is one of the most recent and most beautiful establishments opened in the retail section of the city. There are several booths of unusually artistic design wherein to demonstrate, and this department is in charge of Marion Cheney, lately of Philadelphia, who is himself a member of the Cheney Sales Corp., of that city, and a relative of the inventor of this talking machine. Mr. Cheney, who is only lately out of service, was with the famous 28th Division, better known perhaps as the Keystone Division of the Pennsylvania National Guard.

Open New Store on Washington Street

A new retail store to be opened up is at 39 Washington street, near the North station. It is operated by Sam Katz, proprietor of the Conclave Phonograph Co. There is a full line of Columbia and Victor goods carried. As it is adjacent to a foreign neighborhood, records that might appeal to these music lovers are being featured to very good purposes.

To Install Demonstration Booths

Arthur L. Van Veen & Co., New York, have been given a contract to install nine demonstration booths in the Columbia department of the G Fox department store, Hartford, Conn.

Plan Columbia Meetings

Manager Fred E. Mann is planning a fine series of Columbia dealers' meetings this winter. As several have already been held in the Swiss room of the Copley-Plaza that has been found an altogether advantageous place for them. There are always good artists and an informing talk on matters pertaining to the business and how to develop it.

Blind Roxbury Dealer Dies

W. A. Coles, a blind talking machine dealer of Roxbury, Mass., died recently at his home in that city. He was sixty-seven years of age and had for many years specialized in talking machines, being a representative of the Cleartone line of the Lucky 13 Phonograph Co., New York.

OUTING OF COLUMBIA ASSOCIATES

First Annual Affair of Members of Boston Organization Arouses Great Interest—Those Who Won Honors in the Various Sporting Events.

BOSTON, Mass., November 3.—The first annual outing of the Columbia Graphophone Associates, composed of the personnel of the Columbia Graphophone Co.'s wholesale and Dictaphone departments was held at Riverside on a recent Saturday afternoon. The committee in charge of the outing consisted of T. M. Hayes, chairman; F. W. Swett, William R. Fleming and Harold Kirshen. A special car took the eighty or more out to the recreation grounds from the South Station. There was an extended programme of sports. The fifty-yard dash for boys was won by Joseph Hayes, of

CRESSEY & ALLEN
VICTOR
DISTRIBUTORS
for
NEW ENGLAND
= = =
PORTLAND, - - MAINE

the record department. The fifty-yard dash for girls was won by Miss Mary Hanlon, of the accounting department. The hundred-yard dash for men was won by William R. Fleming, cashier. The fifty-yard special handicap was won by T. M. Hayes, head bookkeeper.

The departmental relay race between the dictaphone department, sales department, shipping and stock department and the accounting department was won by the accounting department team consisting of T. M. Hayes, F. W. Swett, George Hemmer and W. R. Fleming. The egg race for girls was won by Miss Mary Hanlon, of the accounting department. The three legged race for girls was won by Miss Reardon, secretary to the manager, and Miss Cahill, of the accounting department. The sack race was won by Miss Mary Hanlon, who is a star athlete, and who was congratulated upon her many victories.

There was a special half-hour baseball game between two teams of ladies, the features of which

were the pitching abilities of Mrs. Slingman, secretary to the assistant manager and Miss Helen Francis, the head billing clerk. The baseball game between the salesmen and the office force was won by the salesmen, the score being eight to two.

Prizes for each event were distributed at the conclusion of the athletic events by Manager Mann and a picnic supper brought the happy event to a conclusion.

The wives of several Columbia Graphophone Associates graced the occasion with their presence and General Sales Manager George W. Hopkins, International Record Sales Manager Robert F. Bolton, Dealer Service Department Manager H. L. Tuers and O. F. Benz, executive manager of the Columbia record business, all of whom came down from New York, added much by their presence to the success of the occasion. Messrs. Hopkins and Bolton were the official judges and H. A. Schmeideke, assistant auditor, was the official announcer.

The THREE BEST SELLING PROPOSITIONS

The
Brunswick
ALL PHONOGRAPHS IN ONE

“*7*”
Jonofone
SEMI-PERMANENT NEEDLES

JONES...
MOTROLA

KRAFT, BATES & SPENCER, Inc. 156 Boylston St.
BOSTON, MASS.

NEW ENGLAND DISTRIBUTORS

Steel Needles Jewel Points Albums Record Brushes Khaki Covers



Distributors for New England

We are exclusive distributors for New England for *Pathe* Phonographs and the matchless line of *Pathe* Records.

Write us. There are a few exceptional fields open for good live representation.



Hallet & Davis Piano Co.

146 Boylston Street

BOSTON, MASS.



MASSACHUSETTS COLUMBIA DEALERS VISIT THE FACTORY

Over Two Score Dealers and Their Assistants Travel to Bridgeport By Special Train and Are Taken on Tour of Inspection of Great Plant—Those Who Made Up the Party

BOSTON, Mass., November 3.—The first annual trip of the Western Massachusetts dealers to the Columbia plant at Bridgeport, Conn., took place last Thursday. The arrangements were carried out by Ray Ott, the Columbia traveling associate in Western Massachusetts, who makes his headquarters at Springfield. When the special Pullman pulled out of that city that morning there were forty-three Columbia dealers and their sales associates in the party, and sixty-five per cent. of all the Columbia dealers in Western Massachusetts were represented.

An early luncheon in Bridgeport was served at the Hotel Stratfield through the courtesy of the factory executives. The Columbia dealers were then given a brief but concise outline of the development of the production program by T. C. Roberts,

assistant to the president, whose headquarters are at Bridgeport. G. W. Hopkins, general sales manager of the Columbia Co., who had come down from New York to greet the Western Massachusetts dealers, then made a brief address in which he summed up in a very comprehensive way the program of the general sales department and the dealer service department which has been co-operating so effectively in the development of the dealers' business success.

R. L. French, traffic manager of the Columbia Co., then took the party in charge and the members were driven to the West Plant in twelve limousines. A tour of inspection of the plant was made under the guidance of Mr. Crudgington, works manager; Mr. Deau, assistant works manager, and

Mr. Wheadon, of the factory executive staff; then the trip by the limousines to the East Plant where Works Manager Brown and Charles Morrison personally conducted the visitors to the wonderful new record plant, the production of which has increased so tremendously. The party boarded the special Pullman at 6:29 that evening for Springfield.

The members of the party included Fred E. Mann, manager of the Boston branch, who was accompanied by Mrs. Mann, and the following dealers and sales associates: Mrs. Rachel Galbraith, manager, Grafonola department, C. T. Sherer Co., Worcester; Miss Elsie Russell, manager grafonola department, Meekins, Packard & Wheat, Springfield, and her assistants, Miss Grace Cook and C. A. Robison; J. G. Heidner, proprietor of J. G. Heidner & Son Co., with his assistants, Ray Heidner, Albert Fay and Frank Kulpinsky, of Holyoke; John Gardner, service department of the Halford Associates, Ludlow; J. F. Geehern, Westfield; J. Edwin Fletcher, manager of the Franz Yahn Service, Springfield, and his assistant, William E. Vail; Mr. and Mrs. Frank Fay, Chester; Edward Adaskin, store manager of the Adaskin Furniture Co., Springfield, and E. T. Sholes, manager of the Grafonola department; Frank Andruszkiewics, Easthampton; H. L. Paradis and Gaston Levasseur, Millbury; R. H. Stowell, Florence; John B. Hitchcock, store manager, C. Hitchcock & Co., Ware; E. J. Lyons, Monson; A. B. Kenney, manager, grafonola department, A. Steiger, Holyoke; A. Winograd, manager Holyoke Phonograph Store, Holyoke; John J. Szemela, manager J. J. Szemela & Brothers, Ludlow; George J. Carroll, Gardner; Miss Marion E. McLean, manager grafonola department, McLean Brothers, Inc., Holyoke, and Matthew F. McLean; William Mirkin, Springfield; Mr. and Mrs. A. H. Stanton, Huntington; George H. Sharp, president, George H. Sharp Co., Inc., Westfield; M. Lamoureux, Jr., manager grafonola department, M. Lamoureux & Co., Spencer; F. R. Kent, manager grafonola department, Summerfield's, Worcester; John C. Burns, Webster; P. N. Cuccaro, manager grafonola department, Italo American Emporium, Worcester; Louis M. Schiff, manager grafonola department, and August Louison, of M. Schiff & Sou, Adams; Harry Wernick, manager, Kaplan Brothers, Chicopee Falls.

NEW EARL SHEPHERD STORE

Coast Dealer Has One of the Largest Record Stocks Between Portland and Sacramento.

KLAMATH FALLS, Ore., November 3.—The new store of the Earl Shepherd Co. is a credit to a town of but six thousand people and the location at 507 Main street is fitted up in the most modern way. Three Unico booths have been installed and a mezzanine floor for the exclusive display of talking machines has been constructed. Because of the smallness of the town and county the Shepherd Co. has added several outlying counties to its territory and this is covered by a fleet of specially constructed trucks. The lines carried are Victor, Columbia and Sonora machines and Victor and Columbia records.

Lansing Khaki Moving Covers

Despite the obstacles that have arisen during the past year have maintained their high standard of

QUALITY

The Quality of the LANSING cover has given it leadership in the field.

These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

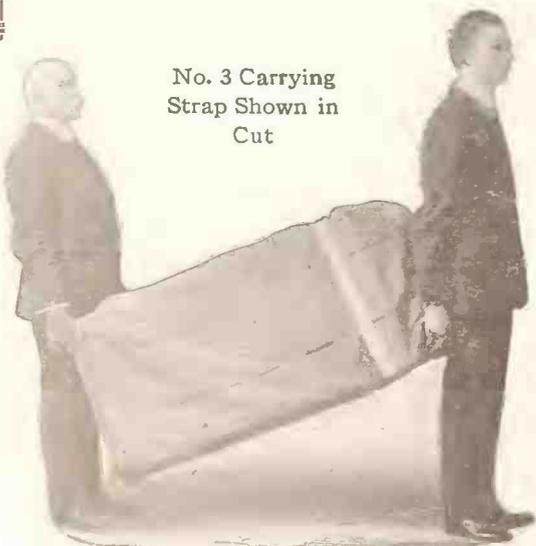
Write for prices and descriptive catalogue

E. H. LANSING

611 Washington St., BOSTON

San Francisco Representative : WALTER S. GRAY

942 Market Street



No. 3 Carrying Strap Shown in Cut

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS AND RECORD CASES IN STOCK OR TO ORDER

"SOUND PROOF"

FRANK B. CURRY, Boston, Mass. 72-74 Dedham St.

We have an immense cabinet factory in N. Y. City—which means quick shipment

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

JAQUITH MACHINERY BUREAU, Inc.

Designers and Builders of SPECIAL MACHINERY

Mechanical and Electrical Devices Designed, Developed and Patented

Correspondence with Talking Machine Industry invited

77-79 North Washington St., Boston, Mass.

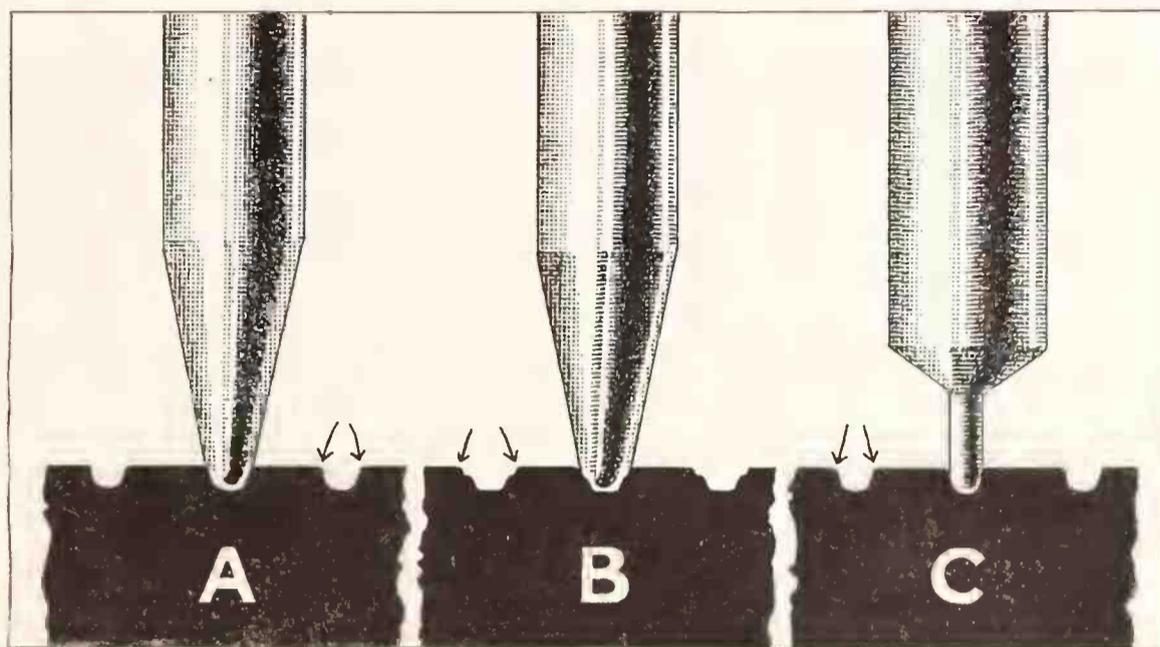
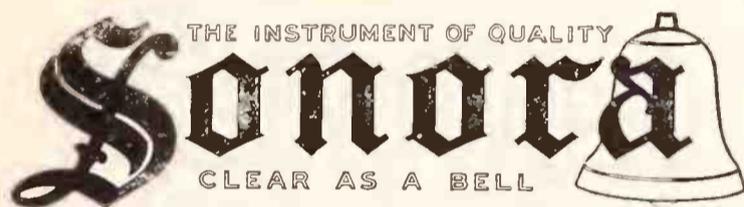


Fig. A—This shows a new record and a new steel needle.

Fig. B—The steel needle wears rapidly, and being tapered, it can no longer fit the record groove perfectly and tends to wear the groove sides. This shortens the life of the record and makes accurate sound reproduction impossible.

Fig. C—As the Sonora Semi-Permanent Silvered Needle wears, having parallel sides, it *always* fits the record groove perfectly.



Semi-Permanent Silvered **NEEDLES**

are steadily and attractively advertised and the public buys them by the millions

These remarkable needles

Play 50 to 100 times

Mellow the tone

Are more convenient.

(Doing away with constant needle changing.)

Are more economical

(In the saving of wear of the records.)

Are used on ALL MAKES of steel needle records.

Increase the life of the records.

Because of the great demand for these needles it would be an advantage to you to place your orders early and in large quantities.

Counter display, holding 6 cards of needles (5 needles per card), retails for \$1.50 in U. S. (25c per card) and \$2.40 in Canada (40c per card), making a quick and substantial profit for you.

Today send in your order. You need these needles no matter what make of phonographs or records you handle.

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

New York City—279 Broadway

Toronto Branch } I. Montagnes & Co.
Ryrie Bldg.

CAUTION: Beware of similarly constructed needles of inferior quality!



This pictures an interesting window along Broadway, New York. Experience shows that crowds gather to study Sonora needles, and many passers-by stop, study the display and enter the store to ask for sample needles, to buy these needles, and to get phonograph catalogs. It pays to feature Sonora Needles.


THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL

Semi-Permanent Silvered **NEEDLES**

attract scores of new customers to your store and create exceptionally desirable repeat business

These wonderful needles are the best little trade-developers you ever saw. They get people into your establishment who never would have come to you except for these needles. They enable you to make not only an excellent profit on the needles but they give you a fine chance to sell records and instruments.

The call for these needles is increasing daily. Everyone agrees that they are all they are claimed to be and that they give wonderful satisfaction. The advertising reaching millions, in such magazines as Saturday Evening Post, Literary Digest, Ladies Home Journal, Pictorial Review, American Magazine and a long list of other great publications, makes people want these needles.

Stock them---display them---they're big popular favorites.

Three Grades: Loud --- Medium --- Soft
 25c per card of five --- 40c in Canada.

Sonora Phonograph Sales Company, Inc.

George E. Brightson, President

New York City—279 Broadway
 Dept. Y

Toronto Branch { I. Montagnes & Co.
 Ryrie Bldg.

CAUTION! Beware of similarly constructed needles of inferior quality

CHAS. W. KALDER, INCORPORATED

Grand Rapids Company to Have \$100,000 Capital Stock—Will Represent Varied Interests Hitherto Controlled by President of Company

Chas. W. Kalder, Inc., has been organized with headquarters in Grand Rapids, Mich., with a capital stock of \$100,000, of which \$60,000 has been paid in. This company will own and operate the OkeH Record Distributing Co., of Grand Rapids, Detroit, Fort Wayne, Cleveland and Indianapolis, jobbing the records made by the General Phonograph Corp. They will also handle the Heineman, Meisselbach, OkeH motors, and other talking machine supplies. The United States Music Rolls will be also handled by this house, as well as other specialties, including the Kalder record demonstration booth, automatic cover support, automatic stop and other specialties designed by Chas. W. Kalder, president and founder of the company.

H. ROYER SMITH CO. OPEN STORE

Buys Business of Drew Music House, Philadelphia, and Will Conduct Retail Business

PHILADELPHIA, Pa., November 4.—H. Royer Smith, for the past six years connected with the whole-



H. Royer Smith

sale Victor department of Lyon & Healy, Chicago, and since May, the Pennsylvania representative for the Victor Talking Machine Co., recently formed the H. Royer Smith Co. and assumed ownership of the Drew Music House on Walnut at 10th street. With such experience as Mr. Smith brings, after six years of intensive study of Victor merchandising, it is safe to assume that Victor representation in Philadelphia will be further strengthened by such an exclusive downtown Victor store, as Mr. Smith is planning.

STERLING ENTERPRISES ORGANIZED

Sterling Enterprises, New York, has been incorporated with a capital of \$10,000 to manufacture talking machines. The incorporators are A. Sondheimer, E. S. Becker and M. Michelson, 182 St. Nicholas avenue.

The Robelen Piano Co., Victor dealers in Wilmington, Del., has converted almost the entire first floor into a talking machine display room.

We can ship you phonographs at once. Finest cases—best equipment.
STODART PHONOGRAPH CO. Inc.
 119 West 42d St. - - - New York City

Send for Our Wholesale
HOLIDAY BARGAIN BULLETIN
 Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.
COLE & DUNAS MUSIC CO.,
 54 W. Lake St. :: :: CHICAGO, Ill.



**Ideally Equipped for
Efficient Service to
the Victor Dealer**

Mellor's, whose Victor Wholesale Warerooms are here illustrated, would appreciate the opportunity of demonstrating to you their prompt and efficient service.

Victor Wholesalers

Established
1831



604 Wood St. Pittsburgh

OFFICE
604 Wood St.
PITTSBURGH

EDISON INTERLOCKING ADS PROVING A GREAT SUCCESS

Publicity Department of Edison's Putting Out a Series of Newspaper Ads to Link Up With National Campaign—Dealers Are Furnished Each Month with Details of Advertising Campaign

The advertising department of Thos. A. Edison, Inc., under the able direction of Arthur J. Palmer, advertising manager, is putting out a series of newspaper advertisements for the use of Edison dealers, which is known as the Interlocking Series.

Each month, in its advertising in the national magazines, the Edison Company adopts a new and distinctive theme. The Edison dealers are informed previously of just what this theme will be through advance proofs of the copy to be used in the magazines. They are also given a list of the publication in which the "ad" is to appear. Along with this, goes proofs of twelve or more complete advertisements especially designed for the dealer to use in his local newspapers.

These advertisements, of course, offer a great variety of appeal but are, in every case, so con-

structed as to definitely link up with the national advertising campaign for each specific month. Hence, the term "Edison Interlocking Advertisements" for retail Edison merchants, the great value of which is common talk throughout the Edison trade.

MUSIC LURES SNAKE TO END

Charmed by the music of a phonograph a copperhead snake three feet long squirmed into the music store of C. C. Keys, Salem, Ill., recently. The snake was coiled up near the phonograph when it was discovered. It was killed before it had a chance to strike. It was one of the largest copperheads ever seen in this section, according to the opinions of the "old-timers."

Pathé Superior Quality
 coupled with
Fischer Superior Service

Makes Dollars for Dealers

ASK us for Agency proposition NOW

THE FISCHER COMPANY
 OLDEST PATHE JOBBER

CLEVELAND
943-947 Chestnut Avenue



CINCINNATI
44-46 Vine Street

Metro
N.Y.C.
PHONOGRAPH CO.

THE PHONOGRAPH OF QUALITY!



The "Big 3" Sales Factors

Purity of Tone
Beauty of Design
Quality of Workmanship

We are three months old and several hundred dealers have firmly established us in the talking machine field.

The spontaneous success of the Metro has proved that our product is the genuine article — the cause of admiration to all who hear it.

It is an instrument of real merit built up to a high standard of quality that "*none*" has surpassed.

The Metro affords a secure foundation for the building of a profitable business.

We will soon be able to announce "Dealers Everywhere."

Be ready for the brisk holiday business.

Variety of models retailing up to \$200.00

SALES ROOMS
154 Nassau Street
(City Hall Sq.)

Metro
N.Y.C.
PHONOGRAPH CO.
NEW YORK CITY

FACTORY
55 Vesey Street

AN EXCELLENT BUSINESS REPORTED BY ALL DETROIT DEALERS

City Rapidly Growing in Population and Talking Machine Sales Are on High Level—Transportation Difficulties Felt—Pathé Sales Steadily Increase—Record Demand Big

DETROIT, Mich., November 5.—The best news that retail merchants here have heard in a long while is that Detroit is now a city of nearly 1,250,000 population and that by another five years it will be not less than two million. This prediction is based on the number of people coming to Detroit every month at the present time and the fact that local factories are building additions that will require increased workers to more than bring the population up to the two million mark. In cooperation with leading financial institutions and the Board of Commerce, arrangements are being made for the building of thousands of new homes during the coming winter and spring. Even at the present time new homes are being erected in every direction of the city, but of course not sufficient to even begin to supply the demand.

One would think that the scarcity of homes would react on the talking machine business, but the demand is so brisk for machines that dealers do not notice the number of sales that are lost to them through the home shortage. Which further goes to prove that if conditions were back to normal so far as the housing situation was concerned, dealers would be doing at least three times their present business.

Up to a few weeks ago there was a steady flow of talking machines into this city, and jobbers were very well pleased with the way shipments were coming along, which enabled them to take better care of their customers. But ten days ago the railroad administration ordered an embargo on all less-than-carload shipments, and for a while there was an express embargo which temporarily disarranged distribution. With the coal strike on at the present time, jobbers and dealers are a little worried as it is bound to have a bad effect on goods in transit should it continue for any length

of time. However, the strike is near an end.

Dealers report that never have they had such big down payments, and so many cash sales. Furthermore, they report that collections are holding up better than ever before, and repossessions are becoming more rare every day. This not only reflects the prosperity of Detroit but the fact that people themselves are becoming more businesslike in their dealings.

The Pathé line of talking machines and records has made great progress here within the past six months. The jobbing is done by Williams, Davis, Brooks & Hinchman Sons Co. Among the live wire dealers are the Pathé Shop on Broadway, and some of our leading furniture dealers. The Pathé Shop, owned by the H. N. Ness Co. has taken its place among the wide-awake dealers and is now one of our best local advertisers. The results speak for themselves, as the store is doing a tremendous business. A new Pathé dealers in Detroit is the Cunningham Drug store at 155 Woodward avenue, which is in the best retail section of the city. The Pathé department is on the mezzanine floor overlooking the main floor and is in charge of W. R. Fife. Young ladies are in charge of the selling and demonstrating and the department is a very complete one. The Reliable Furniture Co. and the Brushaber furniture stores have complete Pathé departments and are pushing them to the limit.

Frank Bayley, Edison dealer at 114 Broadway, says his Edison business this year will show nearly a 400 per cent. increase over 1918. Some of the very wealthiest people in Detroit have recently placed orders for Edisons with Mr. Bayley.

Despite the scarcity, the J. L. Hudson talking machine department is well stocked with Victrolas, Sonora and Cheney talking machines. Manager

Ed Andrew has been preparing for a shortage for more than a year, and while he is still in need of machines, he says he is in excellent shape to take care of a big holiday trade.

The new period designs at The Edison Shop, on Woodward avenue, have been attracting considerable attention. Peter C. Sweeney in charge of retail sales there, reports excellent business.

The store at 84 Broadway, conducted by the Clough & Warren Co., who manufacture the Manaphone talking machine, has added the Pathéphone and Pathé records.

The Bush & Lane Co., with an upstairs store on Woodward avenue, is pushing its own make of phonograph even stronger than its lines of pianos and players, which speaks well for the talking machine industry.

All of the local piano stores, operated by the factories, such as P. A. Starck Co., Smith & Barnes and Steger, are carrying their own makes of talking machines to the exclusion of outside lines.

The C. L. Marshall Co., Michigan jobbers for the Sonora, report that their business is limited only by their capacity to get the goods.

Charles H. Grinnell, manager of the wholesale Victrola department of Grinnell Bros., says there isn't a single thing new to report. "It's the same old story—give us more goods and we can sell them all" he declared.

Record business throughout the entire territory is exceptionally good—such is the report of jobbers and dealers and it applies to every make of record.

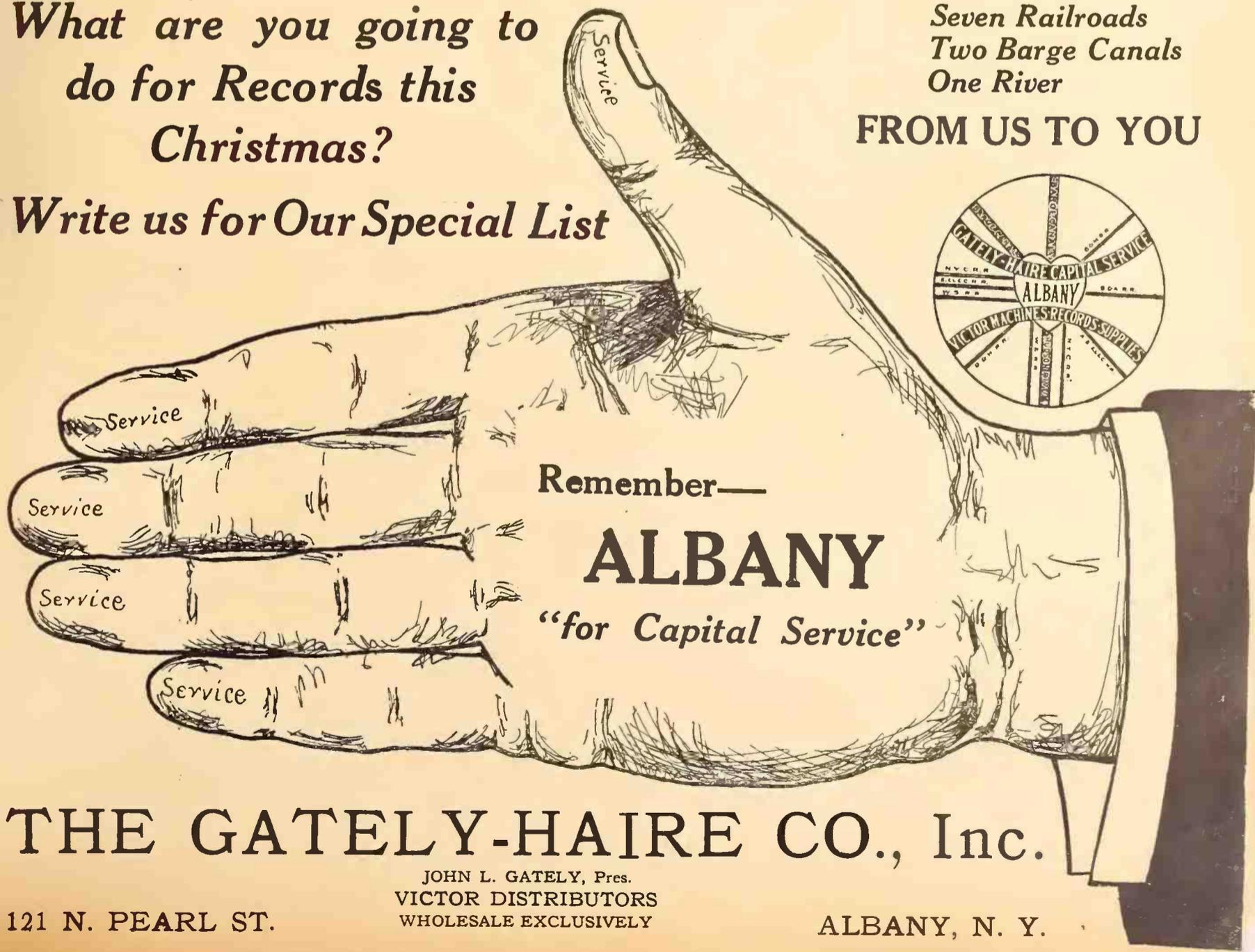
Wallace Brown, Brunswick dealer at 31-33 East Grand River avenue, has a new way to get around the interest charge. He makes his price to include interest and if the customer pays cash this interest is discounted. If the payment is made within sixty days the customer is allowed to discount his interest. Mr. Brown says this system has worked out very well and he predicts it will become a general practice in the future.

What are you going to do for Records this Christmas?

Write us for Our Special List

**Seven Railroads
Two Barge Canals
One River**

FROM US TO YOU



Remember—

ALBANY

"for Capital Service"

THE GATELY-HAIRE CO., Inc.

JOHN L. GATELY, Pres.
VICTOR DISTRIBUTORS
WHOLESALE EXCLUSIVELY

121 N. PEARL ST.

ALBANY, N. Y.

SOUTHERN CALIFORNIA ASSOCIATION MEETS AND DINES

San Diego Men Attend Great Gathering of Music Trade Association in Los Angeles—Officers Elected—Important Business Transacted—Pathé Line With Barnes Co.—Other News of Interest

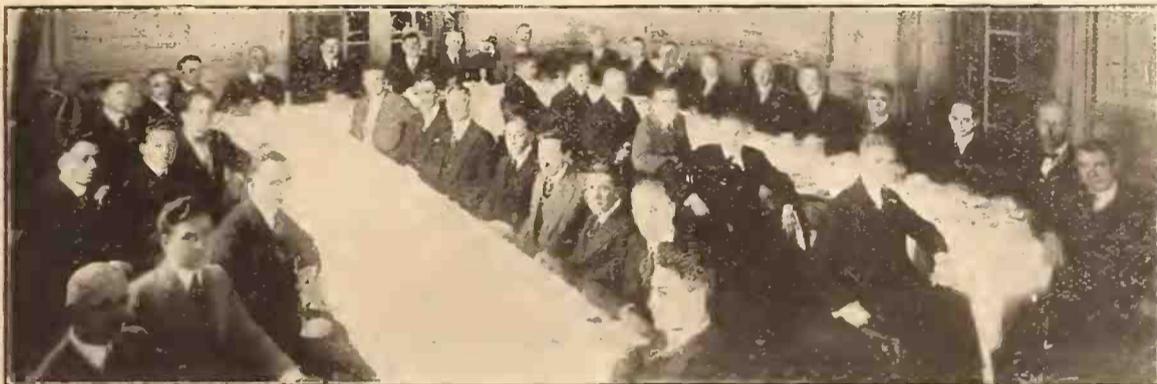
LOS ANGELES, November 4.—The Music Trades Association of Southern California held its first general meeting at the Hotel Clark recently. Thirty-nine sat down to dinner at 6:30 P. M. They included Chairman Boothe, general manager music department Barker Brothers; Manager La Motte, Thearle Music Co., San Diego; Manager Morse, Southern California Music Co., San Diego; N. F. Maw, of Gray-Maw Music Co., president San Diego Music Dealers' Association; Manager Dible, Barker Brothers, San Diego; Manager Gillette, Covina Furniture Co. Also the following Los Angeles

Interesting speeches were made by Messrs. La Motte, Fybush, Boothe, Morse, Garland, Sunderland and others. A general discussion took place with regard to the advisability of limiting the length of talking machine contracts from fifteen to twelve months.

The San Diego Music Dealers' Association was unanimously invited to join the Music Trades Association as a unit and President Maw, with the support of those members present, accepted.

Unique Window Display

A very original and attractive window display



Dinner of the Southern California Association at the Hotel Clark

dealers: George Barnes, president Barnes Music Co., Manager Humphrey, music department, A. Hamburger & Sons; Messrs. Faulkner and Frank Salyer, Bartlett Music Co.; D. G. Sunderland and A. Darvill, music department, Broadway Department Store; Nat Schireson, Schireson Bros.; J. D. Scouler, Fitzgerald Music Co.; E. E. Smith, Smith Piano Co.; W. H. Richardson, Richardson's, Inc.; J. R. Patten, Zellner Piano Co.; J. Hathaway and A. Westphal, Southern California Music Co.; J. Schireson, Schireson Bros.; H. Jackson, Wiley B. Allen Co.; G. and H. Glockner, Wm. F. Glockner Music Co.; Howard Brown, phonograph department, Lyon-McKinney-Smith Co.; B. Platt, president Platt Music Co.; A. Barnes, Barnes Music Co.; H. Beck, Platt Music Co.; F. Ahern, Ahern's Song Shop; W. B. Miller, Barnes Music Co.; H. Baxter, Baxter-Northrup Co.; also J. A. Voorhies, Brunswick-Balke-Collender Co.; C. H. Yates, phonograph accessory jobber; F. Fybush, Blue Bird Talking Machine Co.; C. E. McCartney, representing W. S. Gray, San Francisco; Representative Garland, Victor Talking Machine Co., and Secretary Farquharson.

An election of officers took place after dinner resulting as follows: President G. S. Marygold; vice-president, B. Platt; treasurer, E. E. Smith.

has been featured lately at Barker Brothers. What might be described as a very over-grown Victrola IX, with a monster Red Seal record four feet in diameter revolving on its turntable, surrounded by flashing electric bulbs is shown. The raised lid, fitted with mirror back, reflects the big record as well as the giant tone arm and sound box, while the spacious horn or tone chamber, depicting the "Nile Scene" from "Aida," forms an ideal stage peopled with exquisitely modelled actors in miniature.

Representative Bonnell in Los Angeles

E. M. Bonnell Western travelling representative for the Sonora Phonograph Co., returned to Los Angeles after an extended trip in the Northwest. He reports excellent business all over, especially in Seattle and Spokane. Mr. Bonnell expects to remain here about four weeks.

Sells Talking Machine Department

W. B. Miller, who has conducted a talking machine department for some months in Ahern's Song Shop on Hill street, has sold out his interests to R. A. Brainger. Additions will be made

in the department and the Mandel phonograph and Emerson records will be featured.

Adds the Pathé Line

The Barnes Music Co. has installed the complete line of Pathéphones and Pathé records. Extensive alterations and improvements are planned throughout the department in the near future but the big Fall and Holiday rush compels a postponement of same until January.

Blue Bird Phonograph Winner

General Manager Fybush, of the Blue Bird Talking Machine Co., whose offices are at 312 H. W. Hellman Building, Los Angeles, announces that a first prize and gold medal have been awarded to the Blue Beard Phonograph at the California Industrial Exposition recently held in San Francisco. The Blue Bird phonograph is handled in Los Angeles by Geo. J. Birkel Co., Platt Music Co., Broadway Dept. Store, Bartlett Music Co., and Zellner Piano Co.

Emerson Sales Increase

The Western Jobbing & Trading Co., jobbers of Emerson records and Mandel phonographs, report wonderful business for October and excellent prospects for the next two months. Emerson records are being strongly featured by most of the big music houses in Los Angeles. The saxophone records by Wiedoeft are special favorites, due to the fact that the accomplished soloist is well known locally.

The Latest "Talker"

"Diamond Dick" Jackson, second son of Harold Jackson, manager of the talking machine department of the Wiley B. Allen Co., Los Angeles, arrived on October 29th—weight seven pounds.

LARGER QUARTERS FOR MUTUAL CO.

The constantly increasing orders for their products has necessitated the Mutual Talking Machine Co. taking a larger loft for their factory at 151 Lafayette street, New York. This new move will enable them to greatly increase their product in accordance with the heavy demands. The executive offices at 145 West 45th street will not be moved. Wm. Phillips, president of the company, reports that orders already in hand for the coming year indicate a continuance of big business throughout 1920.

First Business Man—"How are things with you now?"

Second Business Man—"Oh, simply splendid. The men have been on strike only three times this week." —Passing Show.

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.

Manufacturers' Distributors of High Grade Phonograph Accessories and Supplies.

Send for my new catalogue and price list. It will interest you.

TELL ME WHAT YOU WANT

"If I haven't got it, I'll get it for you."

This is part of my service.

Exclusive Pacific Coast distributor for the

JONES-MOTROLA

Don't get left without stock—I will pay you to read our advertisement—see Directory, last page

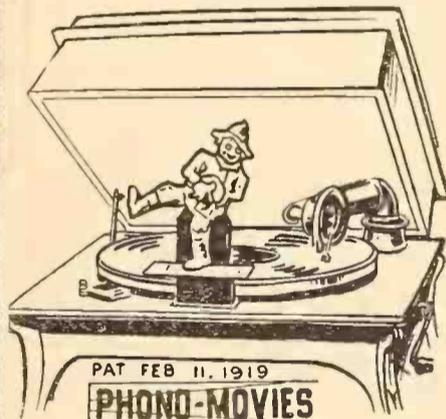
STODART PHONOGRAPH CO. Inc.
119 West 42d St. New York City

Send for Our Wholesale

HOLIDAY BARGAIN BULLETIN

Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.

COLE & DUNAS MUSIC CO.,
54 W. Lake St. CHICAGO, ILL.



Dealers' 90% Profit



Phono-Movie Sells on Sight!

Get in on the best novelty proposition of the season.

Easily Operated on any Disc Phonograph.

Does not interfere with the record. A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the record is 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 machines when playing dance records to customers.

Complete attachment, with actors, retails for \$1.50

Cost to dealers, \$10.50 per dozen. Send one dollar for sample outfit. Extra figures, \$2.00 per dozen.

HOLIDAY ORDERS MUST BE RECEIVED TWO WEEKS IN ADVANCE

36 East 23rd Street **PHONO-MOVIE & SUPPLY CO.** NEW YORK

"BUFFALO MEANS BUSINESS"

IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

10-14 NORTH DIVISION ST. WHOLESALE DISTRIBUTORS BUFFALO, N. Y.

We present the

MASTER TONE

The Most Valuable Obtainable Agency!

To substantiate this statement we will not make extravagant claims, though we know we could well afford to. We content ourselves with presenting a plain, straight-forward business argument.

BECAUSE it really has genuine excellence and beauty of Tone.

The big VITAL POINT necessary to SUCCESS.

Motor, quiet running, laboratory tested—

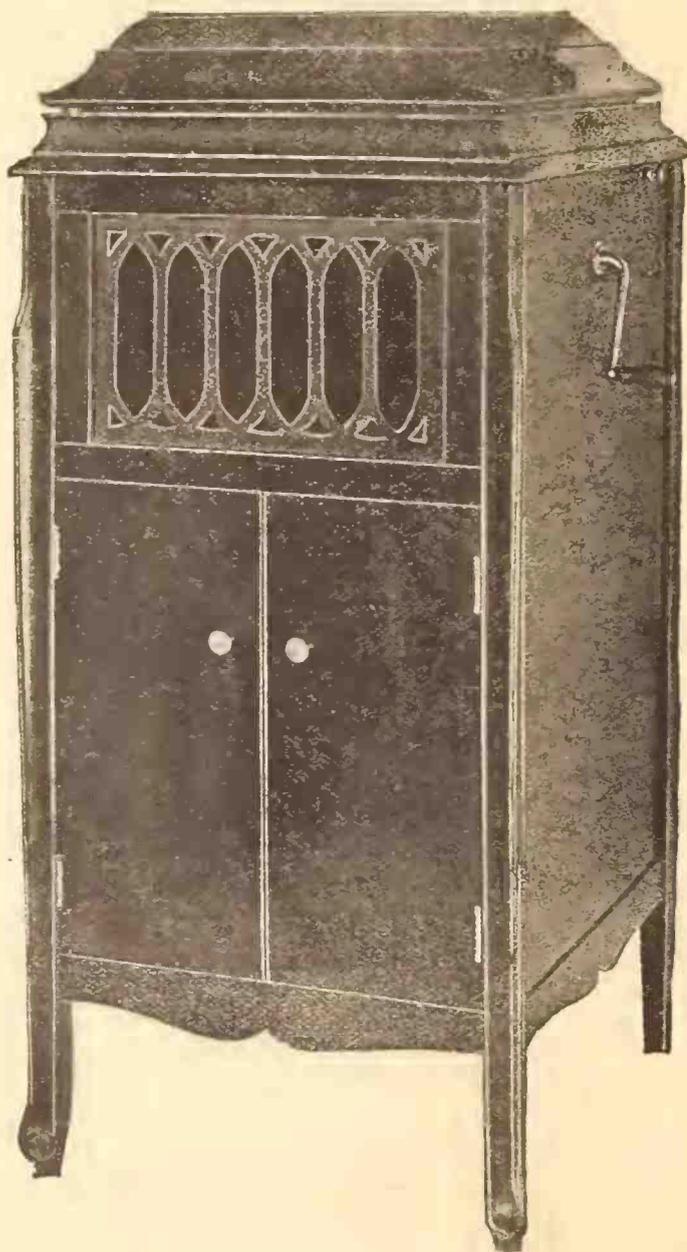
The Famous
**STEPHENSON
PRECISION**
Enough Said!

AVOID REGRETS

HEAR
The
MASTER - TONE!

\$95.00

\$110.00



BECAUSE its uniform cabinet design is simple and clean-cut.

Pleasing and acceptable to all classes.

All wooden tone chamber. Tone-arm universal of course. Sound box—

The New
**HEINEMAN-
MEISSELBACH**
Enough Said!

MAKE COMPARISON

LET
YOUR EAR
DECIDE

\$125.00

\$150.00

The fact that we can make IMMEDIATE DELIVERIES of four popular priced sizes entitles this line to its accomplished establishment in the better-class stores where, in critical comparison with other standard lines, it is proving equally successful.

DISCOUNTS AND TERMS TO DEALERS ON REQUEST

INDIANAPOLIS EDISON SHOP CELEBRATES FIFTH ANNIVERSARY

Five Thousand People Attend Tone Test Held to Mark Event—Demands Still Keeping Ahead of Machine and Record Supplies—Indiana Columbia Dealers Meet—Co-Operative Advertising for Victor

INDIANAPOLIS, Ind., November 7.—The Edison Shop celebrated its fifth anniversary with one of the largest and most successful Edison tone-test concerts that has ever been given when nearly 5,000 persons were entertained at the Murat Theatre, Sunday, October 19. The artists in the concerts were Miss Amy Ellerman, Calvin Coxe and the Fleming Sisters' Trio. The audience was enthusiastic over the wonderful tone-tests which proved the ability of the Edison to recreate music.

Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, was highly pleased at the success of the concerts. Page advertisements were used in the local newspapers before and after the concerts and much favorable publicity was obtained.

Mr. Kipp said that while there is a shortage of Edisons now and some people cannot understand the reason for carrying on advertising under such circumstances, he believes that the wisest plan to be followed is to keep up the advertising so that when conditions begin to readjust themselves to normal they will be more easily met.

All of the wholesale houses report an unusually heavy demand for machines and records. Many prospective new dealers are being put on the waiting list because there is no chance of handling their business now.

The Mooney-Mueller-Ward Co. reports that the demand for Pathé machines and records was never heavier.

George Stewart, manager of the Stewart Talking Machine Co., Victor distributors, has started a co-operative advertising campaign of the seven Victor dealers in the city and beginning November 1, a large number of painted and illuminated billboards will keep the Victor message before the eyes of the public, the smallest sign being 12x15 feet and the largest, 20x50 feet.

Mr. Stewart points with interest to a case of where a Victrola took the place of a minister in Alexandria, Ind., where Mr. Bailey, of the Edwards Co., pressed into service a Victrola when he found the pastor was unable to hold services. A number of sacred anthems, readings and patriotic songs were played and the congregation was reported enthusiastic over the novel services.

The Kiefer-Stewart Co., distributors of the So-

nora, reports a remarkable business. The extensive advertising being done by Charles Mayer & Co. here is fast placing the Sonora among the top notchers as the merits of the instrument are being brought before the attention of the public.

Frank Buttweiler, manager of the Brunswick-Balke Collender Co.'s branch here, says that his Brunswick business continues to be limited by the number of machines he can get from the factory.

The Indiana Columbia dealers attended the usual dealers' meeting at the Lincoln Hotel, on October 27th. The gathering was addressed by Ben L. Brown, manager of the Indianapolis branch, who spoke on the dealers' co-operation with the company's plans. Bentley Ball sang a number of selections, which he will use in connection with his recitals in the schools—The Song-A-Logue Of America—and the December records were played on a Grafonola. J. E. Henderson, Evansville representative of the Columbia Graphophone Co., spoke on Columbia Advertising, especially the new 1920 Columbia Calendar.

T. B. Niles, formerly with the general sales department of the Columbia Co., has been appointed assistant manager of the Indianapolis branch, succeeding J. A. Kirkpatrick.

George Standke, manager of the Brunswick Shop, was visited by Mr. Shank, the manager of the Brunswick factories, and the report he gave on production was encouraging, Mr. Standke said, The Brunswick Shop scored a hit when it featured in a window display an electrical "shimmying" doll.

Carl Anderson, of the Indianapolis Talking Machine Co., says that many inquiries are being received from dealers regarding the telephone concert method of selling records. All a customer has to do is to telephone the store and ask to hear a record which is played in a booth with special mechanical attachments.

The Pathé Shop, E. R. Eskew, manager, has been carrying on an aggressive newspaper advertising campaign. He says that the business is to be had and he believes in going after it.

The talking machine department of the Pearson Piano Co. continues to put across clever window displays in featuring machines and records. Business has been fine, Mrs. J. E. Fish, manager, reports.

T. H. Bracken, manager of the Starr Piano Co., looks for a heavy demand for the Starr machine this fall from the way business is starting out.

W. G. Wilson, manager of the Grafonola Shops, reports a fine record business. Frank Sims, who recently returned from the army, has been employed by Mr. Wilson as an assistant and B. L. Mann, who worked under Mr. Wilson at Dayton, O., before he went into the marines, is on the job at the store as a general utility man.

H. E. Whitman, of the Circle Talking Machine Shop, designed a clever Hallowe'en window, showing the yellow corn stalks, the pumpkins and the hunting hounds with the little Victor dogs in the background.

LEASES STORE IN LA GRANGE

R. D. Hosack, formerly in the music business in Angola, Ind., has leased a store in LaGrange and will open a music store there.

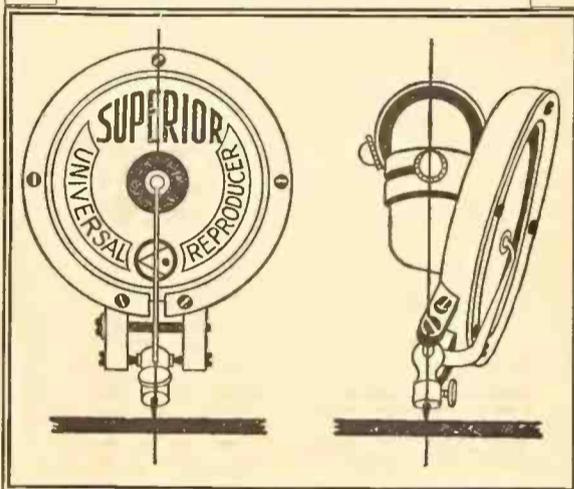
The Scotford Tonearm and Superior Universal Reproducer

The Ideal Combination

Plays All Makes of Records as they should be played

Price of Sample Prepaid
Nickel, \$6.25 Gold, \$7.75

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



Distinctive Features

- ☐ The Reproducer pivots on its axis (as illustrated above), taking the correct angle for all makes of records, and the needle retains same center in both positions.
- ☐ Surface noise is less than with any other reproducer—surface scratchings being reduced to a minimum through perfect proportioning of the stylus construction, and placing the needle in the center of the groove at the correct angle.
- ☐ The split construction of the frame and face ring of the Reproducer, together with the method of pivoting the stylus bar, and perfect insulation—effect a sensitive and free vibration—and prevent a pinched tone resulting at any time from natural contraction or expansion of the metal parts.
- ☐ The reproduction is the mellow, natural quality of tone—absolutely getting away from the usual sharpness and metallic effect so noticeable in most reproducers.
- ☐ Sound waves act upon the same principle as light waves—they travel in a straight line until they meet some obstruction, from which they are deflected at right angles. The right angle turn at the back of the Scotford Tonearm causes less breaking up and confusion of the sound waves than occurs in the curved arm.
- ☐ The connection between the Reproducer and Tonearm is perfectly insulated with a hard rubber bushing. Inside diameter of the Tonearm is correct to accommodate the volume obtained from the latest records.
- ☐ The right-side turn for changing needle is handier than the old style turn-back, and when in position for the Hill-and-Dale records there is no interference with lowering the cabinet cover.
- ☐ The lateral movement at the base is simple, free and permanently satisfactory. Inside there is no obstruction to interfere with passage of the sound waves. There are no loose balls in the bearings, therefore no buzzing noise can occur from the great vibration on high note



Barnhart Brothers & Spindler

Monroe and Throop Streets—Chicago

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

MAIN SPRINGS

for

PHONOGRAPH MOTORS

Highest Quality — Best Prices

FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N.Y.

CINCINNATI LACKS THE NECESSARY STOCK FOR HOLIDAY NEEDS

Columbia Dealers Meetings—Waterson, Berlin & Snyder to Open Record Department—Byars Tells of Aeolian Activity—Wurlitzer Reports Big Victor Demand—Review of Trade Situation

CINCINNATI, O., November 4.—Based on existing conditions the retail trade of the Middle West will enter the real Christmas season with almost barren storerooms, for there continues to be a general shortage of goods, and manufacturers in the Middle West report their maximum capacity to be sold up to January 1. Jobbers of the better known lines are not receiving encouraging news from their factory connections, and the retailers are clamoring for goods, claiming the little being sent them is sold as soon as the merchandise reaches the storeroom. Without exception there has been a general tendency on the part of the trade late in the year to pay better attention to their record department, and this section of the trade will enter the holiday field in better shape than the machine market.

Waterson, Berlin & Snyder, Inc., New York, will enter the Cincinnati field in 1920 with a phonograph record department, according to an announcement made this month. A ten-year lease has been taken on the three-story building, 28 East Fifth street, effective February 1, at \$9,600 a year. There may be some trouble about opening at that time, for the owners of the property do not seem to be inclined to deliver a lease, according to attorneys for the New York house who have filed suit in the Superior Court. The site is midway on Fountain Square, in the heart of the shopping district.

Nothing can be learned of the Phono Grand Co., which leased the property at the southwest corner of Court and Vogt streets, in the western part of this city, early in October. John Fern's name is mentioned in connection with the lease. Apparently the concern has not taken active possession of the property nor does Fern's name appear in the directory.

Dealers' meetings have been held by the local Columbia branch in three cities in their territory

during the present month. Two meetings were held in Dayton, one in Columbus, and two in Cincinnati. At each meeting sample records were played and discussed. At the last Cincinnati meeting Manager Ben L. Brown, of the Indianapolis branch, was present and made the principal address of the evening, his subject being "Dealers' Service." Columbia dealers are attending these meetings, coming from a radius of fifty miles, and all of them think that the time spent is well worth while. An average attendance of forty is being secured at each meeting.

Orders of Grafonolas and records are not worrying the local Columbia dealers to the extent that they were a few months ago. Columbia production seems to be increasing in rapid bounds, and the local dealers are smiling at the thought of the wonderful business in store for them during the Xmas season.

Manager F. F. Dawson, of the local Columbia branch, announces the addition to his force of Joseph G. Witte, formerly with the Cincinnati Enquirer and the Proctor & Collier advertising agency. Mr. Witte will take over the sales of the record department, and will be of much help to local dealers in promoting record sales.

Mills & Blankenship, New Straitsville, Ohio, have recently added a Columbia department to their place of business.

Evan Davies, the Columbia interpreter of Scotch pieces, was a visitor to the local Columbia branch this week.

Oscar Seagle, Miss Barbara Maurel, Columbia artists, and Frederick Bristol, their accompanist, visited the local Columbia branch last week while en route to Maysville, Ky., where they gave a joint concert before a packed house. The Maysville concert was under the direction of J. G. & William Murphy, Columbia dealers in that town. This pair of popular Columbia artists is giving

ATTENTION

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

Q R S 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, Gen'l 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

a series of concerts throughout the country in co-operation with local Columbia dealers.

The recent visit of the King and Queen of Belgium made possible the exploitation of "La Barbaconne," which the Columbia Co. has recorded on one of its records. Mabley & Carew were leaders in tying up to this event. H. L. Chubb, the manager of the Grafonola department, reported a lively interest and many purchasers for this record.

Baldwin & Penhorwood, Marysville (O.) hustling young Columbia dealers, were in Cincinnati last week taking up with the local branch their order for Xmas business. These young men have been in business but a short time, although their sales to date would make some of the old timers in the business sit up and take notice. This firm has a very attractive store in Marysville, but most of their time is spent on the outside, soliciting the country trade in automobiles.

Hassmer Bros., Lawrenceburg and Aurora, Ind., are adding a Columbia department to their music stores in those two towns. Their Aurora store will be an exclusive Columbia Grafonola store.

F. R. Follin, district manager of Widener's Grafonola Shops, is back in Cincinnati after several weeks in New York City, where he assisted in opening the new Widener's Shop on Fifth avenue.

Following is the partial list of out-of-town visitors to the Columbia branch the past week or two: S. McLemore, London, Ky.; Mrs. Jeff Thompson, Lebanon, O.; Mrs. Elmer Woodhead, Falmouth, Ky.; W. E. Summers, Washington; E. Riker, Reiley, O.; Patton, Hazard, Ky.; George Bauman, Wilmington; E. G. King, Williamsburg; J. A. Bagby, Grayson, Ky.; A. F. Hibbard, Athens; Walter Kleeman, of the People's Outfitting Co., Springfield.

Manager P. H. Oelman, of the Phonograph Co., distributors of the New Edison, is putting the finishing touches to two tone test recitals, both to take place in his district this month, but neither artist will touch Cincinnati. Helen Clark, commencing November 10, and starting at Columbus, (Continued on Page 43)

A Max L. Goldberg Special



14 1/4" High
17 1/4" Wide
19 1/2" Deep

The woodwork, finish, construction and assembling of these machines are of the highest grade.

A scientifically constructed Tone-Chamber, in connection with Universal Tone-Arm and Sound Box (playing all records) truthfully reproducing all records, as to tone-quality and volume.

The highest grade nicked Swiss Motor made. Double spring—worm drive—exceptionally even and silent running. Plays over three 10" records with one winding; 12" Turn-table. All metal parts heavily nickel-plated.

Samples in Golden Oak \$22.50 WAR TAX PAID
Fumed Oak 22.50
Mission 22.50 TERMS, NET
Mahogany 25.00 F. O. B. NEW YORK CITY

WRITE FOR SPECIAL QUANTITY QUOTATIONS

MAX L. GOLDBERT 3 & 5 WAVERLY PLACE NEW YORK CITY

No. 3

Send for Our Wholesale

HOLIDAY BARGAIN BULLETIN

Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.

COLE & DUNAS MUSIC CO.,
54 W. Lake St. :: :: CHICAGO, ILL.

Wire us for phonographs for the holiday trade.

STODART PHONOGRAPH CO. Inc.

119 West 42d St. - - - New York City



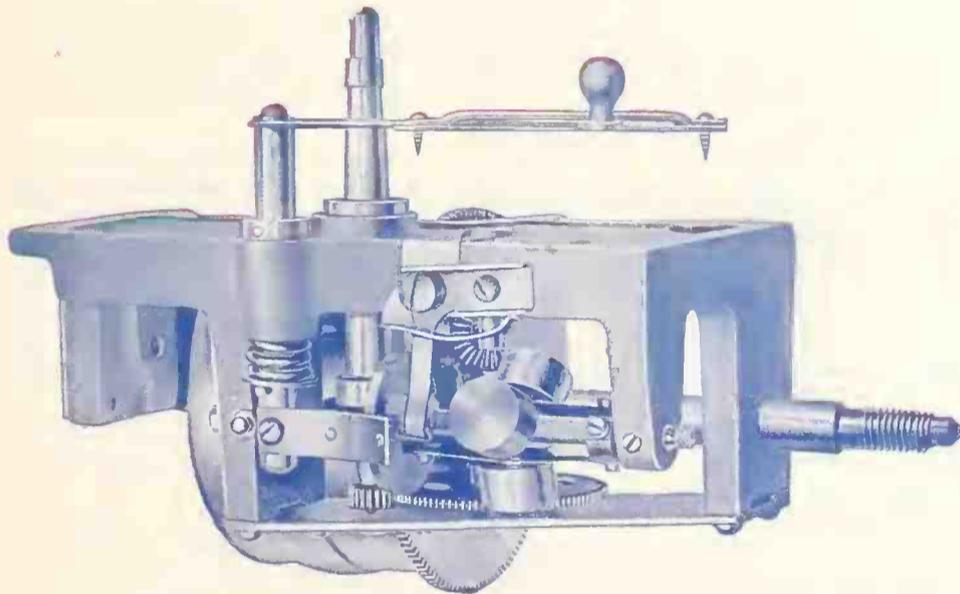
MEISSELBACH



IMITATION—THE SINCEREST FORM OF FLATTERY

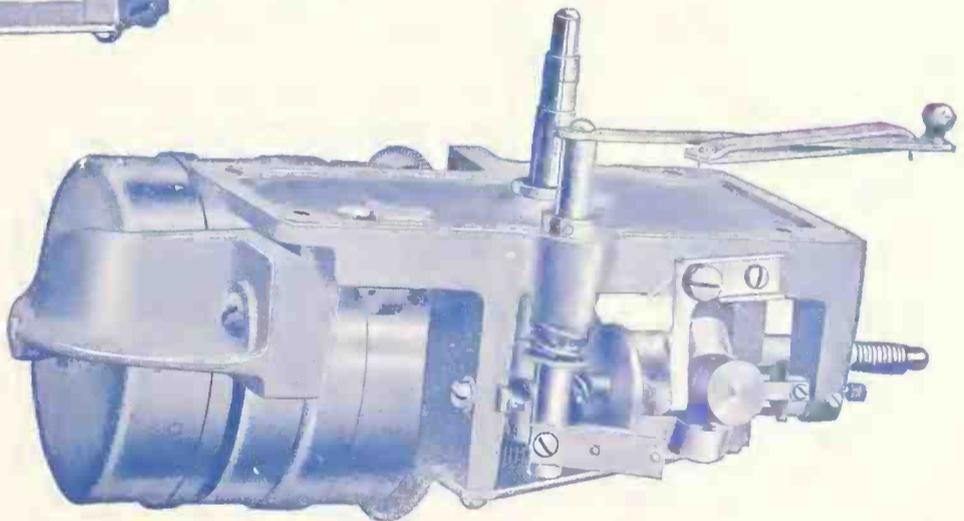
Phonograph manufacturers have undoubtedly noticed that there are several motors on the market that are IMITATIONS of the famous MEISSELBACH MOTOR. For your own protection, therefore, be sure that you use the ORIGINAL—

The Meisselbach: A Quality Motor



Double Spring
Meisselbach
Motor No. 16

Triple Spring
Meisselbach Motor
No. 17



General Phonograph Corporation

OTTO HEINEMAN, *President*

FACTORIES: ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN.
SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES; CHICAGO SAN FRANCISCO TORONTO, CAN.

will travel through Mr. Oelman's territory ten days. Another itinerary is being mapped out for Glen Ellison, who will reach Ohio November 24.

Chas. L. Byars, manager of the Vocalion department of the local Aeolian store, reports the biggest October business in the history of the store, with an increase of over fifty per cent. "When we can do this volume of business," he said, "in the face of the present shortage, it sets one to thinking of what might be done if we had the goods coming through as we did in the days of yore. There has been an unprecedented demand for the art styles, and we are practically sold out of these instruments. The new Vocalion records that are coming in are making a big hit, and the demand for these records is phenomenal.

"We have every reason to look forward to a sensational business in the next two months. The increased prices are not affecting business materially. This is due, of course, to the fact that there is a shortage of goods, and as is usually the case when there is a shortage of goods, advanced prices do not interfere with the sale of them."

The Huss Bros. Phonograph & Piano Co. states that the demand for "Recall" phonographs is continually on the increase, and while they have been adding to their production from time to time, to meet the demand, they are compelled to continue enlarging the output of their plant to meet this increase in the demand.

They will not stop, however, but make every effort to fill their orders as fast as they are received. They have been turning out recently a large number of their No. 11 cabinets, which is the \$110.00 model, and these are being absorbed by the trade as fast as the factory can turn them out. This is also true of their other two models.

They are convinced that there will be no let up in the demand for phonographs for some time to come.

T. Sigman, manager of the Victor department of the Rudolph Wurlitzer Co., remarked that the continued demand for Victrolas and records was far in excess of the factory output for the month of October. He added:

"While the sale of operatic and Red Seal records showed an exceptional gain during the month due to the fine shipments of these records from the factory, the popular and light opera music fell way below the standard sales, due to the fact that very small shipments of this class of records were received.

"Inability to get double-faced records is causing losses each day to dealers and the situation is becoming somewhat critical. If an increase in the shipments of these numbers is not in evidence in November and December there will be quite a large decrease in sales."

Room No. 321 130 Fulton Street

Clifford A. Wolf

MANUFACTURER OF

Diamond and Sapphire

Phonograph Points

New York City Phone, 2812 Cortlandt

LANDAU BROS. IN HAZLETON, PA.

Conduct One of the Best Equipped Victor Stores in City—Van Veen Installs Booths in This and Other Well-Known Establishments

WILKES BARRE, Pa., November 12.—Landau Bros., of this city, who conduct one of the largest Victor and musical instrument warerooms in this section of the State, have opened a store at Hazleton, Pa., in the Palace Theatre Building. The store is one of the largest and best appointed in the city, and is centrally located. Extensive alterations and improvements have been completed. The Landau firm, composed of Harry Michlosky and Hyman Landau, has been established for many years and enjoys a tremendous patronage.

Arthur L. Van Veen & Co., of New York City, manufacturers of "Bed Set" demonstration booths, were commissioned by the Landau concern to install all the necessary equipment for their new quarters, which consists of nine demonstration booths, all of double sound-proof construction, a complete record department sufficient to carry

15,000 records, and two plate glass musical instrument cases.

Among other contracts received by Arthur L. Van Veen & Co. for installations are the following: Collings & Price Co., Newark, N. J.; Phillip Levy & Co., Norfolk, Va.; Pommer Furniture Department Store, Albany, N. Y.; A. B. Clinton Co., Hartford, Conn.; C. C. Church Publishing Co., Hartford, Conn.; Morgan & Beers, Hartford, Conn.; Kleekamp Bros. Co., St. Louis, Mo.; Raigor Art & Music Co., St. Louis, Mo.; Reliable Furniture Co., St. Louis, Mo.; Jesse French Piano Co., Raleigh, N. C.; Fred C. Koehler, Baltimore, Md.; Lyman Payne, Middletown, Conn., and Peabody Piano Co., Baltimore, Md.

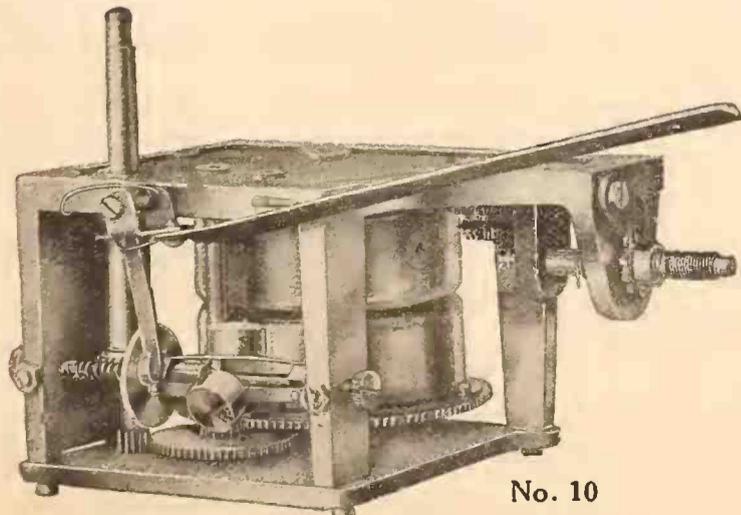
Ralph L. Freeman, secretary of the Victor Talking Machine Co., while in Chicago recently expressed himself as well pleased with conditions in that section and said that the production of the Victory factory is steadily increasing.

The Repeatatue Co. has been organized in Detroit to manufacture talking machines and repeat devices.

A MOTOR OF SUPERIOR QUALITY—No. 10

SILENT RUNNING **SILENT WINDING**

IMMEDIATE DELIVERIES IN LARGE AND SMALL QUANTITIES



No. 10

Read the Specifications and Order — NOW

- Beveled gear noiseless winding.
- New ratchet device that prevents clicking.
- Bakelite intermediate gear—absolutely silent.
- Plays five 10-inch or three 12-inch records at one winding.
- Cast iron nicked frame.

- Powerful, durable, compact, accessible.
- Built especially for the highest-grade machines.
- Guaranteed in every minutest detail.
- The perfection of mechanical genius as applied to the phonograph motor.

Ask for Specifications on No. 12 and 22

BUTTERFLY PHONOGRPH MOTOR CORP., 243 W. 17th St. New York

READY NOW

TEL-O-TONE

Reg. U. S. Pat. Off.

Prompt Deliveries
Exclusive Territory
Powerful Co-operation

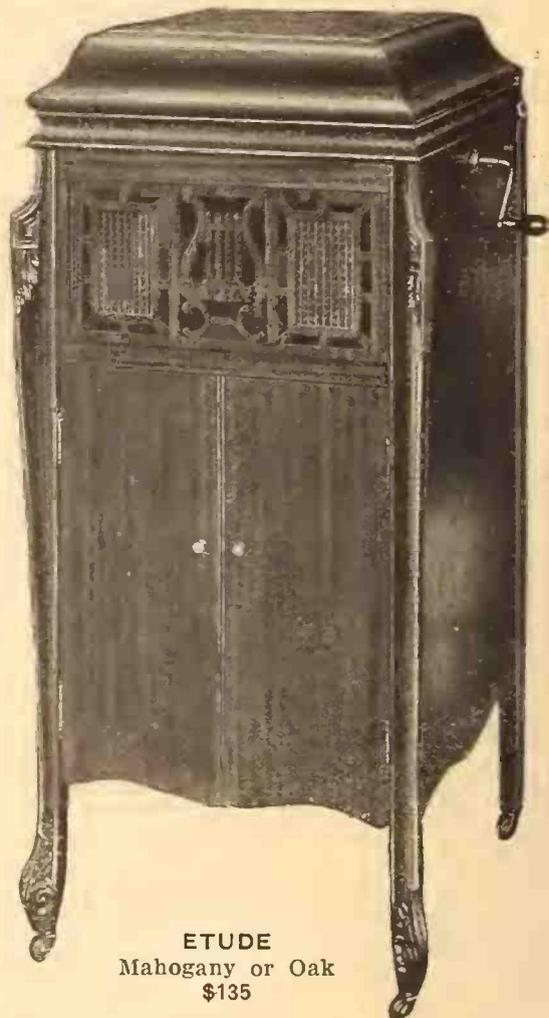
Enormous Output

Exclusive Features

Musically "In a Class by Itself"



MATINEE
Mahogany or Oak
\$160



ETUDE
Mahogany or Oak
\$135



STANDARD
Mahogany or Oak
\$100



ENCORE
Mahogany or Oak
\$195



PREMIER
Figured Mahogany
Gold Plated
\$250

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.*

The Tel-O-Tone

The Most Talked About Phonograph in America

The WESTERN NEWS COMPANY, 21-29 East Austin Avenue, Chicago, Ill.

INTERESTING DEVELOPMENTS IN THE GRAND RAPIDS MARKET

Filling of Large Cabinet Contracts Results in Shortage of Furniture—Talkers at Forthcoming Furniture Exposition—New Products Being Offered—Lauzon Retail Quarters—Latest News Budget

GRAND RAPIDS, Mich., November 10.—As a result of factory enlargement and construction in Grand Rapids, caused by the entrance of the Furniture City into the talking machine and talking machine cabinet manufacturing game, the capacity of Grand Rapids furniture factories, both as regards floor space and production, has practically been doubled since 1914, or, rather, will have been when additions and new factories already decided upon have been completed.

And yet, despite the increase of production in local factories, there is a shortage of high grade furniture, due to the factories turning part of their capacity over to the talking machine business, that at the present time is causing some alarm, and which, it is predicted, will result in some of the local factories going out of the talking machine business when present contracts are terminated.

At first the cabinet making industry looked like a good game. Contracts were easy to get, and most of the local factories had machinery and men capable and sufficient for turning out this product in large quantities.

The furniture industry suffered seriously, both in the manufacturing and in the retail stores, the latter being true through the fact that retail dealers began putting in the machines as side lines, and then, in some cases, making a side line out of furniture, until to-day statistics available here show that practically one-third of the retail dealers in furniture in the United States are handling talking machines, records and accessories.

As a result of the decrease in furniture production prices have soared and yet the market is better than before the war. And these facts have set local furniture men to thinking. As a result some of them have come to the conclusion that the making of high grade furniture offers a bigger promise of profit than the making of "Talker" cabinets, and, therefore, it is believed some of the contracts now in force here will not be renewed.

As a further result of the decreased furniture production and the increase in talking machine and cabinet manufacture the big semi-annual furniture show to be held here January 1 to 24 promises to be nearly as much of a phonograph show as of a furniture exposition.

Talkers at Furniture Exposition

A large number of talking machine manufacturers have signified their intention of entering the exhibition lists at the January show to display the new models and book orders for the ensuing six months or year, the entrance to the exposition being especially desirable through the fact that the semi-annual furniture expositions attract retail dealers from all over the United States, and many of these dealers now are handling talking machines, with the possibility that those furniture retailers who do not handle them can be induced to do so.

Thus it is promised that the January show will be a wonderful exhibition of the very latest in machines, and that this part of the exposition will not be forced to take a back seat for the furniture models. Among those companies already having signified an intention of making exhibits are the Victor, Columbia and Steinburn. The probability, however, is that all the larger manufacturers of phonographs will be represented.

Despite the intention of some Grand Rapids manufacturers to go out of talking machine cabinet making at the conclusion of present contracts, there is declared to be no possibility of this city entirely going out of the game, the only possibility being that the production of such cabinets, so far as it applies locally, will be greatly decreased.

Addition to Berkey & Gay Plant

Latest in the line of increasing capacity in the line of talking machine manufacturing is the announcement of the Berkey & Gay Furniture Co. of the contemplated erection of additional buildings, together with improvements to present buildings, at a total cost of about \$400,000. These new buildings and improvements will greatly increase the production of furniture and of talking machine cabinets which the company is turning out for the

(Continued on Page 47)

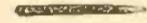
WHY WALL-KANE NEEDLES ARE SUPERIOR

The highest grade steel needle of American manufacture, and playing only one record, is put through a complicated, scientific, chemical process, by which the point of needle is greatly improved. The popular explanation of the method is as follows:

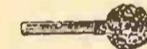
An ordinary steel needle is made of wire, which consists of long, parallel running grains on the inside. This wire is inserted in automatic machines, which automatically cut off the steel needles.

The friction of the revolving record grooves will gradually flatten out the point of the needle, so that more and more grain of the steel will reach the record grooves. The WALL-KANE needle will eliminate the grain of the steel coming into contact with the grooves by a process which is accomplished as follows:

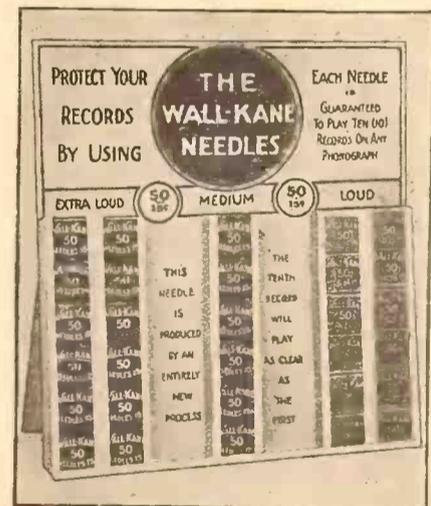
The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle. While in this process the needle looks all black like illustration.



Then the needles are dipped in several solutions, which place three different coatings on the top of the point, so that an entirely separate unit is created on the point, which unit is 25 to 30 per cent. softer than an ordinary steel needle's point. While in this process the needle point looks like illustration.



More than three thousand revolutions are required to take off these three coatings by the friction of the point with the record. The playing surface of more than ten records do not amount to 3000 revolutions—that is why WALL-KANE needles will play at least ten records perfectly, and will make less surface noise, and by the distribution of the solution into the grooves of the record, the record itself will be greatly benefited, and its life prolonged.



BEWARE OF IMITATIONS

This handsome colored metal enameled display stand holds 60 packages, 24 extra loud, 24 loud and 12 medium packages and costs the dealer \$4.60, (\$4.90 in the Far West) and retails for \$9.

Each package of 50 WALL-KANE Needles costs the dealer 7 1/2c (8c in the far West) and retails for 15c.

JOBGING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.

145 West 45th Street, New York

The New Resurrectone

So named because it really RESURRECTS (Trade Mark Registered)

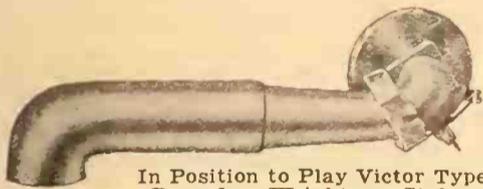


Adjustable to give at will loud or soft volume of sound.

One model fits Victor, Sonora, Aeolian Vocalion and attachments for Edison. Other model fits Columbia machines.

Retails for \$10 nickel-plated; \$12.50 gold-plated—either the Tuning Fork or the Single Prong Resurrectone. Send for quantity prices.

THE NEW AIRTIGHT tone-arm—exclusive equipment of the HOFFAY—the best toned machine on the market.



In Position to Play Victor Type Records. Weight on Stylus, 5 1/4 Ounces as Required.



In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as Required.

Tone arm may be equipped with either Resurrectone model, as desired.

The VALUE of the HOFFAY AGENCY is becoming more pronounced. The newspaper and magazine advertising that is being done and which is growing bigger every day is causing our Dealers and Jobbers to dispose quickly and easily of all HOFFAY products, for the Hoffay sells on demonstration and it is simply a matter of letting the consumer get acquainted with it—that is what we will do for you.

If you are a Jobber, better get in touch with us soon—exclusive territory and advertising are features of our proposition.

If you are a Dealer in a territory where we have no Jobber, we will take care of your wants.



Four Beautiful Machine Models

Hoffay Talking Machine Co. Inc.

3 West 29th Street

New York City

Sole Distributors of the

Hoffay Airtight

—a really wonderful machine—

for the States of Utah, Idaho, Nevada, Montana, Wyoming and Colorado.

Geo. A. Lowe Co.

Ogden, Utah



—the popular cry is
for hits, hits, hits. In
other words—Emerson,
Emerson, Emerson.

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



Emerson Phonograph Company INC.

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvb.

Charles Hackett, the sensational new tenor of the Metropolitan Opera Company, sings "O Paradiso" from "L'Africaine." Columbia Record 49623.

Columbia Graphophone Co.
NEW YORK



INTERESTING DEVELOPMENTS IN THE GRAND RAPIDS MARKET

(Continued from Page 45)

Cheney Talking Machine Co., of this city. To finance the undertaking and retire \$200,000 worth of preferred stock now outstanding the company shortly will place upon the market \$650,000 in 7 per cent. cumulative preferred stock.

The plans of the company include the construction of a new five-story building in the form of a hollow square, with all shafting eliminated and all machines being driven by motors. New dry kilns and a new power house also are part of the plans.

The entrance of the talking machine into Grand Rapids industry and the need of fortifying Grand Rapids as a center for interior home equipment are the reasons given by William H. Gay, president of the company, for the expansion.

Yet, on the other hand, the Luce Furniture Co., one of the largest manufacturers of furniture in the world, recently turned down a big contract for the manufacture of talking machine cabinets, preferring to give as much of its capacity as possible to the making of furniture.

Enter Manufacturing Field

One of the latest local entrants into the talking machine manufacturing field is the OkeH Record Distributing Co., with a retail store in the New Klingman building. This company, which also has offices in Detroit, has been doing a large business in records, needles, machines and accessories, and now has engaged in the manufacture of the Elite, a popular priced machine with a Universal tone arm.

A New Record Cabinet

This proposition is an assembling one, with various style cabinets being manufactured by the Barry Furniture Co., of Grand Rapids. Already the company is doing a good business in this line, and now has brought out a record cabinet for retail dealers, this device also being manufactured locally.

The cabinet really is a double affair, being di-

vided into the middle so as to give two sets of shelves to contain records. At the side of each shelf is a place for a number, so that it is easy for a dealer to find the record wanted. These cabinets are being placed on the market for retail record dealers. The company also has established demonstrating booths in its quarters, and reports business in both machines and records as excellent.

Retail Warerooms for the Lauzon

A newcomer in local retail circles is the Michigan Phonograph Co., which really is the phonograph division of the Lauzon Furniture Co., of this city. The Michigan Phono Co., which has been handling the wholesale sales end for some time, will continue in that work, but in addition has

FOURTH KNICKERBOCKER RECITAL

Monthly Recital at the Knickerbocker Co.'s Concert Hall Attracts Large Audience

The fourth monthly record recital held at the Knickerbocker Talking Machine Co.'s concert hall in New York on Friday, October 31st, drew a large number of metropolitan Victor dealers. The recital began at 9:45 A. M., and the full list of December Victor record releases were played. During the course of the recital a number of popular song artists appeared in person, and sang some of the songs that will be released on Victor records in December. Among the songs featured were "Jerry," "I Love You Just The Same, Sweet Adeline," "Granny," "Tell Me," "Just a Smile and a Kiss," "Pretty Little Rainbow" and many others.

Abram Davega, vice-president of the company, gave a short talk regarding the pushing of merchandise available, the proper method of ordering, and also the advantage of pushing Red Seal records in preference to those with the black label. Mr. Davega then introduced Mr. Weingarten, the

established a retail salesroom in the National City Bank Building at 156 Monroe Ave., N. W., showing the Lauzon phonograph, which plays all records, also the Emerson records, pianos, player pianos and Q R S rolls. The retail establishment is in charge of George M. Cook and H. W. Knobloch.

Chaffee Bros., retail furniture dealers, have gone into the phonograph game, and are handling the Steinburn machine, selling on the partial payment plan. Business is reported as very good, the firm having carried on an extensive advertising campaign.

Business conditions are reported as satisfactory by practically all retail dealers, especially retail furniture establishments and department stores, most of which are making window displays of machines and records.

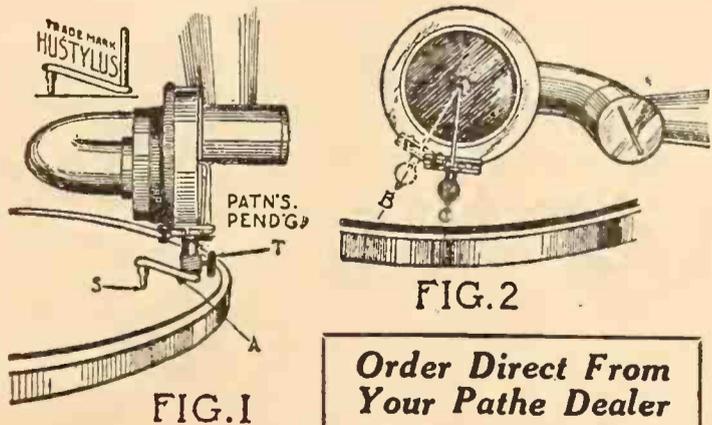
Kuickerbocker advertising representative, who spoke forcefully on the subject of advertising. At the close of the recital all adjourned to the Hotel Theresa where luncheon was served.

SURFMEN RECEIVE VICTROLA

Quick Response to Appeal For a Talking Machine For Coast Guard Crew

It certainly pays to advertise in this day and age as the members of the United States Coast Guard, Station 177, Manteo, N. C., testify. In the last issue of The World was the story of the appeal made by the coast guardsmen for a talking machine to cheer them in their lonely tasks and many people at once took it upon themselves to supply these men with a machine. Through the efforts of Mrs. Pride Jones, chairman of the North Carolina Commission, Hall of States, 27 West Twenty-fifth street, New York, and her daughter a Victrola was obtained and sent at once to the members of the coast guard station who are profoundly grateful for the gift.

With the HUSTYLUS the PATHE RECORD Can Be Played On Any MACHINE



Order Direct From Your Pathe Dealer

Here is the most practical and the simplest device ever introduced to Pathe Dealers.

It is designed for playing the beautiful PATHE records on Talking Machines and phonographs that now play lateral cut records only.

The Hustylus instantly gives any machine a Universal Tone-arm.

RETAIL PRICE, \$1.

BIG MARGIN OF PROFIT FOR THE DEALER—Absolutely Guaranteed

HERBERT & HUESGEN CO., 18 East 42nd St., N. Y.

STEGER
The Finest Reproducing Phonograph in the World

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.

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
Distributors

EMERSON RECORD SALES CO., INC.
6 W. 48th St., New York, N. Y.

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.

COLORADO BEDDING CO.
Pueblo, Colo.

HALL MUSIC COMPANY
246 Pine St. Abilene, Texas

JONES BROS. COMPANY
317 Main St. Jacksonville, Fla.

WARFIELD PRATT HOWELL CO.
Des Moines, Iowa

STEGER & SONS PIANO MFG. CO.
Steger Building, Chicago, Ill.

MODEL 506 \$260

MODEL 506 \$190

MODEL 503 \$140

MODEL 503 \$175

MODEL 502 \$125

MODEL 501 \$100

MODEL 507 \$340

MODEL 500 \$80

MODEL 508 \$390

Featuring the Musical Possibilities of the Talking Machine :: :: By William Braid White

[Note:—This is the 32d 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 oftentimes neglected wholly or in part.—Editor.]

“TALKING POINTS” VS. ENVIRONMENT

When you have something to sell, which has cost you money and for which you must, more or less, create a demand, you have a problem in front of you which comprises more than one element of complexity. When the thing you have to sell is one of many similar things of the same kind, depending for its success upon the sort of selling arguments which you can put in its favor, your problem is highly complex.

Now the art of selling goods at a profit, as it seems to me, may be divided into two parts: one being referable to the great staples of life and the other to its luxuries. When we try to sell a staple or necessary, we depend only upon the simple facts of the case. Sugar, for instance, is known to everybody. Granulated, powdered or brown are household words and their qualities are fixed. They cost so much a pound and that is all there is to it. But a talking machine, an automobile or a piano, is something entirely different. No matter how much one may desire to possess such an article, its possible purchase is approached with feelings in which reason has only a subordinate part to play. By far the greater part of the complex is pure emotion. The remarkable analysis published in the Talking Machine World last month shows in the clearest manner that in the cases of both men and women the most potent argument of salesmen is on tone-quality. Now, by the very nature of the case, judgment of tone-quality is necessarily a purely personal matter. Consequently, one enters here upon a highly debatable field. The salesman must use a line of argument based upon these personal factors. And it is here that the great and much disputed question of “talking-points” comes in.

“Standards of Criticism”

As I remarked above, judgment of tone-quality is not a matter of exact measurement. There are scarcely any standards of critical survey. The musician can say that, in such and such terms, this is or is not a specimen of good tone-quality. The critic can, or it is supposed that he can, distinguish between the work of the two or more

singers, or players, so as to render a more or less accurate judgment as to their relative excellence. But the purchaser of a talking machine has a far harder task to perform, without being, in the vast majority of cases, gifted with any special talents therefor. It is far harder to judge the talking machine reproductions than the direct sounds of voice, violin or band. So when the salesman has to sell his machine on the basis of tone-quality, it is plain that he must pursue one of two courses. Either he must complicate the issue by introducing extraneous consideration, or he must find ways to develop and refine the conditions under which the demonstration is made.

The Extraneous Consideration

The first of these alternatives involves, of course, the consideration of talking points. I am aware that this is a delicate question. The talking machine market shows many machines built upon special acoustic and mechanical principles by men who have studied the problems of reproduction and amplification. The extraordinary variety of design, and of the claims made accordingly, shows both that the field of operations is wide and that the amount of exact knowledge is small. Therefore, it is clear that the judgment exercised by the purchaser must be exercised upon a very limited foundation and as between differences relatively small. The natural temptation on the part of the salesman is to stress the external consideration of the features which are alleged to make his talking machine distinctively excellent; and thus to try to sell the machine on the basis of descriptions of technical facts, trusting that these will enable the hearer to detect the improvements they are supposed to effect.

Technical Talk

Now the experience of piano sellers and automobile sellers is that, in general, technical features do not clinch sales. Even in a field of operation relatively well understood, such as the automobile, technical features are far less important, save in the catalog, than the general reputation of the maker. In the player-piano field, again, technical points are of relatively small importance compared with the consideration of reputation. In the talking machine field, it should seem, the very difficulty and delicacy of the problem of tonal judgment compels the assertion that no description of technical features, or judgments based on them

alone, can be relied on to convey a message of distinct superiority.

That talking points have their uses is of course not being denied. It is not the acoustic or musical value of them which we are discussing, but their effect on their prospect. In a word, it is their sales-value at the time of sale-making which is now under consideration. Let this be remembered in considering the arguments set forth here. I am trying to say, as clearly as possible, “have as many and as perfect acoustic improvements, refinements and features on your machine as you can have; but don't imagine that any description of these alone will sell your machines. Your prospects don't know enough about the matter in the first place, and in the second place the conditions in which they must attempt to frame judgments are highly unfavorable. Therefore, don't frame your sales-talk on the verbal descriptions of talking points alone.”

Environment

But there is yet another side to the question. The essential beauty of talking machine selling lies in the provision or methods whereby the prospect can be enabled to frame judgments which will be satisfactory to him. Now the one best method for helping the prospect lies in the provision of a suitable medium. It is not the question of forcing the prospect to believe in the special set of acoustic or musical judgments which appeal to the seller. The latter's opinion may be better than the prospect's. But that is not the point. The point is that we want to satisfy the prospect; and to do this we must enable him to satisfy himself. “He must sell himself.”

We come back, then, to the environment. To my mind, half and more than half the secret of a successful selling of talking machines lies in the provision of suitable hearing media. This means the provision of suitable booths for demonstration, booths of the right size, with the right sort of sound reflecting construction, with the right sort of hangings and decorations; in short, with every feature adapted to promoting a reproduction, soft, clear and soothing. The prospect does not usually want to hear noise and fury in the talking machine. Women are the great buyers, after all, and their desires are on the whole gentle and charming. The secret of selling talking machines is far more in the direction of environment than in that of technology.



HERE IT IS
The
**FLETCHER UNIVERSAL
TONE ARM and REPRODUCER**

Gives Proper Playing Weights for all Records. No Adjustments Screws or Springs.
SAMPLES \$8.00 Specify 8½" or 9½" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois
THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

CLEVELAND ASSOCIATION MAKES PLANS FOR FALL

Midwinter Meeting and Banquet to Be an Event—
Starr Co. Open Another Store—New Building
for Dreher—Furniture Houses Take on Talkers
Wurlitzer's Hallowe'en Display—Other News

CLEVELAND, O., November 7.—The announcement of District Manager R. E. Taylor, of the Starr Piano Co., that his firm had opened a general store in this city under the management of George E. Miller, came as a surprise to the trade. The new store at 1229 Prospect avenue, directly across a narrow alley-way from the Starr's Huron road musical instrument store, was opened October 26, and large display advertisements in the local daily newspapers featured the new departure. The firm will adhere in this department to its one-price rule in the sale of pianos, player pianos and talking machines. The Starr Piano Co. now operates four musical instrument retail stores in Cleveland and has a chain of thirty-two stores and agencies in northern Ohio, Western Pennsylvania and a section of West Virginia. The firm took over the Wamelink piano concern several months ago, and reports a big expansion of business since the Richmond, Ind., factory ceased making war material for the government.

The biggest musical instrument house deal of recent weeks was the announcement by Henry Dreher, head of the B. Dreher's Sons Co., that the firm had bought the building and unexpired leasehold occupied by the Winton Motor Carriage Co., 1228 Winton road. The building is a six-story structure and the ground floor front will be remodeled. It is built of steel and concrete and is fire proof. The price paid for the building and leasehold was about \$250,000. The Dreher concern proposes to install a department for the general repair and rebuilding of musical instruments, including pianos, player pianos and talking machines, in the building bought, but will not be able to get possession until a year from about January 1, 1920.

"A Million A Year" WHAT'S YOUR SHARE OF MICA 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. { 37th & Brandywine Sts. W. Philadelphia, Pa.
Mines, Dept. { Amelia Co., Va.
Executive Dept. { 1228 Filbert St., Philadelphia, Pa.
Send for samples and quotations now and eliminate your diaphragm difficulties
Immediate delivery of small quantities can be made in the following districts.
SAN FRANCISCO, CALIF.—WALTER S. GRAY
CHICAGO, ILL.—LAKESIDE SUPPLY COMPANY
MONTREAL, CAN.—ARTHUR K. KEMPTON

Huron road already has the Starr Piano Co., the Edison Phonograph Co., the Goodman Piano Co., the Brunswick-Balke-Collender Co., and the Phonograph Co., and was the site of the Wamelink establishment until it was absorbed by the Starr Piano Co.

Among the furniture emporiums which are featuring talking machines and other musical instruments and accessories is the Akron Furniture Co., which announces the organization of "The Mandel Phonograph Club." The campaign started November 1.

The Caldwell Piano Co., branch of the Rudolph Wurlitzer Co., featured a Hallowe'en display of several makes of Victor talking machines in the big show windows, at East Ninth and Prospect streets. Long, dainty ribbons were stretched from the tops of the machines to the show window floor. A talking machine just outside of the main entrance, in good weather, furnished band and other instrumental and solo music for the enjoyment of large crowds of people. As a crowd attraction the outside musical performance of the Victrola proved a big hit.

Frank Wilson, representing a St Louis talking machine firm, was a Cleveland caller last week.

While plans have not been announced by President Herman Wolfe, of the Talking Machine Dealers' Association of Northern Ohio, for the

annual mid-winter meeting and banquet, it has been stated that the affair will be the biggest ever given by the organization. Mr. Wolfe accepted the presidency last winter with the determination to increase the membership and efficiency of the organization and launched a movement for a state-wide association of dealers and distributors of phonographs. A spicy program and some big speakers will be featured during the annual banquet.

"Business with the Victor is booming so far as sales are concerned," said Charles K. Bennett, general manager of the Eclipse Musical Co., Victor distributors. "We can sell Victors as fast as the factory sends them to us and retailers report an ever increasing demand for machines and records."

The Collister & Sayle Co., dealers in Victor machines, featured an interesting window display during Hallowe'en. Victor dogs were arranged in a unique way in the firm's Superior street show window.

The Fischer Co., Pathé jobbers, report an increased business during October with big bookings of machines for holiday season. Conditions were never better.

The talking machine section of the May Co. is selling more instruments than ever, the calls for them and player pianos being beyond the demand.

The Brunswick-Balke-Collender Co.'s Huron road branch is doing a bigger business than ever in Brunswicks, the demand of retailers ever being on the jump. Furniture concerns, like the Barstow-Vincent Co., being among the dealers in Brunswick machines.

The steel strike affected retail sales of talking machines to some extent, as more than 20,000 wage earners in Cleveland have been idle for several weeks. These workers are good patrons of musical instrument stores and many of the workers paid top prices for instruments. This falling off in patronages has not been felt so keenly in Akron, O., 30 miles from Cleveland, where more than 55,000 good wage earners in rubber making concerns have continued their work as usual. Akron has thus fared better than most other northern Ohio manufacturing cities, like Toledo, Canton, Massillon, Youngstown, Cleveland, Elyria, and elsewhere. Elyria is the home of the Garford factory which turns out talking machines.

As yet no arrangements have been made for a talking machine display during the annual Cleveland Automobile Show, in January.

The Oster Bros. Furniture Co., Terre Haute, Ind., has rearranged their talking machine department, making it the most attractive department in Terre Haute.

Don't get left without stock—it will pay you to read our advertisement—see Directory, last page

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

Send for Our Wholesale

HOLIDAY BARGAIN BULLETIN
Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.

COLE & DUNAS MUSIC CO.,
54 W. Lake St. :: :: CHICAGO, ILL.

Ward's Khaki Moving Covers

Distributors

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

YAHN & LANGE DRUG CO.
207-215 E. Water St., Milwaukee, Wis.

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

STREVELL-PATTERSON HARDWARE CO.
Salt Lake City, Utah

OHIO SALES CO.
Beckman Bldg., Cleveland, Ohio

THE REED CO., 237 Fifth Avenue
Pittsburgh, Pa.

CHAS. H. YATES
311 Laughlin Bldg., Los Angeles, Cal.

W. D. & C. N. ANDREWS
Buffalo, N. Y.

THE C. E. WARD CO.

(Well-Known Lodge Regalia House)

101 William St. New London, Ohio

Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom



Grade "D" Cover with No. 3 Straps.



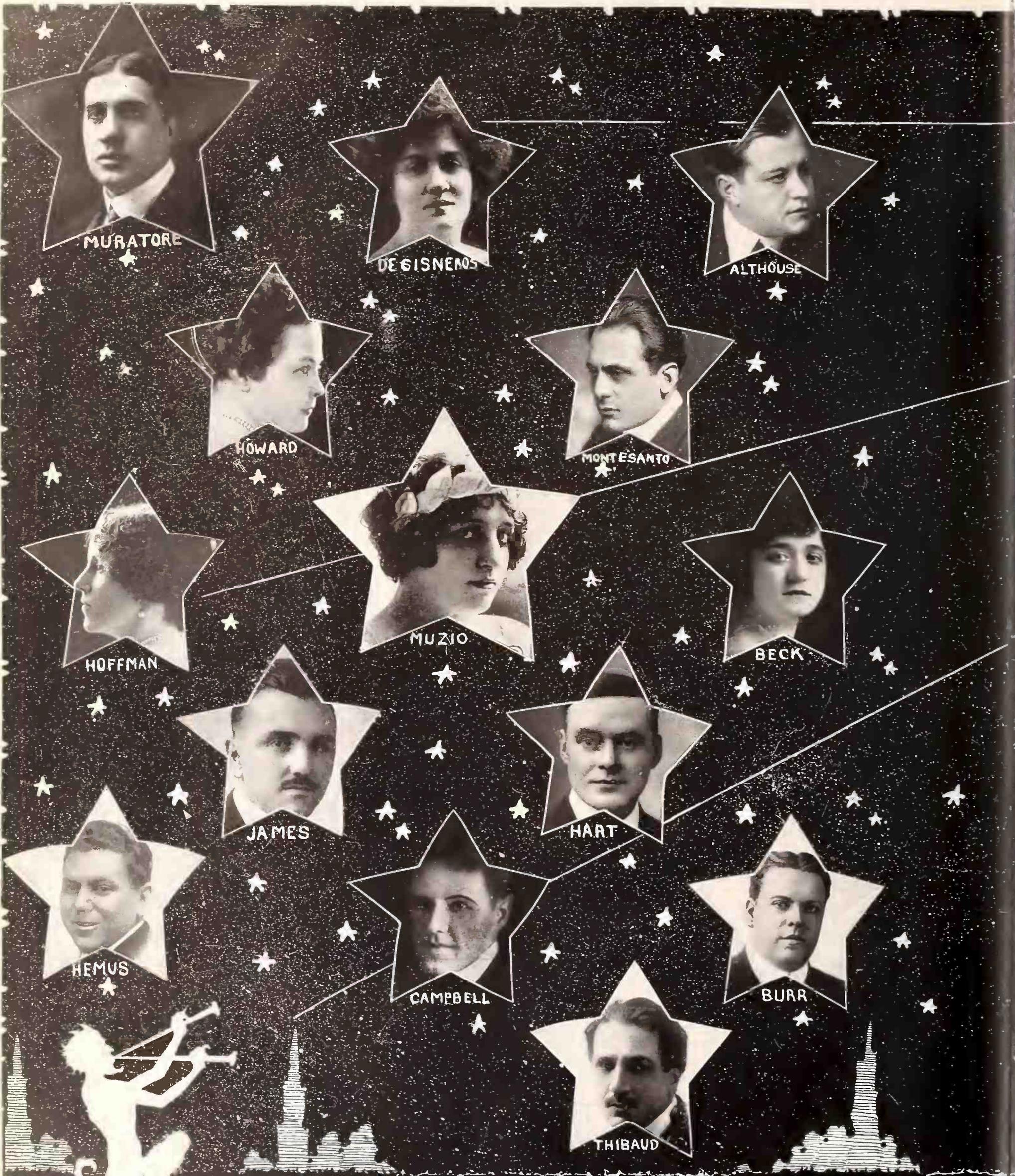
Pathé PHONOGRAPHS
and
RECORDS

A Real Cause For Thanksgiving
PATHÉ-FRÈRES PHONOGRAPH CO.

E. A. WIDMANN, Pres.

10-56 Grand Avenue
81 City Road, London E. C. 1., England

Brooklyn, N. Y.
The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

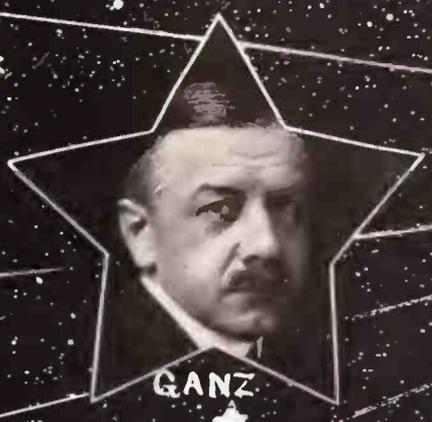


Pathé

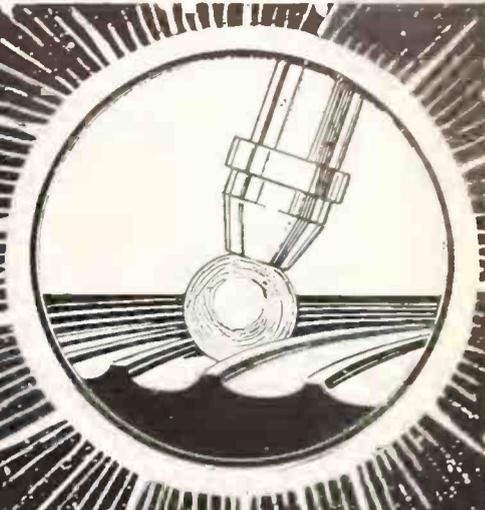




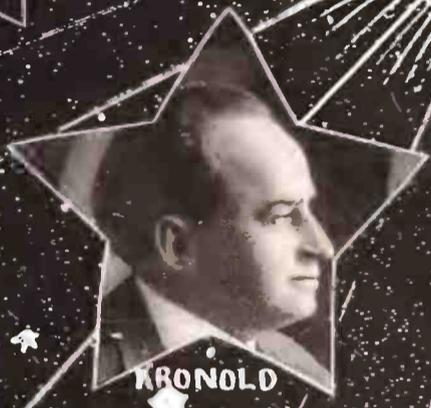
SCHIPA



GANZ



LEGINSKA



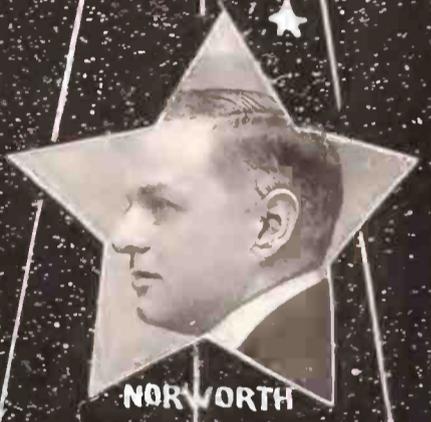
KRONOLD



ASH



GALL



NORWORTH



BAKER



HARE



LEONARD



PATRICOLA



CANTOR



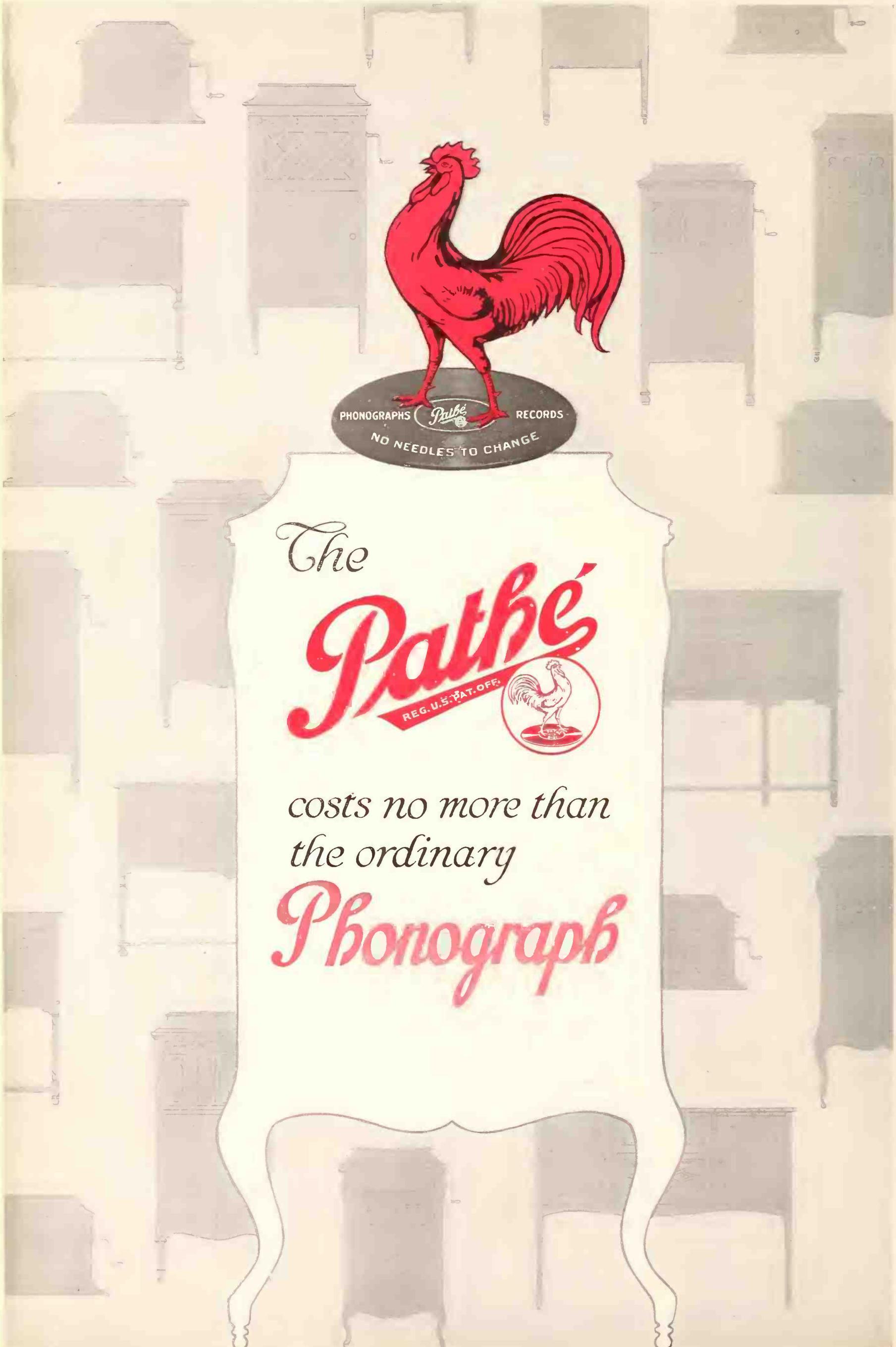
MURRAY



Constellation of STARS



The
Pathé
 REG. U.S. PAT. OFF. 
 costs no more than
 the ordinary
Phonograph



PITTSBURGH PATHE DEALERS MEET

First Annual Convention of Pathé Dealers Held at Fort Pitt Hotel—Dealers Present From Ohio, West Virginia and Pennsylvania.

PITTSBURGH, PA., November 8.—The first annual convention of Pathé dealers, which was composed of some sixty men from all sections of Western Pennsylvania, Ohio and West Virginia, was held at the Pittsburgh Talking Machine Co.'s office last Wednesday. Among the officials of the Pathé Freres Co. of Brooklyn, N. Y., present were Eugene A. Widmann, president, and J. I. Bernat, of the Pathé service department. As a result of the gathering an organization was formed and V. B. Snyder of Latrobe, Pa., was elected secretary. The greater part of the day was spent in the company's distributing offices, where a number of Pathé machines were used in playing the latest Pathé records. Many of the dealers were pleased with the demonstrations of the Actuelle. H. J. Brennan, general manager; Albert Frank, L. S. Stewart and the remainder of the local staff were a reception committee who entertained the visitors. In the evening a banquet was held at the Fort Pitt Hotel. The table was elaborately decorated and in the center was the famed Pathé red rooster. Mr. Bernat acted as toastmaster. The principal address was made by Mr. Widmann, who spoke entertainingly and instructively of the remarkable success and splendid future of the Pathé phonograph and Pathé records. From a baby concern in swaddling clothes four years ago to one of the giants of the talking machine business today, was the theme of Mr. Widmann's address. The reasons for this unprecedented success, one of the greatest achieved in the phonograph business, and the reasons why Pathé is preparing for a 300 per cent. increase during the coming year, were forcefully expressed by him in the course of his talk.

Alexander P. Moore, editor and publisher of the Pittsburgh Leader; Charles Yost, of the Gazette-Times, and Mr. Bernat, of the Pathé dealers'

service department, also spoke on pertinent subjects. Lewis James and Charles Hart, Pathé record artists, famous for their excellent renditions of the most pleasing songs of the day, demonstrated the quality of voices necessary to Pathé recording.

During the evening E. Setzler, Joseph Morris and Leonard Eisenbeis, of Leo Feist, Inc., music publishers, entertained the guests with some of the popular Feist hits. A Knabe piano was used. Carl Bernthaler, the well-known Pittsburgh accompanist, assisted Messrs. James and Hart in their songs. Another feature was the rendering of the Pathé selections on a Pathé art model. It is planned to hold another meeting of the Pathé dealers in 1920.

IT PAYS TO BRIGHTEN THE STORE

A Little Touch of Fresh Paint Will Serve to Attract Most Desirable Attention From Customers—A Case in Point Worth Noting.

There has been much said and written about making talking machine stores attractive and keeping them that way, for the purpose of impressing customers and making them feel as though they should come again to the store. What a little paint, properly applied, will do to enhance the appearance of a store, is convincingly set forth in a recent bulletin sent to its dealers by the Buffalo Talking Machine Co., Victor wholesalers. The bulletin says:

"Today one of our salesmen—an out-of-town man—came to us and said 'Gee, have you noticed what Blank Co. is doing?' We asked just what enterprise it was that caused this outburst of enthusiasm, and were informed that the Blank Co. was putting in a whole battery of booths—eight or ten of them. We asked what part of the store these new booths were being erected in, and were informed that it was on the side of the building 'this way.'

"Now the truth of the matter was, as we informed our salesman, this installation of booths

was not new at all. The booths had been in the store for the past five years, but just had been given a coat of light ivory enamel—and could now be seen.

"We criticised our salesman for being so unobserving, for it is his duty to carefully size up each store he goes into, and he had actually been in this one twice before—though it was not in his territory. But following up our criticism we were generous enough to say that the reason why he had never noticed these booths before was because of the dead appearance of the store. It was positively morgue-like—not a bit of color anywhere—and done in the farthest-north 'arctic-green' that you ever saw in your life. It had been so dark that you could not see ten feet into it from the street. It had been done over in light colors, and, Oh! What a difference!

"If your store is not done in good, bright, clean, colors with an abundance of light, day and night, the store is not as good as it might be, and not nearly as productive of profits as you would like to see it. Stick to bright colors and cheerfulness.

"We have no idea of trying to write you a letter that is any more interesting than the truth, or trying to tell you where your store needs improvement, but the facts are just as we have related them to you. If they interest you, alright—if they do not; alright again.

"We are sure that the man who owns the gloomy old store that we have written you about won't mind a bit, because we have already told him the story before writing it to you, and he states that he fully realizes now what a tremendous handicap he has been working under for the past eight or ten years. Don't forget—bright colors, bright prospects. Dull color—dull prospect. Take your choice; it's your store and your profits—not ours."

Dover & Halverson, Quincy street, Hancock, Mich., have announced that they are planning to take over the building next to them and will use it for their Victor department.

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good

qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

There are three Brooks models, of different sizes, all beautifully carved and finished. Each style may be had with electric motor, if desired.



Model 145

Dealers

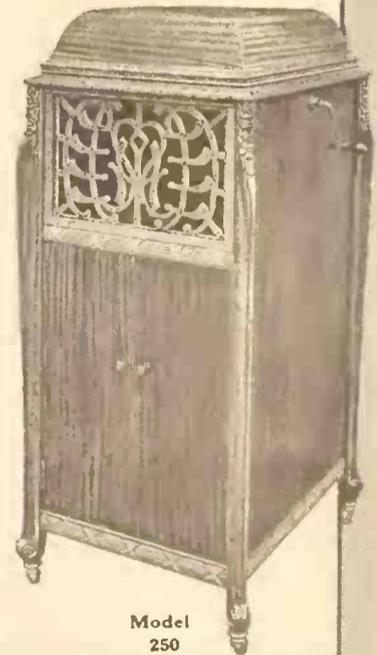
There are some communities where the Brooks is not represented effectively as yet. Perhaps yours is one of these. There is as much profit and satisfaction in selling the Brooks as there is in owning it.



Model 165

The Repeating Device

The Brooks Automatic Repeating and Stop Device is an exclusive Brooks feature. It gives this phonograph a broader scope than any other make and requires no attention beyond setting the needle and turning a little knob.



Model 250

Brooks
The Wonder Instruments

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

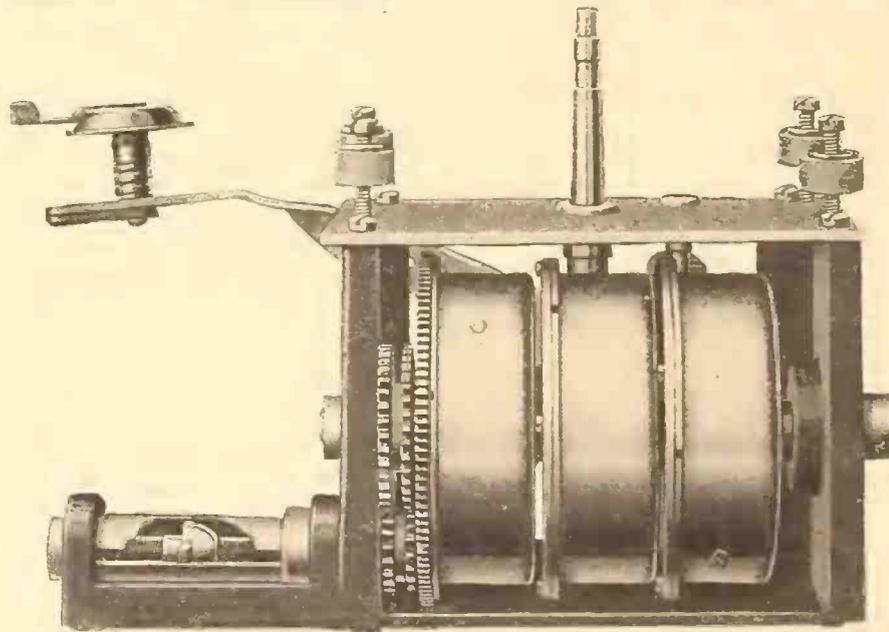
“Standard Troubles!”

Are You Tired of Them?

We were; and that is why we designed and built the

FULTON

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TYPE 3-MW
Showing Safety Winding Device

How many times has the experienced phonograph manufacturer been heard to utter the phrase “Standard Troubles?”

Grown familiar with the faults and defects of talking machine motors, he classes all chronic troubles as “standard” and philosophically lets it go at that.

But the elimination of “standard troubles” is merely a matter of correct mechanical design, no more—no less.

The Fulton motor is different not merely because being different is advantageous, but because it had to be DIFFERENT to be BETTER.

FULTON BROS. MFG. CO.

Remember This:—
Although

There Is No Shortage in Quantity!
There Is Shortage in Quality!

Quality is the end to which we have aspired, and it is quality we have attained. There is a valid reason for every feature of the Fulton spring motor.

It is as near fool-proof as any mechanism can be.

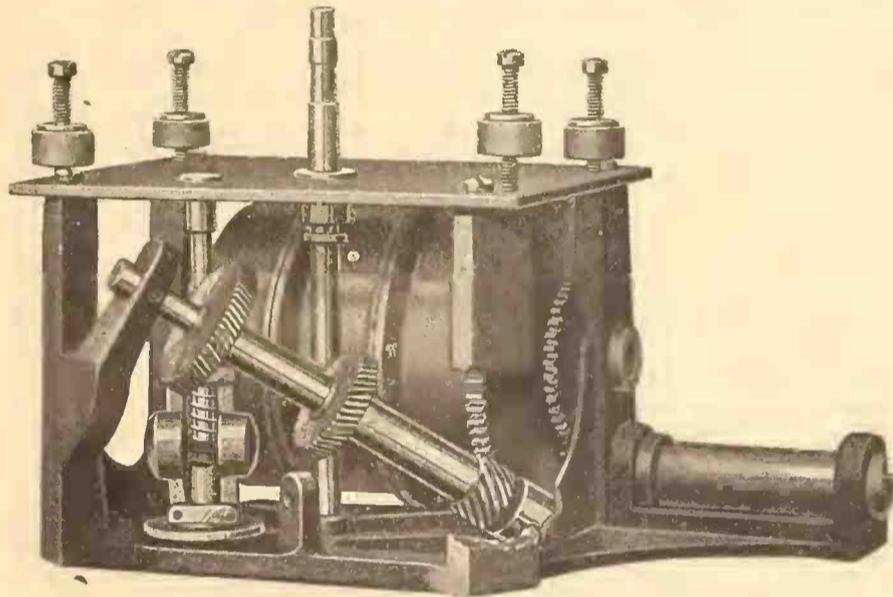
It is impossible to overwind.

There are no governor springs to work loose.

Noiseless operation, true spiral gears, constant speed. vertical governor shaft, *no adjustments*; these are only a few of the distinctive features of the

FULTON

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TYPE 3 MP
Without Safety Winding Device

Furthermore, the Fulton is sold under the following
GUARANTEE

"ALL FULTON products are made by expert workmen in a shop properly equipped. All material is purchased with full knowledge of the requirement of each part. Therefore, the Fulton Bros. Mfg. Co. unhesitatingly guarantee all their products against any defect in material and workmanship and will replace any part returned to the factory and found by them to be defective.

This guaranty does not cover the wear from long use, accident or abuse which will result inevitably in any mechanism. This guaranty does not cover spring breakage, although the use of our winding device, if undisturbed, will prevent the breakage of springs unless the material is defective. Therefore, it is our policy to be much more liberal in the matter of spring replacement than any other manufacturer can afford to be.

Owing to our standard of excellence in equipment, material and personnel and our established superiority in design it is our intention that this guaranty shall cover everything that is implied in our claim as follows:

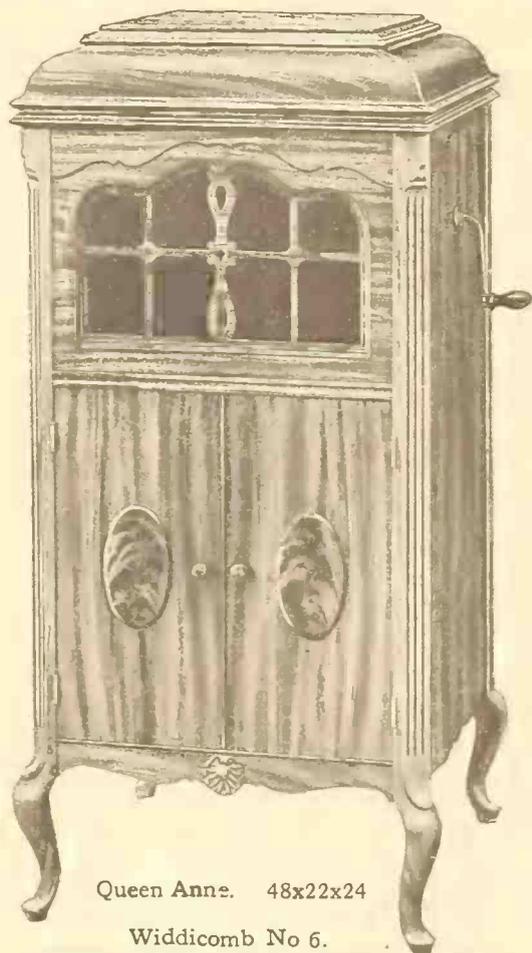
THE FULTON MOTOR IS THE BEST PHONOGRAPH MOTOR MADE."

It costs no more; it gives better service. Then—will it pay you to INVESTIGATE?

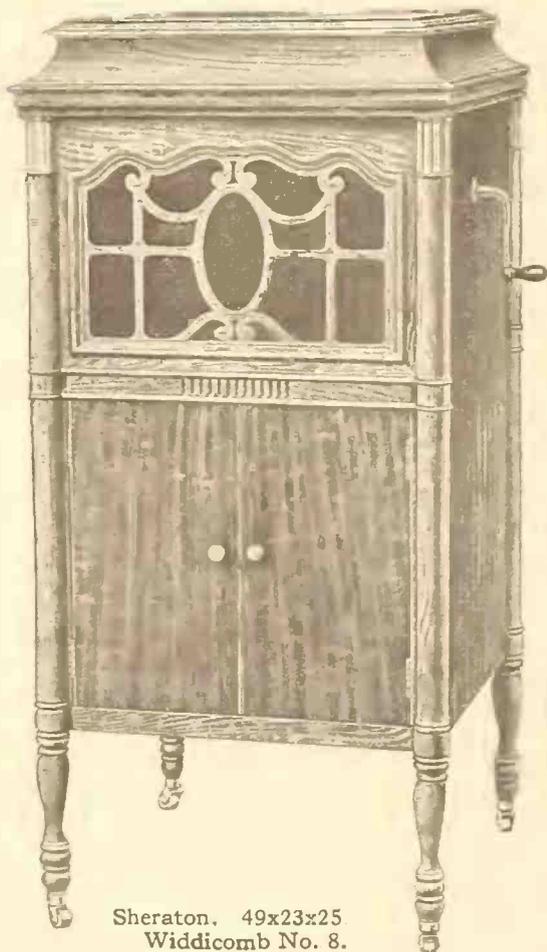
WAUKEGAN, ILLINOIS

In the Holiday Rush

for talking machines of every kind *Widdicomb* dealers will feel that satisfaction which invariably goes with the *consistent* sale of *Widdicomb* Phonographs.



Queen Anne. 48x22x24
Widdicomb No 6.



Sheraton. 49x23x25
Widdicomb No. 8.

The Widdicomb
A FINISHED
PRODUCT

is distinctly a quality Instrument calculated to enhance the reputation of reliable merchants whose clientele is made up of discriminating music lovers.

Made for the dealer who wants bigger, better value, more substantial profits and a steady flow of come-back sales.

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan

GEO. C. ALLEN LEAVES FOR HOME

Australian Sonora Representative Starts on Long Return Journey—Has Been Here Nine Months Studying American Business Methods

George C. Allen, of Allen & Co., Sonora dealers, Sydney, Australia, started on his return journey on October 31. Mr. Allen has been in this country for the past nine months studying American methods in talking machine manufacture and distribution. In a chat with *The World* on the eve of his departure for San Francisco Mr. Allen said that the talking machine industry in Australia has been going through the same processes of evolution as in the United States, and the demand for the Sonora, for which his house is the sole agent, is growing steadily. Prejudices against the talking machine, like the prejudices found in this country not so many years ago, are dying out with the better education of the people along musical lines and he expressed the view that in the near future the Australian market would be as large, comparatively, as it is here. Mr. Allen had a hard time getting to the United States last spring, being held up in many places by various mishaps, and spent nearly two months on the journey across the Pacific from Sydney.

REAL AFRICAN JAZZ ONE-STEP

The "B-Hap-e-One-Step" as played by the Louisiana Five for the Edison records has been cited as an example of real jazz, the kind which had its origin in the wierd, blending harmonies of the West African Coast. In this type of music the various instruments used in jazz music each have a particular part to play and the ensemble is what we know today as jazz, but is in reality not very different from the primitive music of the West Africans.

ST. LOUIS FIRM BUYS BUILDING

The American Fixture & Showcase Mfg. Co., St. Louis, Mo., has purchased the building at the corner of Tenth street and Franklin avenue and is making improvements on this property. This plant will be used largely in the manufacture of talking machines of which more news anon.

'INCORPORATED

The Plymouth Phono-Parts Co., Madison, Wis., has been incorporated with a capital of \$50,000 by George C. Trotter, H. W. Bolens and W. H. Thommen.

VITANOLA PUBLICITY BY AIRPLANE

Des Moines Jobber Has Scheme to Popularize Name of Vitanoia and Link the Dealer With the Product—Cards Dropped From Plane Help Plan

DES MOINES, IA., November 1.—An advertising campaign for popularizing the name of a talking machine was recently begun by E. H. Jones Piano Co., 408 Shops Building, this city, which has made several deliveries of Vitanoia machines by airplane. DeWitt Jones outlines the plan as follows:

"In every town where this airplane stunt is to be pulled off the dealer works in conjunction with it by having a little advertising and a special sales conference. He begins by advertising that he is going to open a club of twenty-five machines. Twenty-five people come in and purchase a machine. They buy it outright, sign a note for it, paying ten dollars down and ten dollars a month. When they have signed up the contract and made the first payment of ten dollars the dealer presents them with a card sixty-five inches long by three inches wide.

"For instance, in the case of Mr. Pickard in Marshalltown, Ia., the individual who writes on one side the words, 'Pickard sells Vitanoia phonographs,' the most number of times in the neatest hand writing gets his Vitanoia free with the exception of the ten dollars he paid on it. This is the first prize. The second prize gets a discount of \$20 on the machine, the third gets a discount of ten dollars. The judges in this case were the mayor of the town, the Catholic priest, the superintendent of schools and the Protestant minister. You can readily imagine that this works for great Vitanoia publicity. Everybody who goes into the contest has to write the word Vitanoia and has to write it in conjunction with the dealer who sells them. This is good publicity and publicity which we think is bound eventually to pay."

A phonograph received shows the first advertising stunt of this kind pulled off. The first trip was made to Indianola, Ia. The next trip of this kind will be made to Winterset, Ia., following which there will be others to Rippey, Nevada, Marshalltown, Hampton, Newton, Chariton and a number of others in which the E. H. Jones Piano Co. has dealers located. Besides delivering the machine by air from the jobber to the dealer, the aviator while flying over the town in which the instrument is to be delivered drops from 15,000 to 20,000 cards advertising the Vitanoia upon the town and surrounding country.

Only 5 Weeks
TO
CHRISTMAS

AND LESS THAN THAT
UNTIL THE
HOLIDAY RUSH BEGINS

WHAT ARE YOU
GOING TO DO TO
GET YOUR SHARE
OF THE CABINET
TRADE?

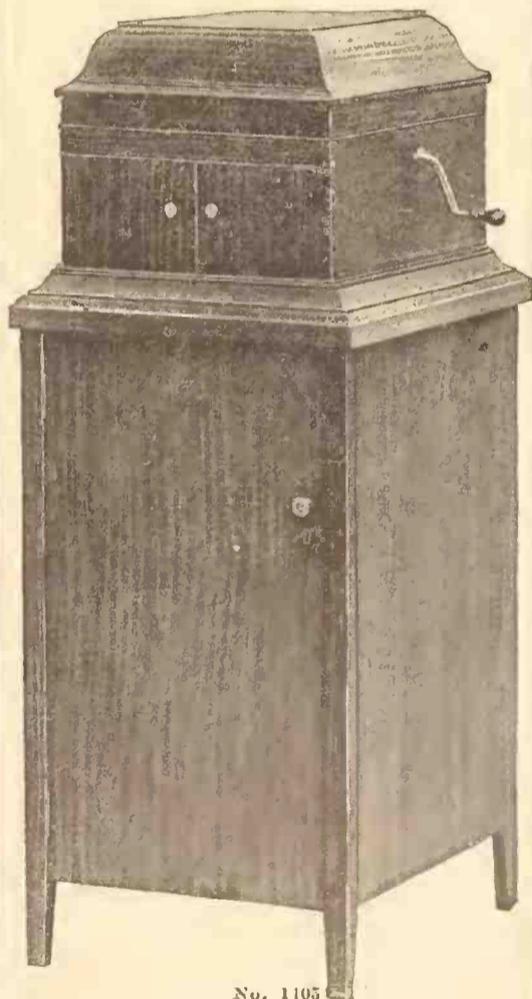
From 25 to 40 per cent. of your customers are prospects for Record Cabinets. They can be turned into Cabinet Buyers without fail if you can offer them

**UDELL
CABINETS**

instead of "just" cabinets.

And the ultimate profit and satisfaction are positive.

One of our popular styles:



No. 1105
(Horizontal Shelves)
For New Vitanoia IX-A

Height, 36 1/2 in. Width, 19 in. Depth, 22 1/2 in. Holds 10 Victor albums. Mahogany Front or Quartered Oak Front. Average weight, 90 pounds.

[If vertical interior is desired, order No. 405.]
[If felt interior is wanted, ask for No. 405F.]

Catalog on Request

THE UDELL WORKS
1205 West 28th Street
INDIANAPOLIS, IND.

Let's get together

And talk over the Veeco motor proposition. The possibilities of this efficient drive for talking machines are most attractive. A large majority of homes today are equipped for electricity, and the owner of a phonograph in such a home is an excellent prospect for the dealer. Think of the thousands of owners who would be interested in having their machines electrically equipped at a small cost and in a few moments' time. Any dealer has dozens of prospects on his lists, and these prospects mean an increase in his bank account.

The Veeco motor is a large asset to the manufacturer as well, being particularly effective in the period models. For both manufacturer and dealer the Veeco motor is a money-making proposition. The motor runs on any 100-125-volt current. Special motors for other voltages. Furnished mounted on 12 or 12 1/2-inch mahogany board, or unmounted without board. Let us hear from you. Write us now, to-day.

THE VEECO COMPANY 248 Boylston St.
BOSTON, MASS.

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

Hear
The Living
Voice

STARR
Phonograph

The Singing Throat

of the STARR Phonograph carries faithfully to the ear the actual voice of the singer or the tone of the instrument.

The singing throat is made of silver grain spruce — the music wood in the famous Stradivarius and Cremona violins — because it is most perfect for conveying sound waves in original purity.

Ask for a Starr "hearing."

The Starr Piano Co., Richmond, Ind.

Los Angeles New York Birmingham, Ala.
London, Can.



Style III

SECURING "TALKER" PROSPECTS BY WATCHING THE PAPERS

The General News Columns of The Daily Papers Contain Many Items Which Will Serve to Furnish the Live Talking Machine Salesman With Leads For Future Customers

Talking machine dealers and salesmen are ever on the watch for new ideas which may be used as sales arguments to induce prospective buyers to become owners of talking machines. They are constantly searching for new prospects, scanning the marriage and obituary notices in the daily papers, working on the theory that a newly married couple will want an instrument when they come to furnish their home. In looking over the death notices to see if money has been left they think that the widow will want a good investment in her home to help lessen the cares and sorrows of life after the loss of her husband. To be sure this practice may be justified and sometimes produces results, but it is too limited in its scope. Better arguments are needed.

The daily papers in their news columns have many points of interest which salesmen can turn into good sales arguments. The lives of prominent men of wealth and social position almost invariably offer excellent examples of the place of music in the daily life of every individual. Andrew Carnegie has given millions to the cause of music, he has founded schools and fostered innumerable organizations all directed to the same end, that of advancing the cause of music throughout the country. Upon the death of Frank Woolworth it was found that he was devoted to the use of the great organ he had installed in his home. Almost his sole recreation from the strain of business was in music. Otto H. Kahn is not only the moving spirit in the grand opera of this country, but he is an accomplished player of several instruments himself. A. D. Juilliard, the great textile commission merchant, left a bequest of \$5,000,000 for the teaching of music. Eastman made provision for the founding of a music school. In all these gifts brought to light by the wills of various men there is food for thought for the music salesman.

But gifts by living men have more effect on the public than posthumous bequests, for the donors are continually in the public eye. When such donations occur salesmen have a splendid opportunity to use effective publicity on their prospects. To show that the most successful men and women in this country are interested in music and have music rooms and instruments of the finest quality in their homes makes an impression on the average

citizen. Salesmen can develop many arguments, using as their basis the facts which can be obtained from the daily papers.

By watching the news as it comes and intelligently analyzing it the salesman can change and improve his ideas constantly. He can get away from the old stock arguments which have been used so long that they have become bywords known to every layman. With the rapid growth of the talking machine industry and the general educational campaigns carried on by manufacturers and other organizations new ideas are needed.

Intelligent arguments must be used to convince the public, for the public is becoming better informed on all matters relating to talking machines, both technically and artistically. New ideas and new arguments which are up to date and in conformity with the developments are necessary.

More and more music news is getting into the daily newspapers. Special music pages are spreading the facts of the music industry broadcast. The growth of the industry in the commercial world makes its news important and the business pages of the papers publish talking machine news as never before. Everyone is becoming better acquainted with such matters and with this better information comes a demand for facts. These facts must be furnished by the salesman or dealer, and it is to him that the buyer comes when looking for facts concerning this machine or that.

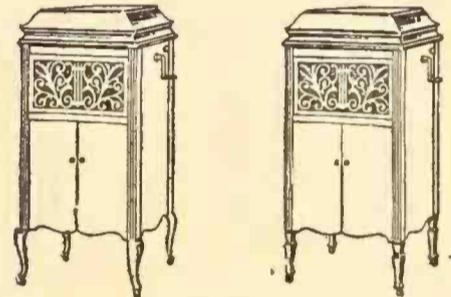
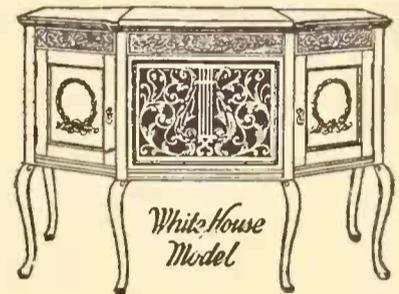
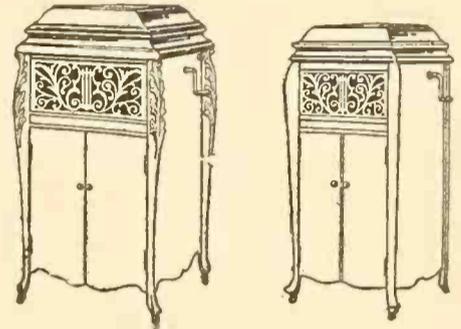
Realizing this, the live salesman should form the habit of looking over the daily papers not only for the general news, but its application to his particular industry. Examples of fine music studios or rooms in some of the best-known homes in the country should be brought to the attention of his customers. By so doing he will arouse in them the desire to have in their own homes musical instruments in keeping with their means and positions. As his customers increase in prosperity he should see to it that they have impressed upon them their own need for better musical facilities. By citing examples where this has already been done he can add weight to his arguments. In order to have these examples the salesman must be abreast of the times in regard to what is being done in musical circles. This can only be done by keeping up with the news through the medium of the daily papers and the magazines of the country.

NEW STORE FOR SOUTHERN DEALER

The Cavdioto Piano Co., Lexington, Ky., Columbia, Starr and Hiawatha dealers in that city, will move into a new location on or about November 15. The business of selling talking machines and records has grown with the expansion of the town and two new motor trucks have been added to the store equipment. The new store will be located at 120 South Limestone street.

Among the many beautiful gifts to be received by Miss Virgilia Hylan, daughter of Mayor Hylan, of New York, on the occasion of her marriage a couple of weeks ago, was a handsome Adam Period Grafonola, the gift of her uncle.

Announcing the
New 1920
Playerphone
MANUFACTURED BY
PLAYERPHONE TALKING MACHINE CO.
D.W. MCKENZIE, CHICAGO, ILL. PRESIDENT
W.D. CALDWELL, TREASURER



The
GREATEST PHONOGRAPH IN AMERICA FOR TONE, QUALITY and BEAUTY. ELEVEN DIFFERENT MEDIUM SIZED MODELS. PLAYS ALL MAKES OF RECORDS PERFECTLY

Dealers desiring to handle a high grade phonograph for the big fall and holiday trade should communicate with us direct or with any of our jobbers listed below:

- Berry, Demoville & Co.,
Nashville, Tenn.
 - John B. Bond, Little Rock, Ark.
 - Chapman Drug Co.,
Knoxville, Tenn.
 - Clawson & Wilson, Buffalo, N. Y.
 - Day Drug Co., Akron, Ohio
 - Des Moines Drug Co.,
Des Moines, Iowa
 - L. S. DuBois Drug Co.,
Paducah, Ky.
 - Hornick, More & Porterfield,
Sioux City, Iowa
 - Reid Lawson, Inc.,
Birmingham, Ala.
 - Chas. Leich & Co., Evansville, Ind.
 - A. C. McClurg & Co.,
352 E. Ohio St., Chicago, Ill.
 - Oklahoma Book Co.,
Oklahoma City, Okla.
 - Orchard & Wilhelm Co.,
Omaha, Nebr.
 - Twin City Talking Machine Co.,
Uhrichsville, Ohio
 - Van Vleet-Mansfield Drug Co.,
Memphis, Tenn.
 - Waco Drug Co., Waco, Texas
 - H. W. Williams & Co.,
Fort Worth, Texas
- Some Desirable Jobbing Territory Still Open
Manufactured by
PLAYERPHONE TALKING MACHINE COMPANY,
338-352 N. Kedzie Ave.,
Chicago, Ill.

What More Can You Ask

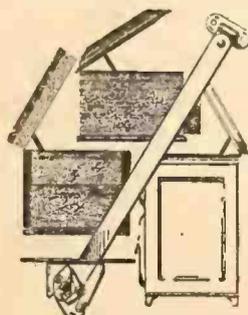
All the features that go to make a talking machine *Profitably Salable* you will find as regular equipment of *Magnola*: "Built by Tone Specialists."



Watching The Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. ATLANTA, GA.



New Automatic Cover Support

Practical—Inexpensive
Fool Proof

Made in two different styles
No. 1 Fit Cover at any angle
No. 2 Hinge Plate bent to Fit Cover

Samples on Request
Quantity Discount

AUTOMATIC COVER SUPPORT MFG. CO.
54 JONES STREET NEWARK, N. J.

HOLIDAY TRADE IN BUFFALO PROMISES TO BE RECORD BREAKER

Christmas Rush Expected to Be Bigger than Ever—Denton, Cottier & Daniels Celebrate First Anniversary of Vocalion Agency—Trade Shows Activity—Other News

BUFFALO, N. Y., November 8.—Despite strikes and other industrial unrest in Buffalo the talking machine trade during the coming holidays promises to be a record-breaker. Thousands of citizens, who last Christmas put off the purchase of talking machines, are pretty sure to buy these Yuletide gifts this year. Even with a number of persons here—principally steel workers—unemployed, there remains a great army of men and women who are still earning good money. The craze for spending almost their last dollar has seized Buffalonians, the same as residents of every other city or hamlet in the United States. If their great amount of cash has to be extended, why not use it to worth-while advantage? The logical merchandise to buy—something that will bring lasting joy and satisfaction in the home and knit together its members—is talking machines, so argue local dealers. This appeal seldom goes wide of the mark, if present heavy sales are any criterion. Early orders for holiday goods were placed by most of the live talking machine dealers in this city. It is expected that when the Christmas rush is in full swing they will not have a sufficient supply to fill the demand, but nearly all will likely have a fair amount of goods to make a profitable showing at the end of the year. The short-sighted ones who erroneously figured that the authentic information given out in advance as to the shortage of materials and the

constantly advancing costs of labor and supplies, was only a scare, so that the manufacturers could sell more goods, are now mentally perturbed. They are spending real money on telegrams and rail road fares in their efforts to scour the markets for sufficient goods.

“Good talking machines are an economy” and “Service and satisfaction” are slogans being played up by most of the talking machine stores in this city. These points are emphasized: that just now cheap machines mean inferior materials and inefficient labor; that the purpose of superior machines is “not to catch the eye with a low price tag” and that the talking machine standards of firms carrying on these quality campaigns are not being lowered by the increased cost of everything that goes into this merchandise.

Denton, Cottier & Daniels recently celebrated the first anniversary of their representation of the Aeolian-Vocalion in Buffalo. In honor of the great popularity of this line in this territory the Aeolian Co. has just reprinted in this city's newspapers a page ad. which appeared here a year ago. The advertisement in question announced that Denton, Cottier & Daniels had then taken over the agency of the Aeolian-Vocalion and the new Vocalion record. One feature of this fine publicity was drawings, showing Aeolian Hall, New York, and Denton, Cottier & Dan-

Specialized Manufacturing Production for
the Phonograph Trade

H.K. Lorentzen

“They buy at a place where prices compete, where Quality must always excel.”
Only one of the reasons our business is growing. “We serve all our customers well.”

NEEDLE CUPS, BRAKES, COVER
SUPPORTS, REGULATOR DIALS, etc.

What Is Your Need?

Correspondence invited—
Orders promptly attended to

60 Grand Street New York City

iel's palatial store. A glowing tribute was then paid to the last-named concern.

Manager Scott, of the William Hengerer Co.'s Victrola department, reports that four new booths have been added to that section of the store. The department occupies a delightful place on the eighth floor, overlooking a part of Lake Erie.

The Utley Piano Co., Inc., Edison and Brunswick dealers, is already reaching out for holiday trade in talking machines.

The Teck theatre building, in which the Winegar Piano Corp. is located, has been sold to Jacob J. Schubert. It is said that the change in ownership will not affect the piano firm's lease.

The Buffalo Orpheus, a local singing and social organization, recently celebrated its fiftieth anniversary. George H. Moessinger, of C. Kutzmann & Co., is treasurer of the Orpheus, and Charles F. Bricka, of Bricka & Enos, New Edison dealers, is vice-president.

Frieda Hempel, New Edison artist, recently sang at Elmwood Music hall. In connection with her appearance the following firms advertised “that they would be glad to re-create her voice by means of the New Edison,” Bricka & Enos, Frank Ehnfried, Charles J. Hereth, Utley Piano Co., Inc., and Zittel-Kreinbender Co.

The Buffalo Wholesale Hardware Co. is advertising the Pathé phonograph extensively in the local newspapers. The concern is wholesale distributor for the Pathé-Freres Phonograph Co. in New York State and Northern Pennsylvania.

The Rudolph Wurlitzer Co. is holding a successful removal sale prior to going into its palatial new home in Main street, near Tupper.

Maj. Hal H. Noyes, who formerly traveled for W. D. & C. N. Andrews, recently related some of his interesting experiences in the Motorcycle Corps in Europe before the Masonic Club at Auburn, N. Y. What specially pleased the large body of men present was a description of his activities in Italy, of which few Auburn men knew by direct experience.

E. M. Statler, president of the Hotel Statler Co., which has hotels in many of the big cities of the United States, is planning to erect a large hostelry on Niagara Square. Expensive talking machines, pipe organs, etc., are seldom omitted in the equipment of the Statler hotels.

Three new entrances to J. N. Adam & Co.'s Victrola department have been built. The department is being enlarged and various other improvements are being made. F. E. Russell, manager of this department, is preparing for a lively holiday rush.

Albert Schuler, of the Albert Schuler Piano Co., is building a new home on his farm at East Concord, N. Y.

King Albert of Belgium and his royal entourage recently visited the Larkiu plant, which handles ing machines and records. Buffalo's talking machine stores were appropriately decorated in his honor.

COTTON FLOCKS

.. FOR ..

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



No. 10
FOR VICTOR
PRICE 35c

NEEDED

ON EVERY

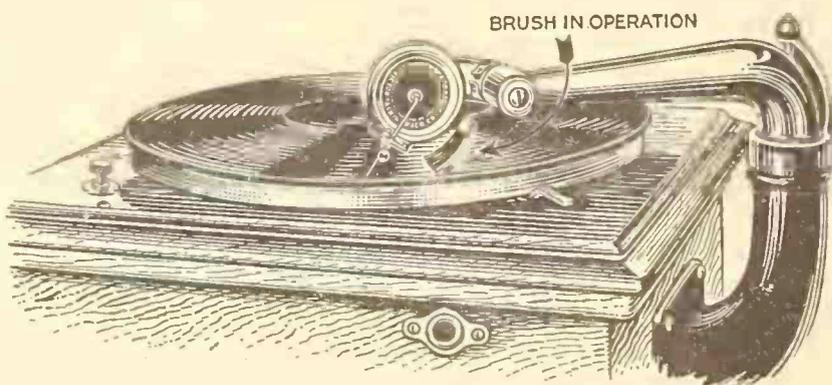
Victrola and Grafonola



No. 20
FOR COLUMBIA
PRICE 25c

The *Cleanrite* RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET



Saves
Records

and
Labor
of
Cleaning

It does the work automatically and once
attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman
TALKING MACHINE CO.

81 Reade Street Near Church St. New York

Victor Distributors



A Startling Confession

Of Vast Significance to You and Me

I am in good standing and popular all over the world. I am esteemed and respected by all who really know me. I am looking for work—more work. I just love to work long hours—evenings, holidays and Sundays.

I am a good “mixer” in all classes of society and a charming entertainer—a wonderful imitator—in very truth, a magician. I sing and speak, like a native, in every language and every dialect under the sun and I play every musical instrument with the skill of a master.



I AM A MIGHTY CLEVER SALESMAN

YOU need me in your business and I am ready to go to work—write or wire—I will take the first train and bring all my Auxiliary Forces with me. We will co-operate and harmonize with your regular sales force. Our service is free. We reduce your expense and increase your profit.

WE will go out into the highways and byways and fetch people into your store for Phonographs and Records. Then we will follow them right into their own homes and make them come back for more—again and again—that's the secret of our success. We are doing it for others—WE CAN DO IT FOR YOU.

By permission I refer to any of the representative progressive business houses listed below.

My Name Is **“Tonofone”** And I Am
The Universal Talking Machine Needle Supreme!

I PLAY all Records—any machine. I play 50 Records without a change. I get all the tones but not the scratch. I make all Records better—make old Records like new.

I come 4 in a package, to retail for 10c and a carton of 100 packages (400 guaranteed Tonofones) sells to the retail dealer anywhere in the U. S. A. for \$6.00 net—sample needles, advertising leaflets and BEAUTIFUL EASEL-BACK WINDOW POSTER FREE.

I HAVE set a new standard in phonography—the oldest, the biggest and the best people in the trade say so—musical critics say so—everybody says so and what everybody says must be so.

Winter Time is Your Harvest Time! Come On! Let's Get Busy!
Not Tomorrow—Today. Send Your Order to Any Address Below.

U. S. TONOFONE DISTRIBUTORS

REVISED LIST TO DATE

- REED PHONOGRAPH CO., Inc., 237 Fifth Ave., Pittsburgh, Pa.
- WORLD PHONOGRAPH CO., 736 Tilden St., Chicago.
- ARROW SUPPLY CO., Cable Building, Chicago.
- ARCADIA MUSIC CO., INC., 33 Peachtree Arcade, Atlanta, Ga.
- ROE-BROWN COMPANY, 662 South Fourth St., Louisville, Ky.
- WALTER S. GRAY, 942 Market St., San Francisco, Calif.
- M. D. SWISHER, 115 S. Tenth St., Philadelphia, Pa.
- ASSOCIATED FURNITURE MANUFACTURERS, 1209 Washington St., St. Louis, Mo.
- A. C. McCLURG & CO., Chicago.
- ALEXANDER DRUG CO., Oklahoma City, Okla.
- E. R. GODFREY & SONS CO., Milwaukee, Wis.
- MURMANN PHONOGRAPH CO., 1318 Olive St., St. Louis, Mo.
- RICHARDS & CONOVER HARDWARE CO., Kansas City, Mo., and Oklahoma City, Okla.
- LYRE-OLA MFG. COMPANY, INC., 2108 Olive St., St. Louis, Mo.
- M. SELLER & CO., 5th and Pine Sts., Portland, Oregon.
- HOEFFLER PIANO MFG. CO., 304 W. Water St., Milwaukee, Wis.
- BALDWIN-MILLER CO., 304 State Life Bldg., Indianapolis, Ind.
- ARMSTRONG FURNITURE CO., 59-61 N. Main St., Memphis, Tenn.
- KRAFT, BATES & SPENCER, 156 Boylston St., Boston, Mass.
- W. L. WEAVER, Sumpter Bldg., Dallas, Texas.
- SMITH-WOODWARD PIANO CO., Houston, Texas.
- PLAZA MUSIC CO., 18 W. 20th St., New York City.
- WADE TALKING MACHINE CO., 18-20 N. Michigan Ave., Chicago.
- JESSE FRENCH & SONS Piano Co., Montgomery, Ala.
- BOND'S GRAPHOPHONE SHOP, 38 Arcade, Nashville, Tenn.
- C. C. BAKER, 43 South High St., Columbus, Ohio.
- THE L. C. PENN CO., Mt. Vernon, Ohio.
- THE KRUSE & BAHLMANN HARDWARE CO., Pioneer St., Cincinnati, Ohio.
- THE DAY DRUG CO., 35 South Howard St., Akron, Ohio.
- CONSOLIDATED TALKING MACHINE CO., 227 West Washington St., Chicago.
- McKINLEY MUSIC CO., 1507 E. 55th St., Chicago.
- JAMES I. LYONS, 17 W. Lake St., Chicago.
- GOLDBERG PHONOGRAPH STORE, 167 Gratiot Ave., Detroit, Mich.
- THE BRUNSWICK SHOP, 125 E. Kearsley St., Flint, Mich.
- MORLEY BROS., Saginaw, Mich.
- LANSING PHONOGRAPH CO., 207 S. Washington Ave., Lansing, Mich.
- MICHIGAN PHONOGRAPH CO., 156 Monroe Ave., Grand Rapids, Mich.
- RAE & MAXWELL, 711 Jefferson Ave., Toledo, Ohio.
- J. W. POOL MUSIC CO., Huntington, W. Va.

- ROANOKE CYCLE CO., 103 Campbell Ave., Roanoke, Va.
- SOUTHERN FURNITURE CO., 212-214 King St., Charleston, S. C.
- HAVERTY-RUSTIN FURN. CO., Columbia, S. C.
- HAVERTY FURNITURE CO., Savannah, Ga.
- STARR PIANO CO., 15 N. Ocean St., Jacksonville, Fla.
- STARR PIANO CO., Richmond, Ind., (and branches)

FOREIGN TONOFONE DISTRIBUTORS

REVISED LIST TO DATE

- A. TARTIKOVER, Sydney, Australia (P. O. Box 2318).
- QUEVEDO & CABARGA, 5 O'Reilly, Havana, Cuba.
- HAVANA TRADING CO., 19 Obrapia, Havana, Cuba.
- GENEVA CUTLERY CO., LTD., Old Sergeant's Inn Chambers, 5 Chancery Lane, London, E. C.
- HERBERT F. SOLLY, LTD., 12 Hatton Garden, London, E. C.
- M. I. BENDERSKI, 15 Rue de la Reynie, Paris, France.
- GIOVANNI ALBERTINI, 10 Via Carducci, Milan, Italy.
- WILLIAM JOEL, Apartado 230, Tampico, Mexico.
- ALFREDO KRAUS, Apartado 573, Tampico, Mexico.
- NICHOLAS OUDIE, Apartado 2020, Mexico City, Mexico.
- ARNALDO SALGUEIRO, Rua Dr. Souza Viterbo, 42-20 Oporto, Portugal.
- PEDRO SUNER RAFART, Alta San Pedro, 59, Barcelona, Spain.
- PHILIP GOODMAN, 1-2-3 Anglo African Bldgs., Johannesburg, South Africa.
- JOSE A. AEDO, Avenida de Mayo 560, Buenos Aires, Argentina.
- JOHN S. de FREITAS & CO., Georgetown, Demerara, British Guiana.
- ANTONIO PUERTO, Bogota, Colombia, S. A. (P. O. Box 331.)
- HENRY PETTENCOURT, Rio de Janeiro, Brazil.
- ARTHUR K. KEMPTON, 205 Drummond Bldg., Montreal, Canada.
- CONNELL BROS. COMPANY, Shanghai, Hong Kong, Manila and Singapore.
- COLOMBIA TRADING CO., Barranquilla, Colombia.
- COLOMBIA TRADING CO., Cartagena, Colombia.
- HERMAN DAREWSKI, LTD., 148 Charing Cross Road, London, England.
- DESOUCHES, 148 Ave. Malakoff, Paris, France.
- GARISCH & CO., Via Lazzaretto No. 3, Milan, Italy.
- LOUIS VELAZQUEZ, San Juan, Porto Rico.
- CASA EFRAIN BAND, Casilla 1344, Santiago, Chile.

Note.—People everywhere ask—what is the secret that brought Tonofone into such wonderful, universal popularity in so short a time? No secret at all. Just a persistent campaign of publicity, backed up by absolute sincerity, based on positive merit.

EASTERN AND EXPORT DEPT.
160 BROADWAY
NEW YORK CITY
U. S. A.
TEL. CORT. 8586

MADE for THE TRADE by
R. C. WADE CO.

HOME OFFICE AND FACTORY
110 SO. WABASH AVENUE, CHICAGO, ILL., U. S. A.
TEL. RANDOLPH 2045

LONDON OFFICE
12, HATTON GARDEN,
E. C. 1.
TELEPHONE
HOLB. 2413

EDISON DEALERS MEET IN UTAH

Proudfit Sporting Goods Co. Host to Dealers in Its Territory—Many Topics Discussed by Various Speakers—Edison Officials Present

OGDEN, Utah, November 4.—The recent two-day convention of Edison dealers in the territory served by the Proudfit Sporting Goods Co., Edison jobber at Ogden, Utah, probably had the most unique and picturesque setting of any Edison convention on record. It was held at "The Hermitage," a remarkable hotel with city appointments that nestles way up in the gorgeous Ogden canyon. The hotel was decorated for this occasion with a profusion of Utah foliage and flowers. The opening session started off with a bang, when Bob Proudfit delivered a speech of welcome in his characteristic, wholehearted Western manner.

Following Mr. Proudfit's opening talk, a telegram was read from William Maxwell, vice-president of Thomas A. Edison, Inc., regretting his inability to be present, which was received with expressions of regret.

J. J. Callahan, the Edison supervisor, then delivered the "Greetings from the Edison Laboratories." All through the balance of the program the open forum, which is always a part of Edison conventions, in order to give the dealers a chance to "speak right out in meeting," was an instructive and valuable feature of the convention.

The regular addresses on the program began with a talk by George N. Scott, of Idaho Falls, on the subject, "Why I Chose the Edison as a Merchandising Proposition," and Ezra Foss, of Preston, Idaho, gave an interesting discussion on the topic, "How I Meet Competition." This was followed by a whirlwind talk on "Enthusiasm," by Joseph Hanson, of Brigham City, Utah. "Tone Tests and How I Make Them Pay," a well handled subject by R. B. Davis, of Malad, Idaho, concluded the program for the first day. After a dinner at "The Hermitage," which was a tremendous success, the dealers attended a theatre party in Ogden.

The second day's program was opened with a message from T. J. Leonard, general sales manager of Thomas A. Edison, Inc. The Question Box was then opened and many subjects thoroughly discussed.

Elmer F. Madsen, of Manti, and F. E. Drake, of Filer, Idaho, both gave interesting talks on "How We Sell the Amberola." James F. Burton, Cashier of the First National Bank of Ogden, gave an optimistic talk on the business outlook, which was followed by a discussion by George Glen, of Ogden, Utah, on "Advertising as a Business Getter." The regular program was concluded by J. A. Kipp, of Salt Lake City, who explained

AUTOMATIC COVER SUPPORT

No. 1287

SIMPLE—SUBSTANTIAL
ECONOMICAL

Continuous Hinges
Automatic Stops

"Buy Now, Not Bye and Bye"

Finished in

GOLD

SILVER

NICKEL

COPPER

BRASS

Write for New Catalogue.

Weber-Knapp Co.
Jamestown, N. Y.



"How I Make My Store a Musical Center." Another banquet and a dance, followed the second day's convention. One of the most enjoyable features of the dinner-show was the performance of Miss Winnie Hutchison, daughter of T. S. Hutchison, traveler for Mr. Proudfit. Miss Hutchison, an accomplished violinist, played in unison with the Re-creation of Beethoven's "Minnet in G."

The dealers expressed greatest enthusiasm for the hospitality of Mr. Proudfit and for the efficiency of Lawrence Taylor, secretary of the Proudfit Co., who was the chairman of the convention.

MADE ADVERTISING MANAGER

Glenn H. Morris in Charge of Advertising For
Thos. E. Wilson & Co., Chicago

Glenn H. Morris, formerly of Los Angeles, Cal., has been made advertising manager of Thos. E. Wilson & Co., makers of the Wilsonian phonograph. Chicago, Ill. Mr. Morris has been with the Thos. E. Wilson retail store in Chicago since his dis-

charge from the service. He was at one time manager of the retail store of Wright & Ditson in Chicago and has gained considerable prominence as a writer on athletics.

EDISON PRAISES ROOSEVELT

Inventor of the Phonograph Issues an Appeal for Support of Memorial Fund

The following appeal has been issued by Thomas A. Edison for support of the Roosevelt Memorial Fund:

"Our country has never produced a greater American than Theodore Roosevelt. In every phase of life, in all of his utterances and in his official acts he typified the very spirit of America. A virile manhood from first to last, courageous in his convictions and fearless in action, he stood as a sturdy representative of the essence of Americanism. His memory should and will be perpetuated to all time as a shining example to the people of the country he loved so well."

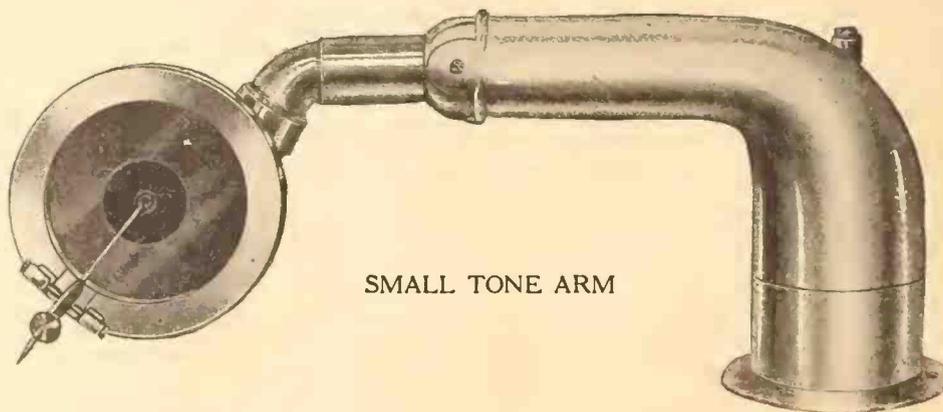
Supreme Tone Arms and Sound Boxes

A Large Tone Arm—8 $\frac{3}{4}$ inches centre to center—height 4 $\frac{1}{8}$ inches.

A Small Tone Arm—8 $\frac{1}{4}$ inches center to center—3 $\frac{5}{8}$ inches.

Both tone-arms scientifically constructed for perfect sound reproduction and finely finished in our own plating plant. They play all makes of records.

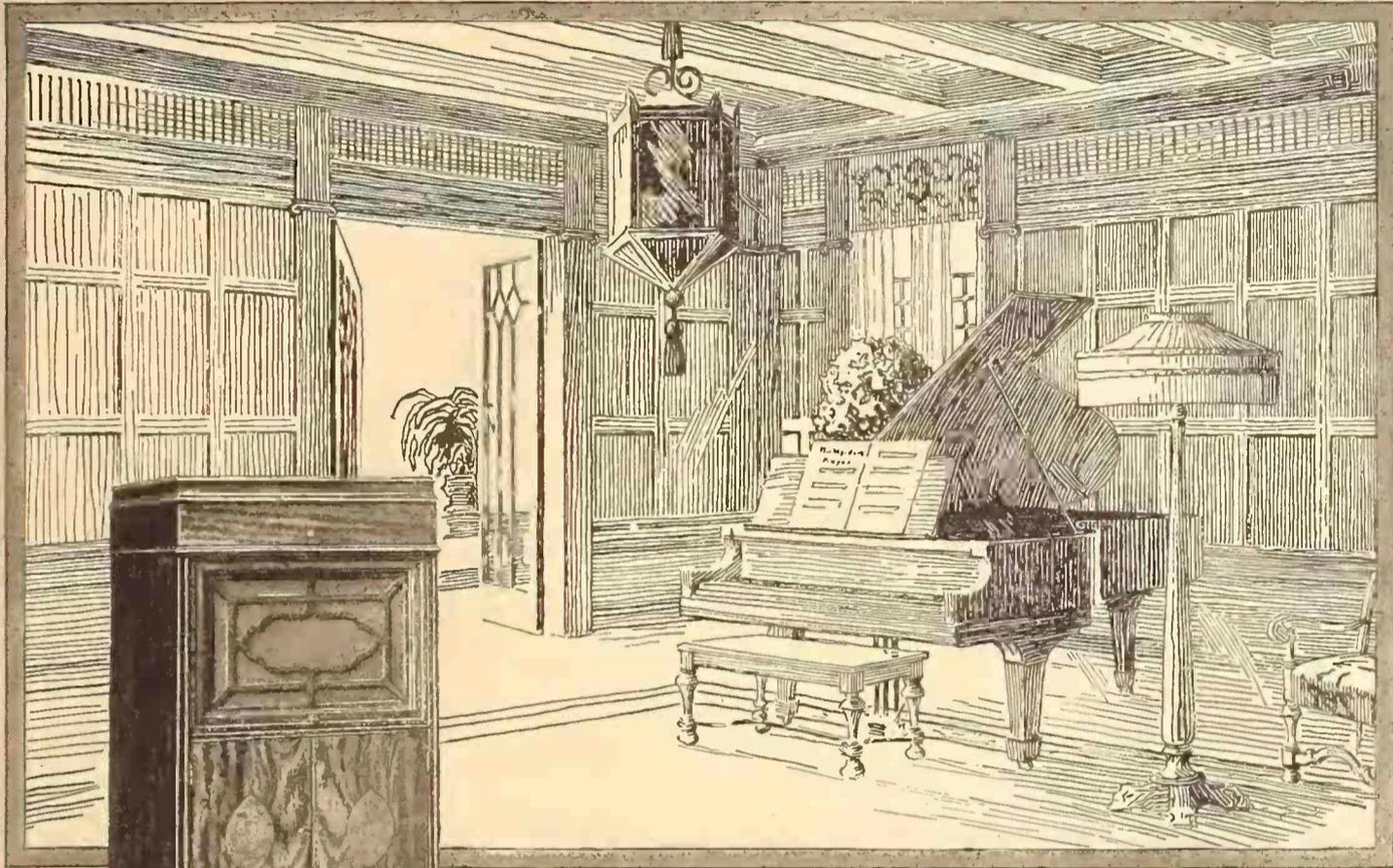
In Sound Boxes. We have the special No. 3 Hub.



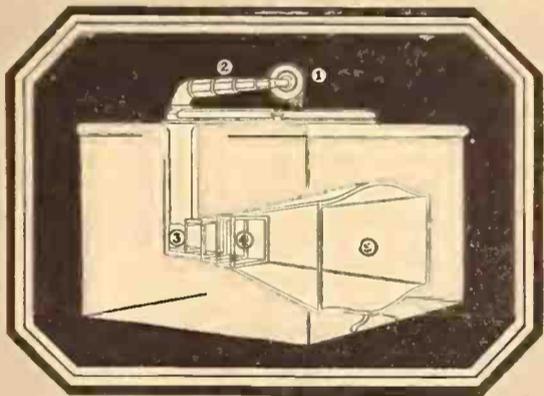
SMALL TONE ARM

SUPREME PHONO PARTS CO., Inc. 145 West 45th Street
New York City

Chicago Offices—Republic Building—H. Engle, Manager



The
CHENEY



An X-Ray view of the Cheney showing the series of inventions which adapt to tone reproduction, those principles of the pipe organ and violin which give fullness and richness of tone. So revolutionary are Cheney improvements that in serene purity and fidelity of tone it is unrivalled.

**Protected
by Basic Patents**

THE Cheney is not only a beautiful piece of furniture, but has remarkable tonal quality.

Revolutionary acoustic principles developed and perfected in the Cheney enable it to play all records with a purity and loveliness of tone that is altogether unrivalled.

These new principles are protected by basic patents — are duplicated in no other phonograph.

The Cheney thus stands in a class apart, superb as a musical instrument and a masterpiece of furniture craftsmanship.

The Cheney Talking Machine Co.
831 Marshall Field Annex Building
28 North Wabash Avenue
CHICAGO



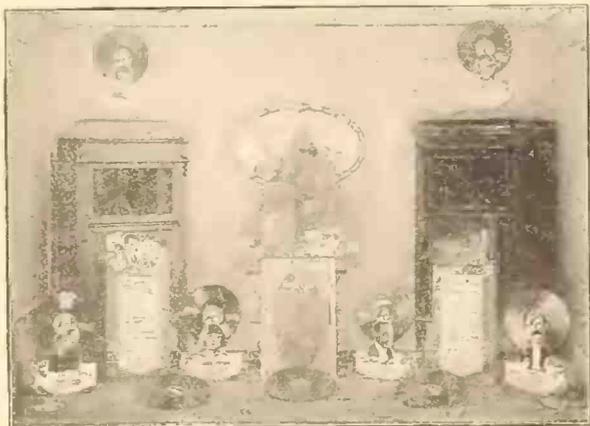
"I Am Climbing Mountains" is a harmonious tenor duet by Charles Harrison and Lewis James. It will make you mountains of money. A2791.

Columbia Graphophone Co.
NEW YORK

COLUMBIA CHRISTMAS DISPLAY

Material Offered to Dealers for Window Dressing Makes Attractive Advertising Possible—Christmas Spirit the Theme of the Display.

The December list of Columbia display material for Christmas advertising contains some excellent suggestions for dealers in the matter of window dressing. The Christmas theme is naturally the center of the display and for this purpose a



Window Display for Columbia Dealers.

Christmas tree has been furnished which is an adaptation of the magazine advertisement. The customary Christmas colors of red and green predominate the display material and the effect is pleasing as well as effective. Special list of Yuletide dance numbers are furnished and an assortment of cut outs and posters. The "Lure of Music" is suggested as a book every music lover should possess and a large card is furnished featuring the book. On the whole the display as offered by the Columbia Co. is designed to make every dealer's window distinctive as the accompanying picture shows.

Too many men who have good ideas are unable to make good—or good use of them.

EDISON FOR PRINCE OF WALES

Layton Bros. Furnished Diamond Disc Machine for Use in Royal Visitor's Apartment at Ritz-Carleton Hotel During Stay in Montreal

MONTREAL, Can., November 3.—A beautiful Edison phonograph of the English 18th Century period design was ordered from Layton Bros' warerooms to be supplied to H. R. H., the Prince of Wales, during his stay at the Ritz-Carleton Hotel in this city. This instrument was especially brought up from New York and harmonized with the other appointments of the Prince's drawing-room. Cabinet experts agree that the artistic hand decorations are the finest ever exhibited in Montreal. The metal finishings of this instrument are heavily gold plated. As the New Edison Diamond Disc phonograph is practically unknown in England, His Royal Highness undoubtedly enjoyed hearing Thos. A. Edison's latest achievement in recreating music.

FEDERAL SIGN PUBLICITY

The Federal Sign Co., Chicago, New York and San Francisco, representatives of the Federal Sign System, makers of electric signs for all purposes, recently sent a very attractive folder to the trade explaining the advantages of these electric signs for talking machine dealers and general display work. This folder was illustrated in colors showing actual signs already in use. At the Electrical Show in New York the Federal Signs were featured effectively at the Federal booth where every kind of illuminated sign was demonstrated to the interested crowds thronging the exhibition.

Braydon & Chapman, Glens Falls, N. Y., dealers in Columbia, Victor, Edison and Pathé lines, will move into new quarters in the Miller Building in that city as soon as alterations now under way are completed.

EMERSON RECORDS ON THE COAST

Wm. H. Shire, Special Field Manager For the Emerson Phonograph Co., Finds California Trade Active and Growing Fast—Business Brisk.

The Emerson Phonograph Co. is making rapid strides in the West and in a chat with The World, Joseph I. Carroll, manager of sales, spoke of a letter he had just received from Wm. H. Shire, the special field manager, in which he outlined the trade conditions on the Coast. Mr. Shire was enthusiastic over the reception he had received from California dealers and predicted that this would be the banner State in the sale of Emerson Gold Seal records. The business of the Western Jobbing & Trading Co., under the direction of General Manager Boothe has been beyond the expectations and their offices at Los Angeles and San Francisco have been more than busy.

GOVERNOR SMITH MAKES RECORD

Governor Smith, of New York, finds the talking machine a great aid in imparting his sentiments to the masses. He recently made a speech before the movie camera in the Universal studios and also had his words recorded at the laboratories of the Victor Talking Machine Co. His subject was "Reconstruction" and it is his plan to use the film and the records in a statewide campaign. With the aid of the records and the films the people of the Empire State will be able to see and hear the Governor even if he is not able to be with them in person.

A TIMELY SUGGESTION!

Someone has made the suggestion that the installation of a talking machine in the President's sickroom has its advantages over the talking machines in the United States Senate. Mr. Wilson can shut it off at any time.

Wholesale

Victor

Service

for Southern Dealers

Band and Orchestra Instruments
Player-Piano Music Rolls
Musical Merchandise

Complete Stocks, Quick
Shipment, Right Prices

Make Our Store Your Headquarters When in Richmond
The Corley Company
Richmond, Virginia

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., November 7.—The month of October, in the local talking machine business, was most gratifying. It was productive of much business, and the pleasing feature of it is that both machines and records are coming through with very much greater uniformity, and with the promise that the trade is going to be amply supplied during the holidays, and that the worst trouble regarding stock scarcity is now over.

Victor Production Improves

There is no doubt that increased Victor facilities are now beginning to be felt for machines and records are coming through in better quantities. All of the local jobbers report larger Victor shipments, and they have not been in as good shape as at present for more than a year. In fact, during October the Victor jobbers received more than double the amount of merchandise from the Camden factories than they did during the corresponding month a year ago. As an illustration of this, the Penn Co. said that their business for the first two weeks of October was as good as it was during the entire month of last year. Naturally with the volume of business growing so rapidly, they still find a very great shortage.

Penn Victor Dogs Popular

The Penn Co. have been doing a very fine business on their Penn Victor dogs in October. They have found it necessary to greatly increase their output, and have now three factories at work making these dogs for them. One of the most recent firms to take on the jobbing of the Victor miniature dog in their section was the firm of Lyon & Healy, Chicago, L. C. Wiswell having come here to make arrangements. Cressey & Allen, of Portland, Me., and E. F. Droop & Sons Co., of Baltimore, have also taken on Victor dogs. Mr. Barnhill, of the Penn firm, has spent several weekends in October at Galen Hall, Weruersville, to

WE adhere absolutely to the principle which has governed this business since 1864. Every article must be of superior quality—better value than the average manufacturer is willing to supply the trade at the same price.

You will greatly increase your sales if you let the public know you sell our special “W & S” Brand Musical Merchandise, which includes the Weymann “Keystone State” (our own make) Musical Instruments:

- “W & S” Three Star Brand Violins
- “W & S” Keystone State Strings
- “W & S” La Brillante Violin Gut Strings
- “Italian System”
- “W & S” Herculelle Violin E Silk Strings

Send for our Special Stock List Order Blank

H. A. WEYMANN & SON, Inc.
 Victor Wholesalers Q R S Rolls Distributors
 1108 CHESTNUT STREET, PHILADELPHIA

which he motored with Mrs. Barnhill. Mr. Barnhill had a unique experience about ten days ago. Shortly after reaching his office his phone bell began ringing, and his acquaintances started to congratulate him on the wonderful golf scores that

he had been making. Embarrassed by the honor, he tried to turn over the phone calls to his partner, Mr. Miller, who is recognized as a champion Philadelphia golfer, but Miller declined the honor.

(Continued on Page 64)

Victrolas and Victor Records

still stand supreme in quality and demand—and will—because they represent the ideal and life-work of a pioneer organization, whose *supremacy* will be maintained by *quantity* as well as *quality*.

THE LOUIS BUEHN COMPANY
PHILADELPHIA

thanks,
New Castle
— come
again!

New Castle is a valued customer of ours. In fact we're on good terms with the entire State of Delaware.

That's because we try to give Delaware the sort of service Delaware deserves. Orders for Emerson Records received from Dover, Wilmington or New Castle are taken care of in jazz time.

We supply Emerson hits to dealers in Delaware, Eastern Pennsylvania, Southern New Jersey, and Washington, D. C.

What do you need *now*, to round out your stock?



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets :: PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 63)

Finally it was discovered that in the paper there was an announcement to the effect that "the feature of the day was a 78 shot by Barnhill," and upon investigation it was discovered that Roy Barnhill, of the New York Golf team, had been here playing his team against a local team.

Back Order System Book

Something entirely new in the form of a Back Order System book, has been issued by the Penn Co., which they believe will be very useful to their dealers. The following circular letter, which they have sent to all the firms who purchase through them, is self-explanatory:

"The necessity of a more efficient co-operation between the dealer and jobber in the placing of back orders for records has led us to undertake a plan which we have been contemplating for some time. We are now having printed a Back Order System which will allow the dealer or ourselves to readily and accurately determine at any time the quantity of records placed on back order with us. By adopting this system, we believe, we can more easily schedule records, thereby extending to our

dealers more prompt and efficient service than in the past.

"In the future, as the factory increases the shipment of general stock records, the necessity of a proper back order system will become more apparent, and, therefore, we urge you to take advantage of the carefully worked out system in book form, which is to be supplied without any cost whatsoever to our dealers. By carefully carrying out the instructions that accompany this new Back Order System for dealers, we have no doubt that you will considerably enhance your record business."

Good Sonora Business

The business with the local Sonora jobber has been most satisfactory in October. J. Graham French made a trip to New York in order to help speed up the shipments. Goods are coming in a little better, but not nearly to the satisfaction of the handlers of the Sonora here. Mr. Miller, the Pittsburgh manager of the company was a visitor in Philadelphia for several days during the month.

Prompt Cheney Shipments

G. Dunbar Shewell, the local Cheney representa-

tive, reports that his firm have been most prompt in their shipments, and that he has been getting in car load after car load of machines, and yet he is unable to accept any more business at the present time. His list of local representatives already includes all the important firms here, such as John Wanamaker, Strawbridge & Clothier, Theodore Presser, Lit Bros., Blake & Burkhart, the Philadelphia Talking Machine Co., Forster Bros., and the Eakins Piano Co.

Back Order System Book

Harry Fox and his Emerson Philadelphia Co., is a hive of industry these days. He has just had as a visitor Oscar Willard Ray, the district manager of the Emerson records, who says that Emerson Co. is most gratified at the way Mr. Fox is handling the business in this territory. Mr. Fox says that his Emerson business has been wonderful in this section and that he is adding new dealers all the time. He is able to get the records promptly and in large quantities, and among his

LOOKING AHEAD

Many of our progressive customers have taken Time by the fore-lock, and have begun to store SOLO-TONES against the fall demand. They appreciate that reserve stocks of phonographs guarantee that they will be able to deliver the goods at the time they make the sale. Prospective customers do not believe in "watchful waiting." Neither do we.

Freight rates from our Eastern factories are especially favorable to the Eastern dealer. This factor combines with our prompt deliveries and high quality to make an attractive proposition for the dealer. A letter written to-day will place our facilities at your command.

SOLOTONE MANUFACTURING COMPANY

Executive Offices and Show Rooms

1727 CHESTNUT ST.

PHILADELPHIA, PA.

Factories: Philadelphia, Pa., and Lititz, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 64)

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.

220-230 N. 60th St., Philadelphia, Pa.

recent visitors was Arthur Bergh, the head of the recording department. Among his newest representatives in his territory, in the handling of Emerson records, are: Walter A. Neinitsh, the largest furniture house in Lancaster; E. C. Malarky, who has a chain of stores in this section; the Wright Music House, of Easton, Pa., and William H. Keller, who advertises himself as "the man with eleven stores handling music." Mr. Ray accompanied Mr. Fox on a trip to Washington to look over the situation in that city.

Edison Dealers Get Together

Herbert E. Blake, of Blake & Burkhart, the Eleventh and Walnut Street Edison dealer, says that his October business this year was very much better than that of 1918. All the Edison dealers in this section held a large "get-together" meeting and banquet at the Bingham House on Tuesday evening, October 14th. It was an invitation affair, compliments of R. B. Cope, the Edison distributor in this section, who is the head of the Girard Phonograph Co. There were more than fifty dealers present. T. J. Leonard, of the Edison factory, was one of the guests, and gave the men a most encouraging talk on the Edison factory situation. Another guest was Charles Gardiner, the eastern supervisor of the company. Mr. Sherman, the

assistant sales manager of the Edison, was one of Mr. Blake's visitors during the month. Mr. Blake has added a new department to his business, that is the handling of the Haag Record File, for which he has taken the exclusive agency. He has already tied up with a New York firm, and has placed five men on the road to sell the file, and he expects to establish agencies all over the country.

No New Brunswick Dealers

The Brunswick local jobbers have a large pile of "desires" on their desk for the handling of the Brunswick, but they are unable to accept any more orders. In spite of that fact they are getting through large shipments, according to Manager C. P. Chew. He says that the shortage is exceedingly bad but he did manage to give a solid carload to Ludwig & Co., at Wilkes Barre, who are using much space in advertising the Brunswick. One week in October, on a certain day, Mr. Chew states that he received an invoice of three carloads from three of their factories on the way, and when these reached the city they never were brought to the warehouses but were distributed among the local dealers.

Several Stores Remodeling

The Wideuer Grafonola Shop has been given a general overhauling this Fall and it is to-day the handsomest retail establishment in this city, with fourteen sound-proof booths, with ventilators; and a most attractive electric lighting system. R. L. Perrett is very well satisfied with his firm's business in October, both at the store in Piano Row and at the West Philadelphia branch, 19 South Fifty-second street.

B. B. Todd, 1306 Arch street, is having all of his talking machine booths removed to the rear of his store. He says he is well satisfied with the way stock is coming in from the Victor and Sonora companies.

Columbia Headquarters Open

On Saturday morning, October 25, there was an informal opening of the new Columbia headquar-

ters here, at Sixth and Filbert streets, including the Model Shop. After several days of very hard hustling, Manager Wilcox was able to get everything into a shipshape condition. Among the visitors in attendance at this opening were Mr. Fulcher, of the firm of Winton & Livingston, New York; O. F. Benz, from the executive offices, who gave the men a sales talk, and H. L. Tuers, the head of the Columbia dealers' service department. Miss Mary Walp, one of the most active of the Columbia clerical force here, is very much gratified to find that she is at present in the lead in the selling of the largest number of Columbia calendars in the dealers' service men's classification. The winner will be presented with a large framed painting of the picture that adorns the calendar, and Miss Walp is sure she is going to bring the picture to the local Columbia offices.

Gimbel Bros. Take on Columbia

The latest firm in this section to take up the handling of the Columbia is Gimbel Bros., who are showing a full line of the machines. Miss Helen F. Lindstrom, who was formerly a supervisor of the music in the public schools of Westfield, N. J., has been placed in charge of the school work of the Columbia here, upon which the firm will make a special feature.

Make Improvements in Store

Richard Ertelt, who handles the Victor exclusively at 2135 North Front street, has been thoroughly renovating his store and making a number of improvements. Mr. Ertelt has been in the business for many years, and it has grown to such an extent that he has been compelled to employ five salesmen and also has the assistance of his daughter in the conducting of the business.

New Pathé Representation

Some time ago it was announced that Walter Eckhardt had succeeded in placing the Pathé in the main and all the branch stores of F. A. North & Co., and in October he succeeded in establishing the

(Continued on Page 66)



Distributors

- Baltimore, Md. Cohen & Hughes.
E. F. Droop & Sons
Co., Inc.
- Birmingham, Ala. Talking Machine
Co.
- Boston, Mass. Oliver Ditson Co.
The M. Steinert &
Sons Co.
- Butte, Mont. Orton Bros.
- Chicago, Ill. Lyon & Healy
- Cleveland, O. The W. H. Buescher
& Sons Co.
The Eclipse Music-
al Co.
- Denver, Colo. The Knight-Camp-
bell Music Co.
- Honolulu, T. H. Bergstrom Music
Co., Ltd.
- Milwaukee, Wis. Badger Talking
Machine Co.
- Mobile, Ala. Wm. H. Reynolds.
- Newark, N. J. Collings & Price
Co.
- New York City Knickerbocker
Talking Ma-
chine Co.
- New Orleans, La. Phillip Werlein.
Ltd.
- Pittsburgh, Pa. W. F. Frederick
Piano Co.
- Portland, Me. Cressey & Allen.
Inc.
- San Francisco, Cal. Walter S. Gray
- Washington, D. C. Cohen & Hughes
E. F. Droop &
Sons Co.
Robt. C. Rogers
Co.

Dealers not located in the territories covered by these distributors will be served direct or we will charge through your distributor if so instructed.

A Victor Dog in Every Home!

The Victor dog wherever seen is instantly recognized by everybody as a part of the Victor Trade-mark. IT IS TO YOUR BENEFIT TO IDENTIFY YOURSELF WITH THE VICTOR TRADE MARK IN SUCH A WAY THAT WHENEVER SEEN BY THE PUBLIC IN YOUR TERRITORY THEY WILL THINK OF YOU.

You can't do this in a more effective manner than by the use of the PENN-VICTOR plaster miniature dog as a window display, a selling novelty or, better still, as a SOUVENIR WITH YOUR NAME CAST ON THE PEDESTAL. This is done at no extra cost on an order of not less than 500.

Dealers contemplating the use of the dog for the holidays should order promptly.



Half Size

Always
Specify
Penn - Victor
Dog

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Victor Distributors

Wholesale Only

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 65)

Pathé in N. Snellenburg's big store. Both of these firms have been advertising the Pathé most extensively. Mr. Eckhardt says he cannot see how he is going to take any more business, for he expects the firms he has now booked to take up everything he can possibly secure, and he has been spending one and two days a week in New York trying to hurry up shipments.

CARBONDALE DEALER ADVERTISES

The Fulkerson Music House, Carbondale, Pa., which handles the Victor, Columbia and Edison machines and records, is advertising that fact extensively in the local press. In addition to the above lines this house also carries a large line of accessories and several makes of pianos.

Old Man Doodle says that the lesser of two evils is always puffed up with the delusion of its own virtues and popularity.

WHY H. W. WEYMANN IS OPTIMISTIC

Demand For Musical Instruments Never So Great—Large Earnings of Wage Workers Means Activity—Higher Priced Products in Demand

PHILADELPHIA, Pa., November 9.—H. W. Weymann, president of H. A. Weymann & Sons, Inc., stated to The World that in the fifty-five years that his firm has been established they have never before experienced the great demand for music in the home that has been manifested during the entire year of 1919. Mr. Weymann continued, "In spite of the prevailing and threatening labor troubles throughout the country we are optimistic over the outcome of the labor problem. The large amount of money now being received by wage earners has stimulated the demand for high priced goods. Among our Victor dealers we find that the larger type of Victrolas are far out-selling the smaller types, and Red Seal Records are in greater demand than black labels.

"Also the higher priced Keystone State instruments are in much greater demand than the cheaper styles. Every indication points toward a large holiday trade in all lines. Our wholesale Q. R. S. player roll department, in charge of H. Power Weymann, has met with far greater success than we anticipated, in spite of the fact that when we installed this department our hopes ran high. Nearly all of our Victor dealers have now installed a player roll department featuring Q. R. S. rolls. This we have advocated among our dealers from the very beginning in preference to their putting in another line of talking machines, as the increased sales made in musical instruments and player rolls will more than take care of the loss of sales sustained during the great shortage of Victrolas and Victor records."

BUSINESS INCREASES FIFTY PER CENT

Unit Construction Co. Tells of Exceptional Demand For Their Demonstration Booths and Fixtures

PHILADELPHIA, Pa., November 7.—The Unit Construction Co., manufacturers of the Unico system of demonstration rooms and fixtures, report that 1919 has evidenced an exceptional demand for their products. It has been an unusual year, not only in the volume of business, but in the fact that there has been no dull period. The records for September and October show that the volume of business has increased fifty per cent. over the same period of last year, and the months of November and December, which have usually witnessed a slow down of business, give no such signs for this year. Almost fifty orders are now at hand for installation during the month of December.

Rayburn Clark Smith, president, commenting on the great growth of business during the past year, said it was necessary to open a number of branch offices and predicted a continuance of this fine business during 1920.

VICTROLA CONCERT AT OPENING

The W. W. Staylor Music Co., Huntingdon, Pa., recently held a formal opening of its new store in that city. A feature of the musical program of the occasion was a Victrola concert both morning and evening. This growing music house carries a large stock of talking machines and records, among them being the Victor, Edison, Aeolian Vocalion and Victor records.

SALUTATION TO THOS. A. EDISON

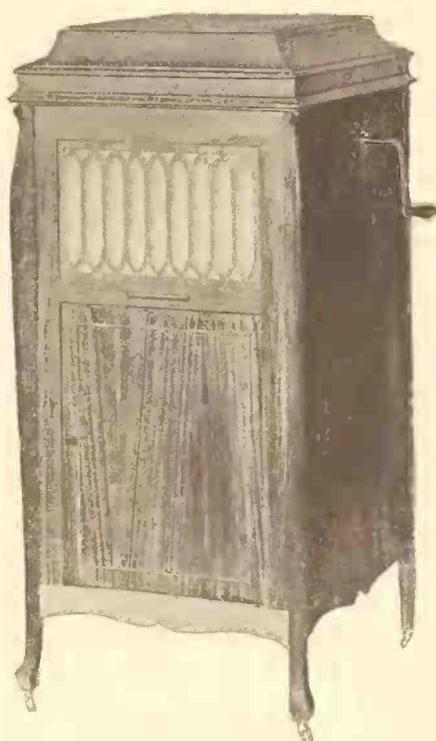
As the giant Handley-Page biplane "Atlantic" circled over the Edison plant at West Orange, N. J., recently, M. R. Hutchinson, formerly with Thomas A. Edison, Inc., dropped a note to his one time boss which read: "Mr. Edison—Salutations from the air, Handley-Page machine Atlantic, the largest land machine in the world. Hntch."

BETTERING RURAL LIFE CONDITIONS

Miss Margaret Streeter, educational representative of the Victor Co., has just completed a drive of one week in each of the normal schools in the State of Oklahoma in connection with a campaign for the betterment of rural life conditions.

The FRANKLIN

The Phonograph of No Regrets



STYLE REVOLVING RACK—\$150
(PATENTED)

Are you hunting for a phonograph or a big discount?

Remember you always pay for what you get.

An excessive discount means cheaper equipment and excessive repairs.

A fair discount means good equipment and few repairs.

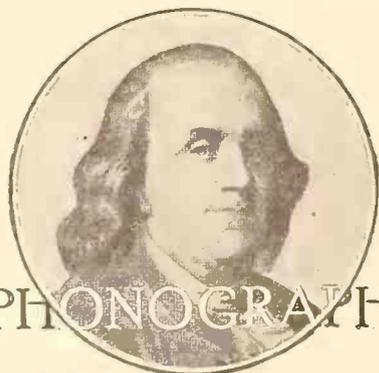
Which do you want?

You will never be ashamed to show the Franklin in a comparison test.

We can still guarantee delivery before Christmas on all orders accepted by us.

The Franklin

is different



FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th & Columbia Ave.

PHILADELPHIA, PA.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



OKEH

RECORDS

Lateral Cut

First and Second Supplements

READY NOW

- 4000 { The Vamp. Fox-trot Instrumental. Rega Dance Orchestra
My Cairo Love. Fox-trot Instrumental. Green Bros.' Xylophone Orchestra
- 4001 { Patches. Fox-trot Instrumental. Rega Dance Orchestra
Peggy. Fox-trot Instrumental. Rega Dance Orchestra
- 4002 { Peter Gink. One-step Instrumental. OkeH Dance Band
Russian Rag. Fox-trot Instrumental. OkeH Dance Band
- 4003 { Flutter on By My Broadway Butterfly (From "Monte
Cristo, Jr.") Fox-trot Instrumental. Van Eps Quartet
Mummy Mine. Fox-trot Instrumental. Green Bros.' Xylophone Orchestra
- 4004 { Sliding Sid. Fox-trot Instrumental. OkeH Concert Band
Chu Chu San. Fox-trot Instrumental. Green Bros.' Xylophone Orchestra
- 4005 { Chong (He Comes from Hong Kong). Tenor. Irving Kaufman
Oh, Death, Where Is Thy Sting? Baritone. Arthur Collins
- 4006 { You Don't Know. Tenor. Sam Ash
Carolina Sunshine. Vocal Duet. Burr and Meyers
- 4007 { Tulip Time (From "Ziegfeld's Follies 1919")
Tenor. Lewis James
Yearning. Vocal Trio. Sterling Trio
- 4008 { For All Eternity. Baritone. Joseph Phillips
Sweet and Low. Male Quartet. Shannon Four
- 4009 { Stein Song. Baritone. Royal Dadmun
Hunting Song. Vocal Duet. Dadmun and Miller
- 6001 { E Lucevan le Stelle (from "Tosca"). Tenor. Forest Lamont
Di Quella Pira (from "Il Trovatore"). Tenor. Forest Lamont
- 4010 { Coronation March. March Instrumental.
Conway's Band (Capt. Patrick Conway, Conductor)
Entry of the Boyards. March Instrumental.
Conway's Band (Capt. Patrick Conway, Conductor)
- 4011 { Forgotten. Baritone. Joseph Phillips
Old Black Joe. Male Quartet. Shannon Four
- 4012 { Mary of Argyle. Tenor. Charles Hart
The Sweetest Story Ever Told. Contralto. Evelyn Cox

- 4013 { In Flanders' Fields the Poppies Grow. Baritone. Joseph Phillips
Good-bye (Tosti). Tenor. Lewis James
- 4014 { In My Garden of Yesterday. Tenor. Sam Ash
At Dawning. Tenor. Carroll Shannon
- 4015 { Cavatina. Violin Solo. Thaddeus Rich
Berceuse. Violin Solo. Thaddeus Rich
- 4016 { Perpetuum Mobile. Violin Solo. Thaddeus Rich
Air for G String. Violin Solo. Thaddeus Rich
- 4017 { Memories of Home. Instrumental Trio. Philharmonic Trio
Melodie in F. Instrumental Quartet. Park Instrumental Quartet
- 4018 { Herd Girl's Dream. Instrumental Trio. Philharmonic Trio
Fantasie (From "Faust"). Violin Solo. Fred H. Landau
- 4019 { Semiramide Overture (Part One). Conway's Band
Semiramide Overture (Part Two). Conway's Band
Kisses (Valse d'Amour). Waltz Instrumental.
- 4020 { By the Swanee River. Instrumental. Conway's Band
Coppelia Ballet No. 2. Conway's Band
Coppelia Ballet No. 7. Conway's Band
- 4021 { The Picador March. March Instrumental. Conway's Band
The Thunderer (Sousa). March Instrumental. Conway's Band
- 4022 { The Little Whistler. Whistling Solo. Sybil Sanderson Fagan
A Spring Morning. Whistling Solo. Sybil Sanderson Fagan
- 4023 { My Baby's Arms. Fox-trot Instrumental. All Star Trio
Some One-step. One-step Instrumental. Conway's Band
- 4024 { A Pretty Girl Is Like a Melody (from "Ziegfeld's Follies
1919"). Tenor. Sam Ash
Smilin' Thru. Tenor. Carroll Shannon
- 4025 { Hearts and Flowers. Instrumental. OkeH Concert Orchestra
Morning, Noon and Night in Vienna. Overture. OkeH Concert Orchestra
- 4026 {

Order from your nearest OkeH Jobber

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, President

FACTORIES; ELYRIA, OHIO, NEWARK, N. J., PUTNAM, CONN.

SPRINGFIELD, MASS., KITCHENER, ONT.

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.



Everybody will care a lot for "Nobody Knows and Nobody Seems to Care" by Irving and Jack Kaufman. Have you ordered a big supply? A=2795.

Columbia Graphophone Co.
NEW YORK



TRADE ACTIVITY IN ATLANTA GA.

Leading Dealers in This City Tell "The World" of Continued Growth in the Demand for Talking Machines and Records—This Covers All Makes of Instruments—Other News of Interest

ATLANTA, Ga., November 7.—Business with all talking machine dealers in this city during the past month has been very brisk, and the outlook for the balance of the year is good.

Ludden & Bates, for many years one of the largest and leading piano houses in the South, announce that they have opened recently an exclusive Columbia department, completely arranged and equipped in the most modern way, and that they have been enjoying an excellent business.

The Cable Piano Co., Victor dealer, reports that its volume of sales is very large, that the public is in a buying humor, and that stock is moved as fast as it comes in. This company has recently considerably enlarged its Victor department, in order to care for its constantly growing business.

The Chamberlain-Johnson-DuBose Co., Victor and Sonora dealer, states that their business is running far in excess of 1918 and that with the near possibility of supplies coming through more freely it hopes to continue to increase and expand. The superior equipment and larger space which they have been able to give to the talking machine department in their new store has had great influence in increasing their business.

The Delpheon Shop, Columbia dealer, has been selling large quantities of records, and has adopted the plan of featuring each week one of the Columbia opera or symphony stars, with the result that

its sale of the better class of records has grown wonderfully. They report that their business as a whole is ahead of any previous period.

The Haverty Furniture Co., Columbia and Pathé dealer, is understood to have been for some months past booking its best business. Their phonograph department has recently been greatly improved and enlarged, thus enabling them to give their patrons better service.

Phonographs, Inc., Edison jobber and retailer, continues to do an excellent business. Their local retail business is progressing nicely, and they are constantly adding to their list of dealers in the territory covered by them. This company is making preparations to feature Madame Lazzari, Edison artiste, who appears here shortly in concert under the auspices of the Evans-Salter All-Star Concert Series.

The Columbia Graphophone Co., local branch, reports that October was the largest month in the history of its business, and the outlook for further record breaking is good.

Elyea Co., Victor distributor, is understood to be selling a very large volume of Victor product, and with the possibility of larger stock to work with its sales will greatly increase in the near future.

AGAIN A VICTOR DEALER

Sofus Kjeldsen, formerly a Victor dealer in Brooklyn, N. Y., who some time ago sold his business to C. A. Hansen & Bros., who operate two large Victor stores, is back in the talking machine business again, having bought the store of Frank Bardonex, Fifty-fourth street and Fifth avenue, Brooklyn. He will handle the Victor line.

MME. PATTI'S VOICE PRESERVED

Six of the Famous Soprano's Best-Liked Songs to Be Found in the Victor Catalog, Newspaper Writers to the Contrary, Notwithstanding

The recent death of Mme. Adelina Patti, the celebrated soprano, at her home in Wales, has been the subject of extended mention in the musical sections of the leading papers in the country, and it is rather interesting to note that a great many of the writers have been lamenting the fact that "there were no talking machine records made by Mme. Patti," thus paying tribute to the value of the record as a perpetuator of the artistry of the deceased.

This statement that there were no talking machine records made by Mme. Patti is, of course, an error, for had they consulted the standard catalog of the Victor Co. they would find out that Patti is represented therein by six of the most popular songs which she had sung repeatedly in concert in America and Europe.

It is a tremendous consolation to the admirers of Mme. Patti to be able to have these records at their disposal so they can hear the famous cantatrice whenever they feel inclined. Meanwhile the importance of the record as a means of perpetuating the ability and memory of a great artist has been emphasized at such length in these notices of Patti's death that this recognition is a distinct tribute to the value of the talking machine and record of to-day in the domain of music.

The merchant who "doesn't believe in advertising" doesn't believe in big sales, either.

THE SERVICE THAT HAS PROVEN ITSELF

ECLIPSE

VICTOR

CLEVELAND

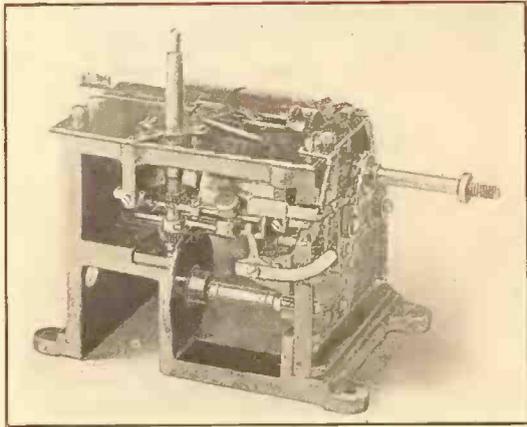
ECLIPSE

EXCLUSIVELY

THE ECLIPSE MUSICAL CO. - CLEVELAND, OHIO

The Highest Class Talking Machine in the World

Sells Easily: Keeps Bank Balances Up!



Motor L. This, the supreme motor of the phonograph industry, runs approximately 45 minutes with one winding, playing nearly 15 ten-inch records. It is installed in the "Supreme" and "Invincible" models, and also in Period styles.

SONORA Motors are made by experts who have had years of experience. Sonora motors for power, durability, long-running time, reliability, and silence are without a peer.

The Sonora Motor-Meter tells how many more records can be played before rewinding is necessary, and it is procurable only on the Sonora.

For tone, appearance and construction Sonora is supreme. It invariably is chosen when heard in comparison and is in tremendous demand.

It's time now to think of 1920. If you wish to sell Sonoras write today for information to the distributor named on these pages who handles your territory.



C. D. Smith Drug Co.
ST. JOSEPH, MO.

Nebraska, Missouri, northern and eastern part of Kansas and five counties of N. E. Oklahoma.

Smith, Kline & French Co.
PHILADELPHIA, PA.

State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.

Magnavox Co.
616 Mission St.

SAN FRANCISCO, CAL.

Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.

**Sonora Phonograph Sales
Co., Inc.**

279 Broadway, N. Y.

Distributors for Greater New York

Southern Drug Co.
HOUSTON, TEXAS

Southeastern part of Texas

**Southern Sonora Phonograph
Co.**

SELMA, ALA.

Alabama, Georgia and Florida

Southwestern Drug Co.

WICHITA, KANS.

Southern part of Kansas, Oklahoma (except 5 N. E. counties), and Texas Panhandle.

**Strevell-Paterson Hardware
Co.**

SALT LAKE CITY, UTAH

Entire States of Utah, Colorado, Wyoming, New Mexico, and southern Idaho.

C. J. Van Houten & Zoon

Marquette Bldg.,
CHICAGO, ILL.

Illinois, Kentucky and Iowa

Walthall Music Co.

DALLAS, TEXAS

Western part of Texas

Yahr & Lange Drug Co.

MILWAUKEE, WIS.

Wisconsin, Upper Michigan

THE INSTRUMENT OF QUALITY
Sonora
 CLEAR AS A BELL



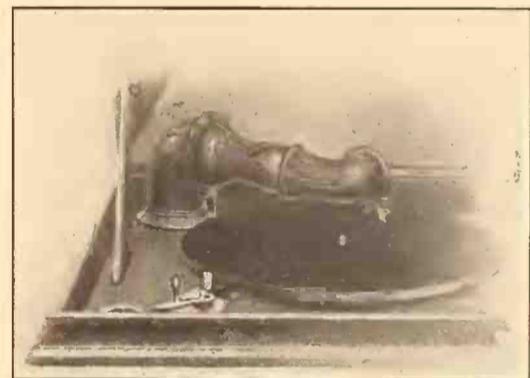
Here are features you *can* see!



SONORA is famous for its magnificent tone which won highest score at the Panama Pacific Exposition. We can't show you Sonora's tone on a magazine page, but we can show you: Sonora's "bulge" design lines---typical of the finest furniture and made by patented processes. These are obtainable only in the Sonora.

All-Wooden Tone Passage---including the all-wooden tone arms, for playing ALL MAKES of records. These greatly improve tone quality and are exclusive with Sonora.

Space does not permit showing the scientifically constructed all-wooden sound amplifier, perfected sound box, the tone modifier regulating tone at the *sound source*, the effective automatic stop, the convenient filing system, the handsome trimmings, etc. *We here illustrate only important elements possessed by no other phonograph.*



Showing position of tone arm for playing steel needle records

- | | | |
|---|---|---|
| <p>Gibson-Snow Co.
 SYRACUSE, N. Y.
 State of New York, with the exception of towns on Hudson River below Poughkeepsie and excepting Greater New York.</p> | <p>Hillman Phonograph Co.
 WHEELING, W. VA.
 Virginia and West Virginia</p> | <p>I. Montagnes & Co.
 Ryrie Bldg.,
 TORONTO, CANADA
 Canada</p> |
| <p>Griffith Piano Co
 605 Broad St.,
 NEWARK, N. J.
 Northern New Jersey</p> | <p>Kiefer-Stewart Co.
 INDIANAPOLIS, IND.
 Entire State of Indiana</p> | <p>M. S. & E.
 221 Columbus Ave.,
 BOSTON, MASS.
 Connecticut, Rhode Island and eastern Massachusetts.</p> |
| <p>W. B. Glynn Distributing Co.
 SAXTONS RIVER, VT.
 States of Maine, New Hampshire, Vermont and part of Massachusetts</p> | <p>C. L. Marshall & Co.
 82-84 Griswold St.,
 Butler Bldg.,
 DETROIT, MICH.
 State of Michigan</p> | <p>Ohio Sales Co.
 Beckman Bldg.,
 409 Superior St.,
 CLEVELAND, OHIO
 State of Ohio</p> |
| <p>Hessig-Ellis Drug Co.
 MEMPHIS, TENN.
 Arkansas, Louisiana, Tennessee, Mississippi.</p> | <p>Minneapolis Drug Co.
 MINNEAPOLIS, MINN.
 States of Montana, North Dakota, South Dakota, Minnesota.</p> | <p>Rountree Corporation
 RICHMOND, VA.
 North Carolina and South Carolina</p> |

Suggestions for Dealers Interested in Holiday Display and Exploitation :: :: :: By Wm. Bliss Stoddard

A display that typifies the holiday spirit and causes everybody to pause, was arranged for the Christmas holidays by O. J. DeMoll & Co., Washington, D. C. The floor was covered with a deep pile, moss colored rug, and backed with velvet curtains of the same hue, against which were hung garlands of evergreen, caught up with red ribbons. In a high backed chair in the centre was a figure of Old King Cole, with trousers of red, coat of green, white ruffled waistcoat, long robe of red and white with border of ermine, silver slippers, and silver tiuted crown set with red and blue stones. He had a long white beard and was smoking a long stemmed clay pipe. In his hand he grasped a sheaf of red ribbons, which extended to three Victrolas at the opposite end of the room. At his feet was a rustic sign, lettered:

Old King Cole was a merry old soul, a merry old soul was he,
He called for his pipe, he called for his bowl,
and called for Victrolas three.

The Darrow Music Co., Denver, Col., offered a novel scheme that attracted unusual attention. It was conceived by Manager W. C. Speer, and was designed to accomplish just the results attained—the arousing of the curiosity of the passers by. First he placed a Columbia library table in a corner of the display window, with a beautiful silk cover over the top. He then ran a number of wires, insulated, from beneath this cover down the table legs, across the narrow floor space and on up along the inside of the plate glass window, all within plain view of the sidewalk. These wires ended in a bunch so arranged that they appeared to feed into an acousticon, which was attached to the glass by a rubber vacuum holder. Immediately opposite and on the outside of the window he attached a Grafonola horn. His next step was to place a Grafonola in the arcaway beneath the sidewalk. There is in the sidewalk a small grated manhole, just a few feet from the display window and opposite the horn. As surprising as it may seem, when the Grafonola is started it is almost impossible, even for those "in" on the secret to tell but what the music comes through the horn, so perfect is the illusion.

The May-Stern Co., Pittsburgh, Pa., who are offering a good selection of talking machines and records, each with a sign giving the price for the holiday trade, hit on an excellent scheme for attracting the attention of the passing crowds—particularly

the feminine portion of it. They took advantage of the fact that no woman can pass a mirror without stopping to powder her nose or see if her hat is on straight. Fastened to each of the windows in which the phonographs were displayed was a glass panel a foot wide and three feet long. The mirror portion was oval in shape and the balance of the glass was coated with green paint, on which were painted in black:

LOOK INTO THIS, NOW
Reflect, before you go further
Our lower prices and easier terms have won
us our leadership.
STOP LOOK ENTER
Yes, this is May-Stern Co.
This mirror is very good. So is your credit
LOOK INTO OUR TERMS
Come in and look around
This mirror clearly shows whose credit is
good.
YOU CERTAINLY LOOK GOOD TO US
We will give you all the credit you want
Don't look any further. We have what you
want at the price you want to pay.
LET US SHOW YOU

How many dealers have thought of making an especial appeal to the December bride and her friends? One enterprising firm, Mitchells, Cincinnati, has done it advantageously. Their ad is adorned with the cut of a young woman gazing enthusiastically at one of the period design talking machines, and is captioned:

FOR THE HOLIDAY BRIDE
"O, dear," sighed the little December
bride-to-be. "In all the list of highly useful
presents that I will receive, I wonder if any
one will remember my love for music and
send me a phonograph. I do want one so
much, but I've so many things to buy for the
house I can't buy it myself. I know some-
body will give me a present costing twice as
much and I do wish I could suggest that they
make it a
PHONOGRAPH

When all is said, however, it is the window that makes the widest appeal and at the holiday season, especially, it is the object of the talking machine merchant to get his line before the largest possible audience. A display arranged by one of our Canadian cousins, Simpsons, Toronto, is one that could well be emulated by some of the dealers in our own United States. At one side of the window was an

immense grasshopper, nearly four feet in length, made of crepe paper, with bent wire for legs. At the opposite end was an ant, proportionately large, carrying off in its antennae a gramophone. A large card advised:

DON'T BE AN IMPROVIDENT GRASSHOPPER

The grasshopper, who wasted the summer's golden hours in singing instead of laying in store for the winter, is like the householder who lets day after day go by without taking advantage of our wonder phonographic offer on the time payment plan.

Thus brought to face with the fact that bargains were actually being offered in talking machines, many who had not before considered it, took occasion to look over the stock, and many additional sales were recorded.

NEW PARISIAN DANCING FASHIONS

American Custom of Dancing to Talking Machine Music Taken Up by French—An Unheard-of Thing Before the War in French Capital

A battered, war-worn cottage piano is on view in a dealer's window in Paris, labeled: "Rescape—retour du Front." Its case is splintered beyond all possibility of repair; the keyboard barely holds together; the candle-holders, wrenched and twisted, hang from the sockets.

It tells an eloquent and forlorn tale of a devastated home in some modest street of a northern town and no doubt there are thousands of instruments in a similar condition. But it does not follow that piano dealers are inundated with orders for new ones. On the contrary, it appears that many people will this year suppress the piano they formerly hired for the winter season and will use the phonograph in its place for their impromptu dances.

The Americans set the fashion in Paris of dancing to a talking machine, an unheard-of proceeding before the war, says the London "Mail," and already in the sociable Latin Quarter there have been some impromptu tangos to the wail of the talking machine.

The dancers supplement its feeble notes by stamping on the parquet, like the peasants who mark the rhythm of their bourrees with the clank of their sabots.



One Word—Turkey

Put odds on your Thanksgiving Turkey by increasing your record sales in November. The "asked for" numbers are easy. It's the records SOLD that supply both turkey and fixin's.

Pearsall Service Means Perfect Satisfaction



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

Every LIBERTY RECORD is a Masterpiece

The superiority of the Liberty lateral cut record is the result of infinite pains. It is produced because of our belief that the vast majority of music lovers desire the best that human minds and hands can produce.

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

We solicit inquiries from Distributors. We urge prompt action. Your plans should be made at least six months in advance if you wish to handle this new Lateral Record.

The latest, most intelligently constructed lateral cut record in the world.

The only true lateral cut record on the market without a machine tied to it.

The Liberty Phonograph Co.

1836 Euclid Avenue
Cleveland, Ohio

Laboratories—16-18 West 39th Street
New York City

SATISFYING YOUR CUSTOMERS

No Element in Salesmanship So Essential—It Means Winning Real Success.

The success of a retail talking machine store depends primarily upon the calibre of the sales organization even when it may not be found possible to secure a sufficient number of instruments of the desired types to meet the natural demand of the public. A knowledge of the art of business building is the best key to permanent success, and it requires a competent, diplomatic salesman to carry on that business building in a manner to secure permanent results. Whether the customer comes into the store unsolicited in search of a particular instrument, or whether the customer is brought into the store as a result of persistent canvassing, the fact remains that the sale is not made properly unless the buyer feels a maximum amount of satisfaction in his purchase.

The salesman, as a result of his knowledge and experience, can contribute most materially to the work of placing the customer in the proper frame of mind. No man likes to think that the purchase by him of a musical instrument costing a hundred dollars or more is a matter of little or no importance to the store from which he makes the purchase. He likes to be sold to a certain extent at least. He likes to feel that he is getting his money's worth, and to be convinced by the salesman of the fact. It is this satisfaction that means business for the future from the purchaser's family and his friends, and the result can be best obtained by the trained salesman who has had to sell against competition, and knows how. The future must be considered, and satisfied customers of today will prove most desirable assets.

MAIL ORDER ADS IN NEW YORK!

Sears, Roebuck & Co. Carry Page Ads in Local Papers Featuring Silvertone Phonograph

Talking machine dealers in New York and vicinity have been following with some interest the advertisements of Sears, Roebuck & Co., Chicago, which have been appearing in the local papers. In these announcements they are featuring the sale of the Silvertone talking machine in various styles and prices which they offer to sell on instalments, no money down and thirty-day trial. This we understand is part of the national campaign which is being carried on by Sears, Roebuck & Co., and talking machine dealers are somewhat aroused at this new competition which is facing them. Meanwhile the campaign will be watched.

IMPRESSIVE PAGE AD PUBLICITY

Monnig Bros. List Buyers of Brunswick Phonographs in Their Territory

Monnig Bros., Brunswick dealers of Sapulpa, Okla., recently conducted some very effective and striking publicity in the form of a full-page newspaper advertisement. The contents of the copy were unique, as fully half of the page was devoted to listing the owners of Brunswick talking machines at prices from \$200.00 to \$260.00, located in the territory catered to by the Monnig concern. This lists contained the full name of the owner, his address, and the number of the model. The rest of the advertisement was devoted to illustrations of the Brunswick machines and illustrated treatises of the Brunswick Amplifier and "Ultona" reproducer.

ISSUE AN INTERESTING CATALOG

The first catalog of the Cabinet & Accessories Co. made its appearance in the trade during the past month. The design appearing in all the advertising of the Cabinet & Accessories Co., "In the Heart of New York," is reproduced upon the cover of the catalog. The large and varied line of accessories which is handled by the company is well described in this catalog, and the booklet as a whole is destined to be of decided value.



Operaphone

DECEMBER, 1919

LATEST POPULAR SONGS

- | | | |
|-------|---|---|
| 21130 | { | Why Do They Call Them Wild Women (Russell-Grossman-Frisch).....Billy Murray |
| | | I Used to Call Her Baby (Johnson-Ross-Hess).....Billy Murray |
| 21131 | { | There's a Lot of Blue Eyed Marys Down in Maryland (Yellen-Ager-Meyer).....Arthur Fields |
| | | The White Heather (Snyder-Haase-Coots).....James & Hart |
| 21132 | { | You Didn't Want Me When You Had Me (So Why Do You Want Me Now) (Russell-Grossman-Bennett) Irving Gillette |
| | | Open Up the Golden Gates to Dixieland (Yellen-Van-Schenck).....Acme Male Quartet |
| 21133 | { | Sometime It Will Be Lovetime (Walker-Arthur).....Henry Burr |
| | | Golden Gate (Open for Me) (Kendis-Brockman).....Campbell & Burr |
| 21134 | { | Mending a Heart (Gilbert-Cooper).....Sam Ash |
| | | The First Rose of Summer, From "She's a Good Fellow" (Caldwell-Kern).....Sam Ash |

HAWAIIAN SELECTIONS

- | | | |
|-------|---|---|
| 61108 | { | Dreamy Alabama (Earl) Hawaiian Orchestra. |
| | | Hawaiian Hulas, Medley, Hawaiian Orchestra. |

SACRED SELECTIONS

- | | | |
|-------|---|---|
| 71104 | { | The Hymns of the Old Church Choir (Lamb-Solman).....Shannon Four Male Quartet |
| | | The Child of a King (Sumer).....John Manning |

DANCE SELECTIONS

- | | | |
|-------|---|--|
| 31122 | { | Karavan (Wiedoeft) Fox trot,.....Royal Society Orchestra |
| | | Just for To-day (Wiedoeft) One Step.....Unique Novelty Dance Orchestra |
| 31123 | { | La Guapa Muchacha (Speciale) One Step.....Royal Society Orchestra |
| | | Toreador Humoresque (Lake) Fox Trot.....Jazzazza Band |
| 31124 | { | Honeymoon Waltz (Arden).....Royal Society Orchestra |
| | | Frivolity (Green) One Step.....Unique Novelty Dance Orchestra |

INSTRUMENTAL SELECTIONS

- | | | |
|-------|---|--|
| 51120 | { | Kilauea (Stewart) Hawaiian Patrol.....Operaphone Band |
| | | Manhattan Brach March, (Sousa).....Operaphone Band |
| 51121 | { | Sousa March Medley (Sousa) 1 The Liberty Bell, 2 Jack Tar, 3 The Stars and Stripes Forever, Accordion Duet.....Delenti Bros. |
| | | Little Girl (Phillips-Raymond) Saxophone Solo, Orchestra Accom.Walter Graber |

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N. Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS

New York City
Philadelphia, Pa.
Pittsburg, Pa.
Chicago, Ill.
Selma, Alabama

CRESCENT TALKING MACHINE CO.,
LARK TALKING MACHINE CO.
REED CO., Inc.
OPERAPHONE SALES CO.,
SOUTHERN SUPERTONE CO.,

109 Reade St.
3560 No. Marshall St.
237 5th Ave.
190 No. State St.

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.

VITANOLA CO-OPERATION

Pays the Dealer

National Advertising is only a part of Vitanola Dealer Service.

Electros of Advertisements mortised for the insertion of the dealer's name and address, are furnished for local advertising. One of the series is shown on this page.

Then, there are attractive *Window Cards, Window Transfers, artistic Booklets,* and other literature. New pieces are constantly being developed.

VITANOLA CO-OPERATION is everything that the word implies. Enjoy its benefits. Prepare *Now* for the coming Big Season!

Write today for a copy of "Making a Phonograph Department Pay" ---a treatise, in pamphlet form, of the retail phonograph business.

The Phonograph of Marvelous Tone

WHEN friends come in for an evening at cards, the latest music on the VITANOLA is a pleasing diversion that all will enjoy. If you have not heard the VITANOLA, the Phonograph of Marvelous Tone, by all means come to our store and have us play it for you. The VITANOLA'S wonderfully life like productions will prove a revelation.

LATEST VITANOLA MODELS
\$100—\$135—\$175—\$200—\$225—\$350

THIS SPACE FOR YOUR NAME AND ADDRESS

VITANOLA (316)
Plays ALL Records - Natural as Life

VITANOLA TALKING MACHINE CO.

508 West 35th St., Chicago, U. S. A.

Boston Distributors
S. W. Sharmat & Sons.
5 Bromfield St.,
Boston, Mass.

Metropolitan Sales Representatives
M. M. Roemer Sales Corp.,
400 West 23rd St.,
New York, N. Y.

STATE DEALERS ASSOCIATION TO BE FORMED IN SAN FRANCISCO

Co-Operation Needed to Settle Many Important Matters—City of Paris Department Store Holds Opening—Have Handsome "Talker" Department—General Phonograph Corp. Progress—Hauschildt's New Location—Popularity of Jazz Records—Other News of Trade Interest

SAN FRANCISCO, November 4.—Due largely to the fact that thousands of workers are out on strike in the vicinity of San Francisco, the talking machine business, while still averaging heavy in volume, is not what it would be under normal industrial conditions. Special difficulty is being experienced in the collection departments as so great a proportion of the sales have been on the instalment plan. An effort is being made to arrange some equitable plan whereby the customers who cannot keep up their payments may be secured in the possession of their machines and at the same time the dealer will be protected in his rights in this important situation.

State Association Urged

An important meeting of the Talking Machine Dealers' Association was held in the building of

Sherman, Clay & Co., San Francisco, recently and the project of a state association was one of the subjects for discussion. With this idea launched and some definite propaganda outlined it will perhaps be only a matter of time before California has a strong state association. The need of such an organization, in this day of business and labor combinations, is evident. Another matter which was brought up at the meeting was the necessity of maintaining standard prices on cabinets and repair work. The meeting was presided over by F. L. Valentine, vice-president of the association and manager of the Hauschildt Music Co., this city.

City of Paris Department Store Opens

The grand opening of the enlarged City of Paris department store in San Francisco took

place October 27 and incidentally there was thrown open to the public one of the most beautifully appointed talking machine departments in the city. The department is located on the second floor of the big annex and occupies a space fifty feet wide and 150 feet long. In the center section are two large display rooms, one for Edison machines and the other for Columbias, luxuriously furnished and decorated with tapestry wall coverings. Conveniently at hand are eight cozy demonstration rooms four for Edison and four for Columbia demonstrations. Running the full length of the department is a varied display of phonographs of all types made by the Edison and Columbia companies. The department represents an investment approximately of \$100,000, says H. Murphy, the manager. Mr. Murphy was formerly the manager of the talking machine department of H. C. Capwell's in Oakland, and is specially qualified to handle a high class trade. The most interesting feature of this department is the new phonograph, "City of Paris." It is not intended to compete with the standard machines, but is designed exclusively for the ultra-wealthy trade. The cost of the machines runs as high as \$2,500, and they will be made in individual designs to match the furnishings of individual rooms. The cabinets will be largely modeled after Gothic French patterns, though other periods, as well as Japanese lacquer work, will be employed for the cabinets. Also real antique cabinets will be remodeled into talking machines and special machines will be built in a room if desired.

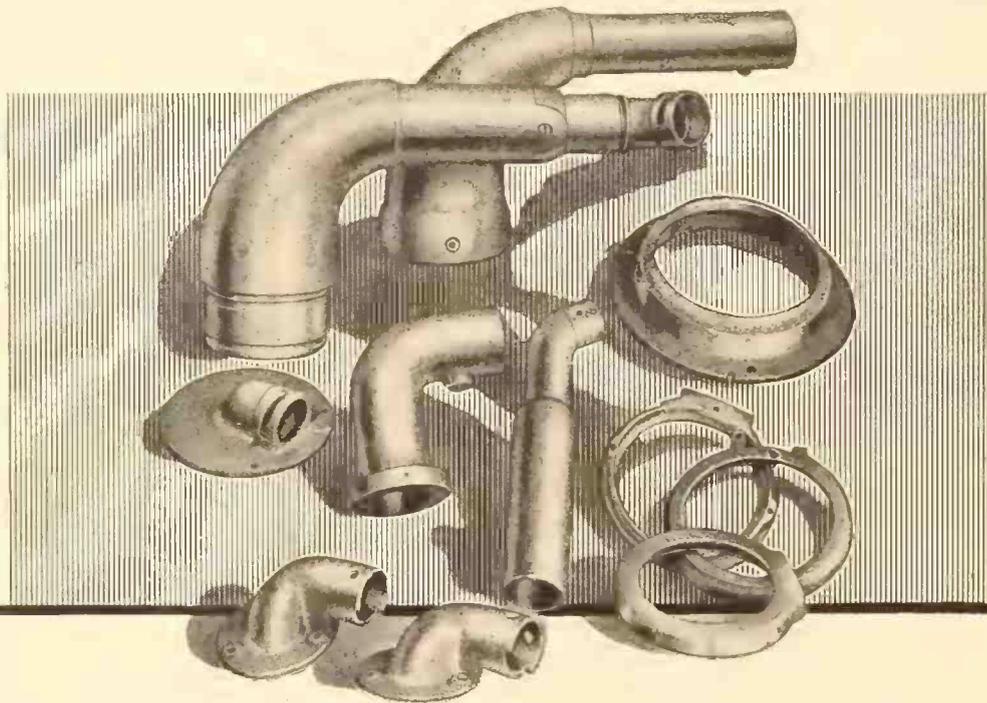
Many Orders for Heineman Products

The General Phonograph Corp. is the new name on the door of L. Gruen's office in San Francisco, but the display inside shows the same full line of Otto Heineman and Meisselbach products. Mr. Gruen says the trade has taken kindly to the new trade name and that he has experienced but little inconvenience by the change. Orders are coming in pretty lively for next year's requirements, the jobbers realizing that under present industrial conditions it is imperative to look well ahead. Mr. Gruen says the prospects for 1920 are very rosy, as the added manufacturing facilities made possible by the new factory at Newark, which is the sixth plant of the company, will assure a steady and sure supply of products for the trade. Next month there will be exhibited at the San Francisco office the best models of talking machines manufactured on the Coast which employ parts supplied by the General Phonograph Corp. This will be a valuable display to study, as the Coast manufacturers have been turning out some of the most wonderful machines in the country.

New Hickman Records Ready

Art Hickman records promise to inject a new jazz spirit into thousands of terpsichorial experimentalists on the Pacific Coast, judging by the effect a private seance, held by Chief Milnor, of the Columbia San Francisco office, had on the seasoned members of the leading talking machine departments. These records are unique in that they embody all the pep of the most sensational

(Continued on page 75)



"Precision Cast" on a Die Casting is the Same as "Sterling" on Jewelry

The reason is easy to find.

The PRECISION Organization is composed of men of long experience and great skill in the art of die casting. These men have equipment at their command that is not equalled in the industry.

They are Masters, producing a master product. They work as close to your engineering staff as a department of your own plant.

Send blue prints or models, and let our engineering department show how Precision Castings can serve you economically and efficiently.

PRECISION CASTINGS COMPANY, INC.
SYRACUSE,  NEW YORK.

Die Casting Plant
Syracuse, N. Y.

Brass, Bronze and Aluminum
Foundry
Pontiac, Mich

PRECISION

Don't get left without stock—it will pay you to read our advertisement—see Directory, last page

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

Send for Our Wholesale
HOLIDAY BARGAIN BULLETIN
Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.

COLE & DUNAS MUSIC CO.,
54 W. Lake St. :: :: CHICAGO, Ill.

We distribute at Wholesale
THE TOURIST PORTABLE PHONOGRAPH
A real high grade Phonograph in a convenient, compact form. Retail price \$35.00. Write for illustrated circular.
COLEMAN MERCANTILE CO.
4421 Manchester Ave. St. Louis, Mo.

VICTOR
DISTRIBUTORS



WHOLESALE
EXCLUSIVELY

THE CLEVELAND TALKING MACHINE CO.,
OF CLEVELAND, OHIO.

Desires to Announce, that on November 1st, 1919,
it took over in its entirety the business
formerly conducted by the
W. H. BUESCHER & SONS CO.

The new company will be under the manage-
ment and control of
MR. HOWARD J. SHARTLE,
who for many years was associated with the
VICTOR TALKING MACHINE CO.,
which association will insure the carrying
out of such policies as are best suited to
serve the interests of the retail trade.

ventures in syncopated music, but at the same time are lacking in roughness. It is jazz with the Art Hickman flavor, which is so well known and loved by the pleasure seeking classes of San Francisco. The first lot of Hickman records will be placed on the Coast market early in November. Another lot will be available later, as some new records have just been made in San Francisco by a representative of the Columbia company who came out here specially for that purpose. The same operator also made some catchy Chinese records while in the city.

Service with a Smile

Ben Adkins, manager of the Remick Song Shop on Market street, the trade slogan of which is "Service with a Smile," reports most favorable progress in his new phonograph department. The sale of both Columbia machines and records grows steadily and the sheet music department acts as a valuable feeder to the record department. Many customers demand a phonograph record of a song when they buy sheet music, presumably for the purpose of study.

Hauschildt Music Co. Takes Lease

The Hauschildt Music Co., whose lease on their Kearney street store expires on January 1st, have been fortunate in acquiring a long-term lease on a most desirable location at 134 O'Farrell street, directly opposite the Orpheum Theatre and adjoining the Hippodrome. About \$15,000 will be spent in remodeling the store for the requirements of the different departments. The talking machine department will be enlarged and occupy convenient space on the main floor.

Talking Machine Department Completed

Andrew H. McCarthy, manager of the wholesale Victor business on the Pacific Coast, was greeted by a pleasant surprise upon his return from an extended Eastern trip last week. He found the talking machine department of Sherman, Clay & Co. completed after weeks of remodeling.

COME OUT STRONG FOR VICTOR

James McCreery & Co. Use Full Page in New York Times to Explain Their Victor Service

James McCreery & Co., New York, used a full-page advertisement in the New York Times recently, explaining why they have handled and continue to handle Victrolas and Victor records exclusively, in spite of the present difficulties due to shortage of machines and records. A very clear statement was made of just why James McCreery & Co. refused to substitute other makes of machines during the war time, believing that, in accordance with the recognized policy of the store, only goods of an established standard should be carried.

INSTALL RECORD RACKS

The Butler Music Co., Marion, Ind., has installed a complete set of Columbia record racks, which greatly facilitates the handling of their record stock.

GOLD MEDAL BRAND
Mica Diaphragms
 Any Size and Thickness
Highest Quality — Best Prices
FAVORITE MFG. CO.
 1506 DeKalb Ave., Brooklyn, N. Y.

Phonographs for immediate shipment—Mahogany cases—Universal tone-arms—Best Equipment
STODART PHONOGRAPH CO. Inc.
 119 West 42d St. - - - New York City

CO-OPERATION NEEDED IN PUBLICITY

Dealers Should Keep in Touch with the Advertising of the Instrument They Handle and Carry Their Own Ads in Same Issue

Dealers who represent nationally advertised talking machines or phonographs make a great mistake in not "tying up" with the announcements made by the companies in the daily papers and using their own advertisements so that readers may know where to purchase the instruments advertised. It would be better, of course, were the talking machine companies to include in their ads the names of the dealers and jobbers, but in many instances this is impossible. Dealers should, however, keep in touch with the publicity plans of the manufacturers whom they represent, and secure space in their local papers in which this advertising appears.

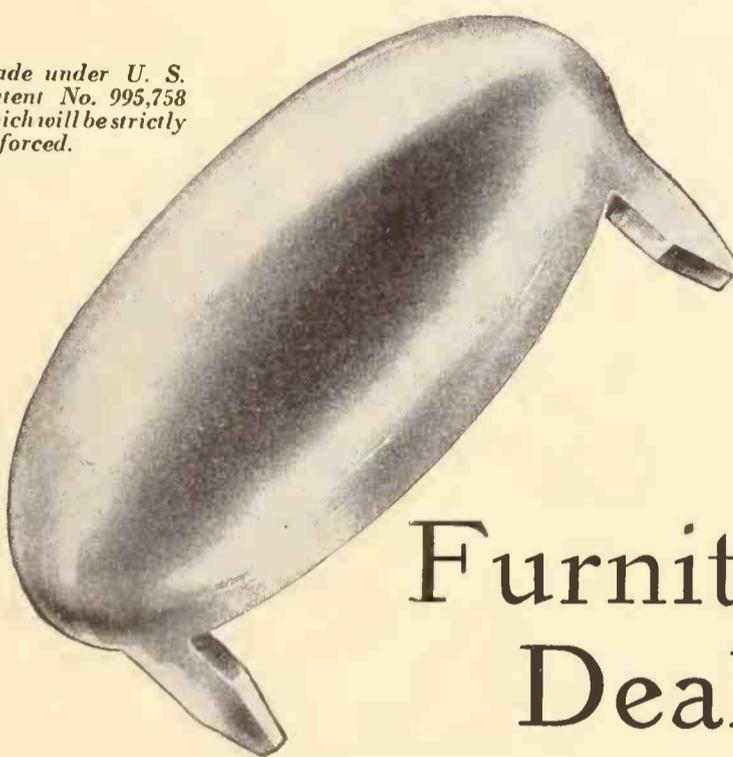
At this office we have had several inquiries recently from people who read a talking machine advertisement in the New York papers, and want-

ed to know where they may examine the machine, with a view to purchase. Now this should be unnecessary. There is neglect somewhere. This could be avoided if the dealer tied up his publicity with that of the manufacturer and thus enlighten the public where the machines advertised can be seen.

BUILDING A NEW PLANT IN JERSEY

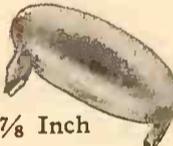
The Automatic Cover Support and Manufacturing Co. have found it necessary to have greatly increased facilities. They are now building a new factory in Bloomfield, N. J., which they will occupy in its entirety. This new factory will be equipped throughout with the most modern machinery, and nickel plating equipment will be installed, thus doing away with delays experienced in sending work out. A. F. Zega, president of the company, reports that the demands for their cover supports are very heavy, and entirely equalized between the two styles of cover supports which they manufacture.

Made under U. S. Patent No. 995,758 which will be strictly enforced.

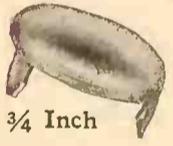


To Furniture Dealers

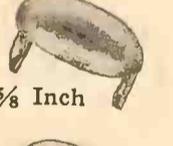
SIX SIZES



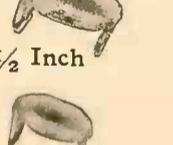
7/8 Inch



3/4 Inch



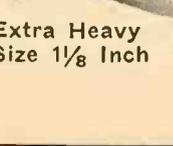
5/8 Inch



1/2 Inch



3/8 Inch



Extra Heavy Size 1 1/8 Inch

HUNDREDS of pieces of furniture annually go into your salesrooms already equipped with Domes of Silence. The remainder are either equipped by you or are left to go to the ultimate consumer without any slides at all.

Our extensive national advertising has shown people the advantage of Domes of Silence—and if you can give them furniture equipped with these slides, you will be giving them extra satisfaction—and extra saving, thereby winning permanent customers.

Manufacturers will equip all their furniture legs with Domes of Silence. They are waiting for you to specify slides when you order furniture from them. It is a mutual benefit.

Make a note of it so that you will remember to ask manufacturers to put slides—Domes of Silence—on your furniture the next time you place an order.

Domes of Silence are highest in quality and greatest in utility, the best and cheapest slides that can be produced.

Carried in stock by leading jobbers.

Henry W. Peabody & Co.
 17 STATE STREET NEW YORK

This is how you can get full benefit from our advertising in the big national magazines. Labels like this furnished at no charge, ready to paste on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.

EQUIPPED WITH GENUINE
DOMES OF SILENCE
 OF THE CORRECT SIZE

THE THERAPEUTIC VALUE OF RECORD MUSIC DEMONSTRATED

Mrs. Isa Maud Ilsen, Professor of Music-Therapy of Columbia University, Tells of Her Efforts in Using Talking Machine Music For Patients Suffering from Nervous Troubles

A new and effective use of the talking machine has been found in prescribing record music for patients suffering from the various nervous diseases. It seems that many physicians have suggested the use of music in hospitals, but it remained for Mrs. Isa Maud Ilsen, professor of Music-Therapy in Columbia University, and formerly a director in hospital music in reconstruction hospitals, to work out a definite scheme of application to specific ailments.

With the slogan "Co-ordinate music with living and make it the greatest possible instrument for Americanization", she has been working for a number of years in prisons, asylums, homes for the feeble minded, industrial plants and hospitals. On ascertaining the exact ailment of the patient she has played for them a particular type of music, which from its character and rhythm seemed best adapted to relieving nervous tension. In all cases she declares that the results have been more beneficial than medical treatment. Her policy, however, has been to co-operate with the physicians and nurses, to follow established rules, but to make the musical treatment fit the condition needed. She maintains that if physicians and hospital attendants would undertake this work seriously, make a scientific study of music in light of therapeutic needs, and employ it systematically, great benefits would result.

"Music," she declares, "produces its emotional reactions by way of the nervous system." These reactions not only relieve nervous tension, but react on the mind, especially if music of gay and lively character is chosen, tending to lift the patient to a higher plane of optimism. She has compiled the following list of records from the Columbia catalog which is suggested for specific diseases: For Insomnia—"Ave Maria", Schubert; "Serenade", Schubert. For Hysteria—"Bacchante", Offenbach. For Neurasthenia—

"Melody in F", Rubenstein; "Meditation from Thais", Massenet; "Spring Song", Mendelssohn; "Hungarian Dance", Brahms, and "Jocelyn Lullaby", Godard. For Incurable Diseases—"Fantasie", Bach; "La Paloma", Yradier; "Coming Through the Rye". For Rheumatism—"Minuet in G, No. 2", Beethoven. For Dyspepsia—"Tambourin Chinois", Kreisler; "Prelude", Rachmaninoff; "Invitation to the Waltz", Weber.

This work already has the hearty support of leading physicians. It is worthy of serious consideration. As Doctor Burette, of Paris, says, "Music acts as a stimulant, giving play to nervous irritation and causing physiological action."

FOUND RECORDS IN "MITE-BOX"

Chase After Prayer Meeting Fails to Find Collection Money—Box Contains Records

John Lightsinger, 27, who says he lives in Roanoke, Va., was arrested in New York for having attended prayer meeting in the Rutgers Presbyterian Church, Broadway and Seventy-third street, and walking off with a tin box which he is suspected of believing was a mite box. Lee Lawrence, the sexton, said he had suspected Lightsinger and when the strong box disappeared he chased the stranger until he ran into the arms of Detective Maloney at West End avenue and Seventy-third street. In West Side court, where Lightsinger was held on a charge of larceny, it was found the tin box contained talking machine records.

The Cassell Bros. Music Co., 1518 California street, Denver, Colo., has been made western distributor for the Pandeon phonographs made by the Pandeon Phonograph Co.

TALKERS FOR CALIFORNIA SCHOOLS

State Board of Education Plans General Use of Talking Machines for Teaching Music

Of nation-wide importance is the plan of the California State Board of Education to employ talking machines in all the schools, for the purpose of teaching music.

According to Dr. Margaret S. McNaught, State Commissioner of Elementary Schools, it is the hope of the authorities to have installed before long a talking machine in every school in California, no matter how remote its location.

"In no other way," says Dr. McNaught, "would it be possible to make the study of music so universal—even democratic—as can be accomplished by the use of the talking machine, for with this invention even the latest in grand opera can be brought to the door of the most distant schoolroom.

"We believe, too, that the talking machine will be an agency for breaking down the barriers in music which exist today between the city boys and girls and their country cousins."

In connection with the installation of the instruments in the Golden State schools, it is planned to make careful selection of the records to be used, and distribute them by a method similar to the movie exchange. This will make it easy for even the smallest and poorest equipped school to keep abreast of the growth of the musical art.

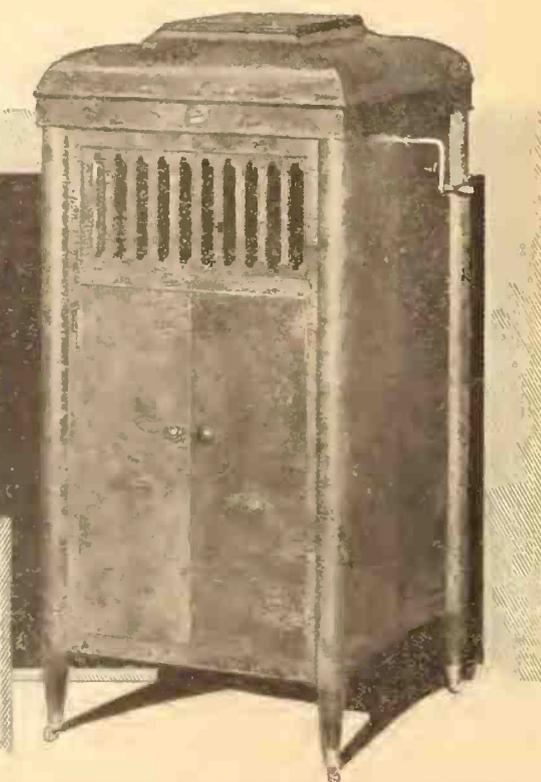
Doctor McNaught believes the time may come when it will be necessary to create a board of censorship for the purpose of passing on records: that is, if the tendency in selection should be too much toward "jazz" and other light music. For the present, however, the choice of proper material will be left largely to the judgment of the teachers and the county libraries which will assist in putting the plan into effect.

The new store of Ansell & Moses, Victor dealers, who recently bought out the Victrola department of Cohan & Hughes, Baltimore, Md., is now completed.

THE LAST WORD IN TONE REPRODUCTION

Achieved by men who have made
a Life Study of Musical Sound

The
BUSH & LANE
PHONOGRAPH
*is a Perfect Musical
Instrument*



BUSH & LANE PIANO CO.
HOLLAND, MICH.

Wilsonian IV—\$125

45 inches high, 20 1/4 inches wide, 21 1/4 inches deep. Mahogany, Golden and Fumed Oak. Shelves for records, self-releasing lid. Silent, heavily constructed bevel gear motor, fully guaranteed.



Wilsonian V—\$150

47 inches high, 21 1/4 inches wide, 22 1/4 inches deep. Mahogany, Golden and Fumed Oak. Motor of latest type with noiseless bevel gear, fully guaranteed. Self-releasing lid.



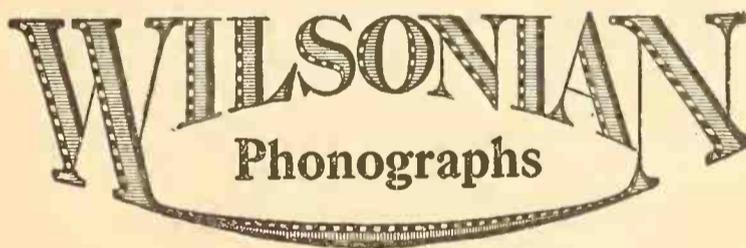
Wilsonian III—\$100

43 inches high, 18 inches wide, 20 3/4 inches deep. Mahogany, Golden and Fumed Oak. Shelves for records. Silent motor of latest type, fully guaranteed.



We Can Make Immediate Shipment for Your Christmas Trade

Immediately upon receipt of your order we can make shipment of these handsome Wilsonian Phonographs by freight or express for your Xmas trade. Orders will be on their way within 24 hours of the time your order reaches us. Only our large factory output makes this possible.



Wilsonian VI—\$175

49 inches high, 22 1/4 inches wide, 23 1/4 inches deep. Mahogany, Golden and Fumed Oak. Equipped with heavy bevel gear, silent motor, fully guaranteed. Self-releasing lid.



Those who recognize good music and careful craftsmanship find in the Wilsonian a phonograph far in advance of the field.

Long research work and experiment in methods of tone reproduction have produced an instrument truly worthy of the Wilson name. Each phonograph is equipped with convertable tone arm—without changing reproducers it plays all records.

A modulator gives perfect control of tonal volume. Records may be played soft for parlor concerts, or loud enough to fill a large dance hall.

Thus in tone, in desirable features and in cabinet work, the Wilsonian has attracted widespread notice of dealers and the public. It is fully protected by the Wilson guarantee. *Wire or write immediately to*



701 North Sangamon Street, CHICAGO



Don't Be Content With Selling "Only A Few" Fibre Needles

Only a few isn't enough. It's distinctly to your interest to get your better-class trade in the habit of using Fibre Needles *exclusively*.

A gentle "hint" dropped here and there should be sufficient.

"Did you know that with Fibre Needles you CAN'T wear out your records? And have you heard how sweet and pure the tone is when you use them?"

That will start folks thinking at least. And finally, realizing they are *safe* in buying costlier records, they will get in that habit, too.

So try, for your sake as well as ours, to sell more than merely a few Fibre needles now and then. Make *every* sale of records count as an opportunity to sell Fibre Needles. And incidentally increase your record profits.

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

BULLING CUSTOMERS AND PASSERS BY WITH BLUE AND BRASS

What a Uniformed Messenger Did For Brown's Business—Ninety-nine Per Cent. of the Public Impressed or Scared by a Blue Suit With Brass Buttons—Profiting by the Idea

The talking machine dealer, during a moment of leisure, leaned against the doorway and gazed abstractedly at the traffic policeman at the crossing. He had seen him there every day for years, but it had meant nothing particularly in his young life except at such times as he desired to cross the street, and felt he needed police protection to accomplish the feat successfully. As he stood at the door he saw the minion of the law raise his arm majestically and halt triple lines of automobiles—the Packards of the aristocracy and the Fords of the proletariat—proceeding on the avenue, while with the other arm he put into motion another line of cars in the cross street. The next moment a lone cop meandered up to a crowd that was blocking the sidewalk while it watched with deep earnestness the work of a terror worrying a rat. The cop uttered a gruff "Move on!" and two hundred people obeyed promptly.

Suddenly there came to the talking machine man the true significance of a uniform. He thought of the dignity of the carriage caller at the opera, of the hall boy in his apartment house, of the messenger who brought his telegrams. "There's no use talking," he soliloquized, "uniforms and brass buttons have the public bulled and there ought to be some way for me to work that idea into this business."

The result was that a week or two later a husky youth blossomed out in a bright uniform of blue, with many brass buttons, and insignia on his cap and arm conveying the information that he was the special messenger for Brown's Talking Machine Store. Then Brown started to make that messenger pay for his keep, and it was funny how the plan worked.

One old lady couldn't get around to the store very often, but she got the monthly supplements by mail and then yelled over the 'phone for quick service. The former messenger, not in uniform, had to spend about two hours working his way up through the servants' entrance to the woman's apartment to make a delivery. In this case the uniform worked like a charm. The messenger busted right in at the front entrance, awed the hallboy by his brilliance and importance, hypnotized the haughty elevator runner to shoot him right up to the proper floor and saved thereby about three-quarters of an hour, while at the same time advertising the store he represented.

An occasional customer of the Brown shop was a young fellow who had fallen for the Cupid stuff and was all excited over a girl on the North Side. His specialty was records of light love ditties that meant little to human beings, but in his case was serving to weave a matrimonial halter for his neck. In the past this boy had paid his money and taken his records. On his next visit Brown remarked, "Why not let our messenger deliver the records for you?" The lad took a look at the uniform and fell for the stuff at once. The same night he got a bawling out from the girl for spending his money on special messenger service, that being the usual female way of letting it be known that she was impressed with the idea and liked it.

One of the casual customers whom Brown had tried to laud as a regular patron was of the newly rich class who liked show and would have eaten gold food off gold dishes if the idea had proven practicable. The woman had been coming in only for such records as she couldn't get elsewhere, but when Brown suggested delivering her purchases and flashed the blue uniform and brass buttons on her, she almost fell on his neck and wept. Her demands grew so numerous, especially when she had afternoon teas and other small social functions at the house, that Brown really believed, although he didn't publish it, that she bought half the records simply to have the messenger call regularly and impress her neighbors and friends. Where the ordinary delivery boy had simply been an incident, the messenger in the uniform with the brass buttons was a distinct event. So far as Brown was concerned he had the traffic cop stopped in the matter of service, for he directed the traffic the right way—into Brown's store.

If you don't think a uniform with brass buttons gets recognition that it is not always entitled to, check up the number of times you have been bulled by a fellow who kept his regular clothes at home, a street car conductor, for instance.

TOYS
For CHRISTMAS

Something for the Children at Xmas That Brings in the Parents and Makes You New Customers

It will pay you to show these toys dancing in your windows from Thanksgiving to Christmas.



RAGTIME RASTUS
PATENTED MARCH 16, 1915.

An Automatic Dancing Darky Doll for Disc Talking Machine (except Edison)

Rastus does one hundred different steps while the music is playing. Delights children and amuses the older people, too. The funniest dancing toy ever made. Attractively painted in four colors.

Ragtime Rastus. Item 100A \$1.50



THE BOXERS
PATENTED MARCH 16, 1915.

An Amusing Novelty for Talking Machines

These little Boxers are very realistic and create lots of fun. They do all the different blows and steps known. Put on a good lively record and these little figures box away in lively fashion.

Boxing Darkies. Item 100B \$1.75

COMBINATION RASTUS AND BOXER

Dancing Rastus and Boxing Darkies, the two sets of figures combined with one mechanism. All in one box. Two toys in one. Very popular.

Combination Rastus and Boxers Item 100AB \$2.00

NOTE: These toys fit standard machines (except Edison) and can be put on or taken off in five seconds and do not injure record or mar machine. Fit all Columbia and Victor models.

Wholesale and Export discount in dozen lots of one kind or assorted 33 1/3%. In 3 doz. lots of one kind or assorted 40%.

NATIONAL COMPANY
Mechanical Specialty Manufacturers
171 Oliver Street, Boston, Mass., U. S. A.

IMMEDIATE DELIVERIES

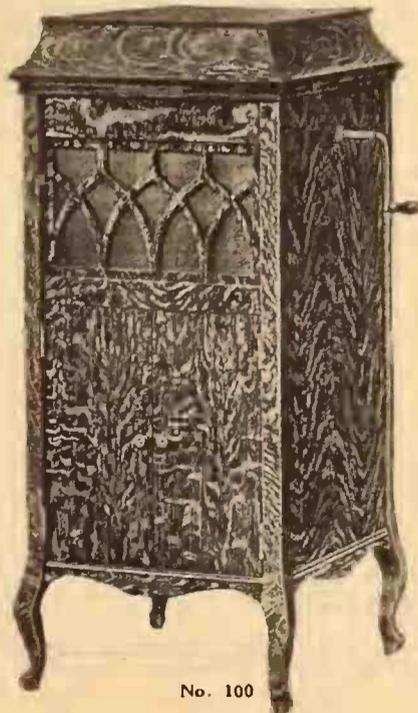


No. 200

DELIVERIES at once of these two beautiful models. Made by master workmen. Equipt with best quality Heineman Motors and Universal tone-arms.

QUALITY THROUGHOUT

Cabinets of Genuine Mahogany and Quartered Oak



No. 100

Address

LIPMAN & MELNIKER

116 W. 39th St.

New York

Sole Selling Agents for

MONROE MFG. CO. Bloomsburg, Pa.

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES
K. NICHOLSON FURNITURE CO., Chase City Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks
Line permanently shown by Eph. Feig, 33 E. 20th St., New York, N.Y.

HOLIDAY TRADE CAMPAIGN STARTS IN MILWAUKEE

Despite Shortage of Goods Retailers Are Not Permitting Salesmanship to Grow Stagnant—Many New Concerns Enter Field—Bradford Piano Co. Reorganized—General News of the Trade

MILWAUKEE, Wis., November 11.—With a much appreciated cold snap in the weather already here and the holiday season approaching, the talking machine trade in Milwaukee is set for the biggest holiday business in the history of the industry. There is no absence of the olden-time, elaborate preparations for the season; in fact greater sales promotion effort than ever before is being undertaken. It is true that there is a constant and unprecedented demand for instruments and also a general shortage of stocks and the inability to obtain sufficient stocks from manufacturers, but local dealers do not mean to allow this to discourage promotion effort.

Jobbers are exceptionally active and pressing producers at every point, while manufacturers are lending their support to increase production for the remaining few weeks of the year. Splendid progress is being made, yet the various jobbers and manufacturers in this district are of the opinion that only 70 to 80 per cent. of the necessary machines will be available by the end of the year.

In spite of all the obstacles confronting the talking machine business, there never prevailed a more optimistic spirit among the trade generally, and never has the industry assumed a more stable and sound aspect. While the prosperity enjoyed by the talking machine industry has brought many newcomers, including dealers, jobbers and manufacturers, there is no aspect of "fly-by-night" participation which usually accompanies similar booms. Quite to the contrary, all new entries are merchandising on a legitimate basis, with the aim of establishing a permanent business.

In speaking of the situation in this territory, Harry A. Goldsmith, secretary of the Badger Talking Machine Co., wholesalers of the Victor in Wisconsin and upper Michigan, said, "While most of our dealers have fair stocks for the holiday rush, the supply is far inadequate, and much business will naturally have to be turned away, yet the condition is beyond our hands as machines are not obtainable from the factory. It is true that instruments have been coming through in slightly increased numbers, yet the demands from dealers have increased in still greater proportion."

Charles J. Orth, exclusive distributor of the Puritan in Wisconsin and Upper Michigan, wisely bought very heavily early in the year and at this crucial time, is possibly better able to supply deal-



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 WHOLESALERS

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

ers throughout his territory than many other local jobbers. The Puritan is rapidly gaining recognition and favor which has resulted in the opening of numerous additional retail outlets during the past months.

Business for the New Edison is only limited by the supply obtainable, according to William A. Schmidt, manager of the Phonograph Co., of Wisconsin, distributors of the Edison in this state and Upper Michigan.

Thomas I. Kidd, manager of the local branch of the Brunswick-Balke-Collender Co., states that Brunswick dealers will be in fair shape to meet the holiday demands. Instruments have been arriving in greatly increased numbers and all indications bid fair to better conditions this year than last.

With the factory production of the Columbia again resuming its normal impetus, A. G. Kunde, wholesaler and retailer, reports that sufficient instruments are arriving to keep all dealers comfortably supplied.

Little relief has come to alleviate the shortage of Aeolian-Vocalion instruments or records, according to Miss Julia Wolff, manager of the talking machine department of the Edmund Gram Music House, wholesale and retail distributors. Throughout the holiday period it will be a matter of close selling, Miss Wolff says.

H. M. Hahn, manager of the talking machine department of the Yahr & Lange Drug Co., distributors of the Sonora in Wisconsin and Upper Michigan, reports business of exceptional proportions, which up to this time has kept the floors of dealers comparatively bare, allowing for practically no preparation for December business.

The J. B. Bradford Piano Co., operating two stores, 411 Broadway and 596 Mitchell street, being one of the largest and most progressive Victor and Sonora local dealers, has increased its capital stock from \$90,000 to \$200,000. Under recent reorganization, S. S. Patchin has been appointed manager of the talking machine department and Miss Ruby Knox, manager of the Victor record department. The sales employes of both stores were entertained at a banquet at the Milwaukee Athletic

Club. Hugh W. Randall, president and owner of the company acted as toastmaster. An address on better salesmanship was made by Thomas Atkinson, Wisconsin manager of the Alexander Hamilton Institute of New York.

Leslie C. Parker, president of the Badger Talking Machine Shop, exclusive Victor dealers, has returned from a business trip through Chicago, Omaha, Lincoln, Neb., and Des Moines, Ia. He said that dealers in the cities he visited are no better prepared to meet holiday demands than the local dealers, and that generally everyone is clamoring for goods. As a special incentive to create rivalry among the salespeople in his own organization with an aim to surpass any previous sales record established, Mr. Parker offered the award of a chicken dinner to all of the 25 employes at one of the fashionable nearby summer resorts, if the sum stipulated by him was exceeded for the month of October. It is needless to say Mr. Parker, agreeably, was the host of an expensive and sumptuous dinner, an' everything!

The Badger Shop has also installed an additional booth on the main floor of the store and an additional machine booth on its second floor. The shop now has a total of 14 record booths on the main floor and five instrument booths on the second floor.

F. D. D. Holmes, secretary and manager of The Smith Piano Co., recently introduced the new Elbertone, the product of the Smith, Barnes & Strober Piano Co.

C. Niss & Sons, Inc., in a full page ad appearing in the local daily newspapers, announced the opening of its new phonograph studio. The advertisement was wonderfully well phrased and considered a valuable contribution to the literature of talking machine advertising. "Why a phonograph 'studio' instead of a phonograph 'store,'" was the caption that appeared across the top of the page advertisement, and through its editorial explained the appointments of the studio and its specific purpose in being so called. The Niss company is dealer in Edison, Sonora, L'Artiste instruments and Edison records. Herman Niss is in charge of the new department.

V

A

The Cardinal



The Phonograph That Sets a New Standard



CARDINAL Phonographs have set a new Standard in the instrument field--a standard of quality, appearance and true phonograph value.

CARDINAL Phonographs on your floor will give you that enviable trade prestige that goes only with instruments of *highest quality*. They will give your customers a choice from a line that stands supreme in reproduction, appearance and performance. There is an irresistible charm to these instruments that can be turned into real money for you and satisfaction for your trade.

CARDINAL representation pays big. It is an ideal proposition. Prompt deliveries, big selling points, a liberal sales policy and a hearty co-operative dealer service, offer you a quick-action money-making opportunity. Write us today.

The Cardinal Phonograph Co.

NEWARK, OHIO

Factories — ZANESVILLE, OHIO

Makers of the Best in Phonographs — "*the Cardinal*"

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

TRADE VERY ACTIVE IN BALTIMORE

Leading Institutions in the Talking Machine Trade Tell of Great Activity and a Particularly Enormous Holiday Business—News of the Month

BALTIMORE, Md., November 5.—October proved to be a good month with the Columbia Co., which showed a large increase over October of 1918. This increase despite the fact that the shipments of machines and records failed to fill all of the orders on file. The latter part of this month Mr. Parks will probably hold a dealers' meeting at which will be many Columbia dealers and the announcement will be made of the date as soon as the names of the Columbia artists who will attend are received here. While there have been increased shipments of records and machines the demand continues to exceed the supply and Mr. Parks finds himself hard put to keep all of his customers satisfied.

William S. Parks, Jr., manager of the local Columbia headquarters, which covers besides Maryland, District of Columbia, Virginia, West Virginia and parts of the Carolinas, beamed with satisfaction when asked for a statement regarding the location of the Columbia plant in this city, referred to elsewhere. He said, "This means more than our dealers realize at this time for it gives us a plant right at our doors and will make possible a constant stream of Columbia products for our customers. Of course I am proud to be the Columbia territory manager." Mr. Parks asked to be excused from discussing any details connected with the new enterprise.

Elmer Welz, manager of Cohen & Hughes, Victor distributors, reported a good month for October and says the indications are that the shipments of both machines and records will be better during the coming month. Mr. Welz has made a number of trips through the territory and is right at home in Baltimore after his few months here. I. Son Cohen, of the firm, has been very busy during the month and made several visits to the Victor wholesale trade as well as to the Victor factory in Camden, N. J.

For E. F. Droop & Son Co., Victor distributors, Manager Roberts reports that business is abso-

lutely dependent on the supply of machines and records and that it is impossible to gain very much of an idea how well the trade can be taken care of. Machines and record shipments show slight improvement, but most of the standard records are out and the new list shipments are insufficient to handle the trade.

The National Piano Co., Pathé distributors, reports a phenomenal business with the entire allotment of both machines and records sold out. Jesse Rosenstein, of the firm, says record shipments are showing steady improvement.

Sanders & Stayman, Vocalion distributors, report fine business with goods being moved as rapidly as they arrive.

Hamman-Levin Co. have added both the Sonora

and the Brunswick to their Victor talking machine department.

The Clark Music Co., Emerson record distributors, are now receiving large shipments of records and report heavy sales.

APPOINTED DEPARTMENT MANAGER

Gustav Nennsteil, formerly manager of the Victrola department of the Stewart Dry Goods Co., Louisville, has taken charge of the Grafonola department of Herman Straus & Sons Co., Louisville, Ky.

There are men in the world who would not cheat another man—unless they could.

AMERICAN

IN the AMERICAN line you have a model for every prospective buyer. Seven models. Mahogany, Golden Oak, and Fumed Oak finishes.

The AMERICAN remains sold when delivered. Plays all records. Made in Grand Rapids. Guaranteed Throughout Meisselbach equipment.

One dealer in a town. Can make deliveries.

It would take an entire page to tell about the various particular feature of the sound chambers, tone, motor, sound boxes, etc.

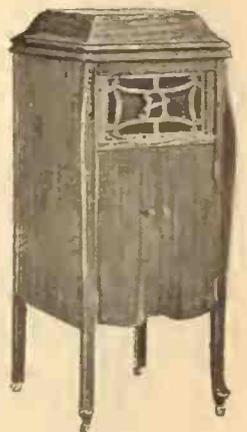
Try a sample, then you will know all about it.

American Phonograph Co.

17 N. Ionia Ave., Grand Rapids, Mich.



No. 5
Height—40 in.
Width—17½ in.
Depth—18½ in.



No. 8
Height—43 in.
Width—19 in.
Depth—20 in.



No. 9
Height—45 in.
Width—20 in.
Depth—21 in.



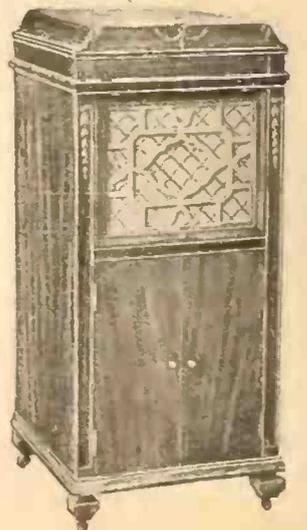
No. 10
Height—48 in.
Width—20½ in.
Depth—22 in.



No. 11
Height—51 in.
Width—23 in.
Depth—24 in.



No. 14
Height—46½ in.
Width—19½ in.
Depth—20½ in.



No. 22
Height—50 in.
Width—22 in.
Depth—23½ in.

REGINA Phonograph

Plays all disc records with an unusual clearness, richness and beauty in tone.

Attractive Proposition for active Dealers

The REGINA Co.
47 W 34th St.,
New York

209 S. State St.,
Chicago



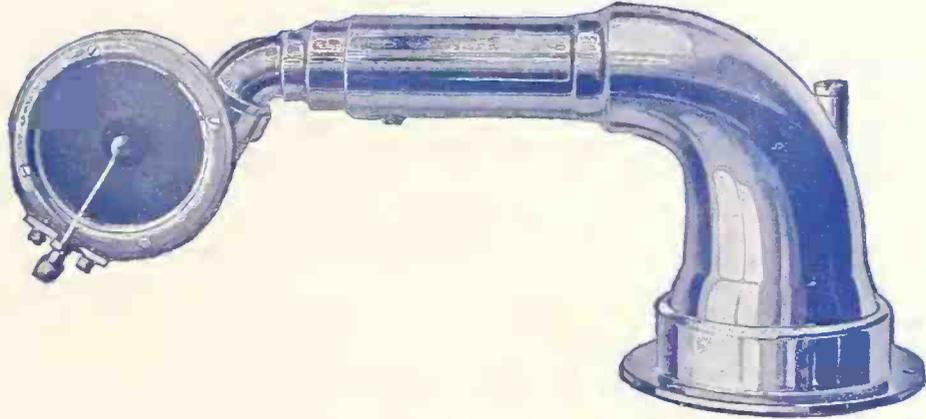


Talking Machine World, New York



HEINEMAN AND MEISSELBACH TONE ARMS

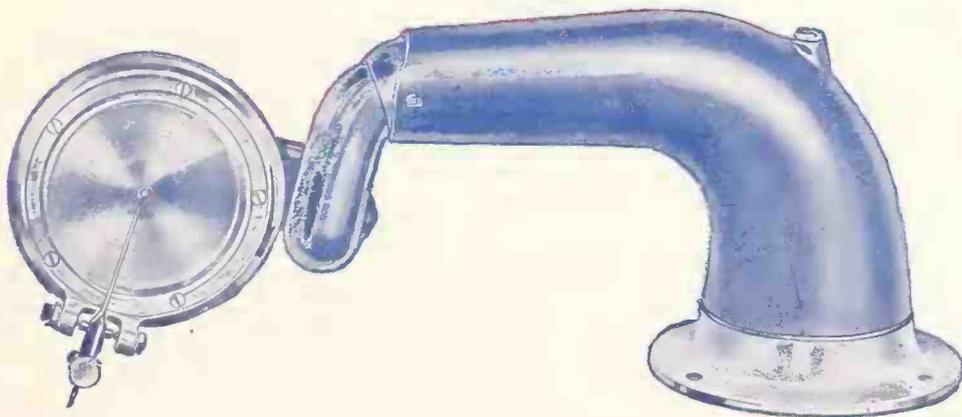
You Know
The Tone-Arm is the Musical Throat
of a Phonograph



HEINEMAN TONE ARM No. 11



MEISSELBACH TONE ARM No. 97



NEW MEISSELBACH TELESCOPE TONE ARM No. 297

Gold and Nickel Plated

Immediate Delivery

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

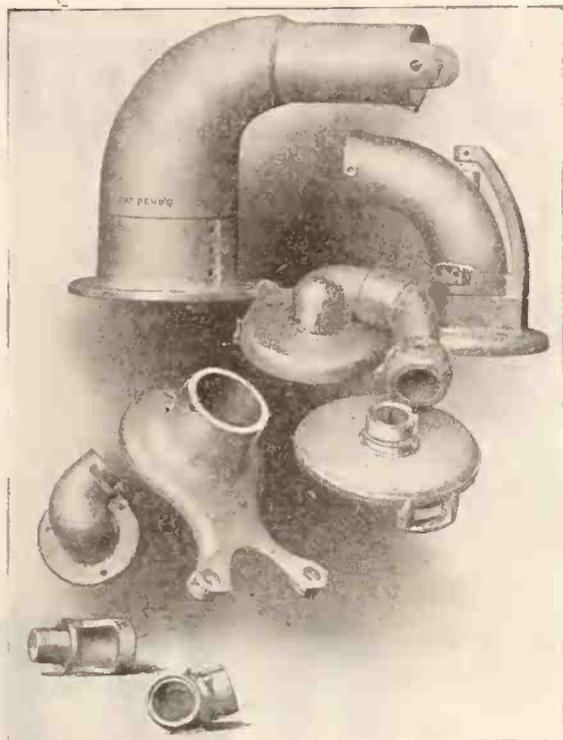
FACTORIES: Elyria, Ohio Newark, N. J. Putnam, Conn. Springfield, Mass. Kitchener, Ont.

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.



DOEHLER DIE-CASTINGS

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.

Doehler 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.

DOEHLER DIE-CASTING CO.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.

WESTERN PLANT
TOLEDO, OHIO.

SALES OFFICES IN ALL PRINCIPAL CITIES

NEW INDEPENDENT DISTRIBUTORS

Goldberg Bros., of Baltimore, to Distribute for Independent Talking Machine Co.—New Company Organized for That Purpose With H. LeRoy Goldberg as President—Important Move.

L. B. Williams, general manager of the Independent Talking Machine Co., who has just returned from a trip South, spent some time in Baltimore, Md. He brought back the announcement that Goldberg Bros., one of the biggest factors in the southern merchandise field, with headquarters in Baltimore, and who have had many years connection with important dealers all through Southern territory, have closed negotiations with his firm to act as distributors for Independent talking machines and supplies.

A new company for this purpose is to be organized on an exclusively wholesale basis and will be known as the Independent Talking Machine Co., of Maryland, headquarters Baltimore. The following officers have been elected for the new firm: H. LeRoy Goldberg, president; Herman M. Solomon, vice-president, and H. B. Goldberg, secretary and treasurer, and Harry B. Goldberg, general manager of the organization with the home office in Baltimore. While the Goldberg interests have an impregnable position in the business fields of the South, they have also for many years conducted one of the largest wholesale carpet, linoleum and general floor covering houses in New York. Their New York quarters are at 46 East 14th street.

It is understood the new firm will show activity around January the first. A prominent site in the heart of Baltimore's wholesale district is now being negotiated for, and it is planned to equip these quarters for the efficient demonstration and sale of the Independent products and Okeh records.

The Independent Talking Machine Co., while now controlling a number of large cabinet plants, also have connections with many of the manufacturers of talking machine supplies from some of which firms they take the entire output. The re-

cent acquisitions made by the Independent Talking Machine Co. mark a new era in the progress of that organization. In recent months they have placed before the trade a line of exceptionally fine quality machines both in regards to cabinets and equipment. In the coming months they will without doubt through the connections they are making, place their products in competition with the better class talking machines throughout the country.

Involved in the Southern deal just closed, it is

stated that Goldberg Bros. have contracted for approximately one million dollars worth of the Independent goods.

Territory assigned to this new organization comprises Maryland, Virginia, North Carolina, South Carolina, Georgia and Florida.

H. Kanarek, president of the Independent Talking Machine Co., is highly gratified over the closing of the new arrangement, feeling that this firm will be efficiently represented in the important territory named during the coming year.

Accessories of Quality for

Manufacturers of Phonographs and Cabinets

Trimmings and Parts that add distinction and smartness

Reasonably Prompt Deliveries

Catches
Sockets
Pulls

Knobs
Escutcheons
Sliding Shoes
Automatic Stops

Lid Supports
Tone Rods
Needle Cups

SEND TODAY FOR SAMPLES AND PRICES.

Grand Rapids Brass Company

Grand Rapids

Michigan

Ziegler, Baker & Johnson

(Formerly with the Columbia Graphophone Co, New York)

*Announce to the New York
dealers that they have been ap-
pointed local distributors for*

LATERAL CUT



KEH

RECORDS

*Exceptional facilities will be afforded
local dealers to take advantage of the
best record proposition on the market.*

May our representative give you details?



98 Park Place, New York, N.Y.

(Temporary Address)



We are also Distributors of Phonographs and Steel Needles

FEELING OF OPTIMISM PERVADES ENTIRE PITTSBURGH TRADE

Despite Labor Troubles Holiday Trade is Progressing—New Building For Mellor Co.—Standard Co. Explains Value of Recitals—Edison Tone Test at Buehn's—Emerson Activity—Hards Co. Incorporated—Standard T. M. Co. Issues Effective Publicity—Other News of Trade Interest

PITTSBURGH, Pa., November 6.—There is a marked feeling of optimism pervading the talking machine dealers in the Pittsburgh district and the expectation is quite pronounced that the winter of 1919-20 will be one of the best seasons that the trade here has ever experienced. In view of this there is a general move on the part of every talking machine dealer to "put his best foot forward," as the saying is.

While there have been labor disputes and disturbances in the local district for the past six weeks, there has not been any feeling of pessimism among the talking machine trade, the impression being that the industrial situation will ultimately work itself out and then there will be a resumption of normal activity.

Meanwhile the signs of Christmas trade are becoming apparent. The live dealer in talking machines and records is drawing the attention of the public to the advisability of doing their Christmas shopping early.

The Victor, Columbia Grafonola, Starr, Edison, Brunswick, Pathé, Cheney, Sonora, Vitonola, Brooks, Empire and other lines of talking machines and phonographs are being well advertised in the daily newspapers here and there is every indication that the dealers are preparing for a big rush of holiday orders.

The C. C. Mellor Co. have taken title to the large five-story brick building at the corner of Penn avenue and Twelfth street and within a short time it will be ready for use as a modern wholesale Victor distributing center. W. C. Dierks, general manager of the Mellor Co., stated that the move was made necessary due to the increasing importance of the Mellor wholesale Victor service, which is under the direct supervision of John Fischer, one of the best-known talking machine experts in the tri-state territory. It is planned to use the first floor of the new building for the general offices and also for the installation of a "New Idea Shop" where the Victor dealer can come and see the latest developments in the Victor line and ascertain the various modern methods for selling Victrolas and Victor records. There will also be a number of show and demonstration rooms and the Mellor Victor Service will also be a feature which Victor dealers can utilize to their own advantage. The basement and other remaining floors of the building will be used for storage purposes. The new wholesale headquarters is within a few minutes' walk of the Union

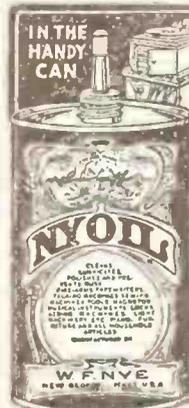
depot and the leading hotels. With the wholesale department removed from the present location at 604 Wood street, the retail Victor Victrola department is being enlarged and a number of changes made that will make it one of the most attractive and convenient Victor shops in the city. Modern appliances are being installed and the sales force increased.

The new Victor shop of the Aaron Furniture Co. at Connellsville, Pa., was formally opened during the past month. Five sound-proof booths have been installed. The opening days were marked with a series of Victor concerts that attracted large crowds. French Nestor and Wallace Russell, of the Standard Talking Machine Co., and John Fischer, of the C. C. Mellor Co., attended the opening and extended their congratulations to the management.

The Standard Talking Machine Co., Victor distributors, have issued a four page circular for the purpose of explaining to Victor dealers the advantages of having a recital by some Victor artist next season. The Standard Co. offers its services to all Victor dealers in the work of arranging for a concert and in the circular is a list of available artists with their addresses and other information which is of interest to the dealer.

George Wilton Ballard, the noted singer, is giving a series of tone tests under the auspices of the Buehn Phonograph Co. Edison distributors in western Pennsylvania, eastern Ohio and West Virginia. The opening tone tests proved to be very successful and the concert rooms at the various cities and towns were packed. Mr. Ballard was well received, and the work of the New Edison also came in for a generous share of the commendation of the audience. The dates and towns for Mr. Ballard follow: October 20, Templeton Co., Tyrone, Pa.; October 21, G. W. Williams, Hollidaysburg, Pa.; October 22, H. F. Guez & Son, Everett, Pa.; October 23, R. Reich & Son, Meyersdale, Pa.; October 24, H. C. Grunslof, Keyser, W. Va.; October 27, H. W. Tobias, Grafton, W. Va.; October 28, C. B. Smith, Phillippi, W. Va.; October 30, C. C. Keyes, Salem, W. Va.; October 31, H. P. Rodewig & Co., Bellaire, O.; November 1, Batchelor Bros. Co., Mowaca, Pa.; November 3, J. K. Lovett, Ambridge, Pa.; November 4, Furnee & Keenerdell, Kittaning, Pa.; November 5, Chas. H. Hutson, New Bethlehem, Pa.; November 6, Curt Brosius, Reynoldsville, Pa.; November 7, W. F. Rossman, Franklin, Pa.

IN THE
HANDY
CAN



NYOIL

FOR YOUR
PHONOGRAPH

**Made in Our
Watch Oil
DEPARTMENT**

which for half a century
has made 80% of all the
watch, clock and chrono-
meter oil used in America.

The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and woodwork and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

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

For Sale by all Talking Machine Supplies Dealers
WILLIAM F. NYE, New Bedford, Mass., U.S.A.

A. R. Meyer, the well-known secretary of the Pittsburgh Talking Machine Dealers' Association, took a trip around the circle the past week and visited Baltimore, Philadelphia and other cities. Mr. Meyer is anticipating a brisk holiday season in the Joseph Horne Co.'s talking machine department, which he directs. The Victrola and Columbia Grafonola are handled.

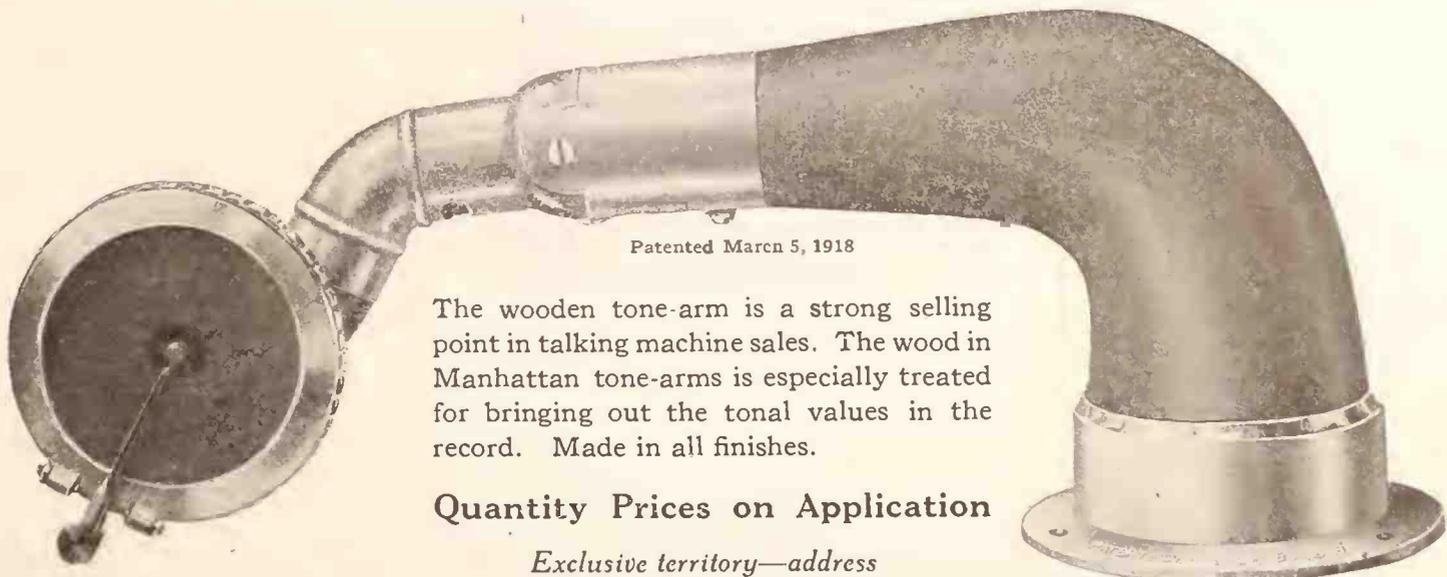
Miss Lillian A. Wood, who is the efficient director of the Victor educational department of the C. C. Mellor Co., gave a very successful series of demonstrations of educational work before a number of the teachers attending the Greene county institute at Waynesburg, Pa. The Victor dealer, E. E. Schellhase, sent invitations to the teachers to visit his shop on the days of the recitals and many responded and keenly enjoyed the program rendered by Miss Wood. She also gave a similar demonstration in the Waynesburg College before the students in the chapel and also in the commercial department.

H. Milton Miller, manager of the Pittsburgh offices of Smith, Kline & French Co., Sonora distributors report a brisk trade in the Sonora.

Herman Lechner, in charge of the talking machine department of the Lechner & Schoenberger Co., dealers in the Victor, Edison and Columbia Grafonola, stated that there was every reason to

(Continued on Page 87)

THE WOODEN TONE-ARM THE PROPER TONE-ARM FOR HIGH GRADE TALKING MACHINES



Patented March 5, 1918

The wooden tone-arm is a strong selling point in talking machine sales. The wood in Manhattan tone-arms is especially treated for bringing out the tonal values in the record. Made in all finishes.

Quantity Prices on Application

Exclusive territory—address

MANHATTAN PHONO PARTS CO., Inc.

145 West 45th Street

Chicago Offices, Republic Bldg., H. Engel, Mgr.

New York City

Another **WORLD** *Factory*

Since the inception of the World Phonograph business a few years ago the demand for these instruments has increased enormously—which is a testimonial of World *reliability—quality and Service.*

In accordance with the policy of doing its utmost to take care of its dealers in the *best possible manner at all times*, this organization has contracted for an additional factory which will produce when completed an increase of

200 Machines per day

*The
World
is
Constructed
from
Lumber
to a Complete
Phonograph
In Our
Factory*



All that is best in
Phonographs
combined in one
Plays all
Disc Records

*More
Instruments
of Same
High
Quality*

*Write
at once
for
Agency
Plan*

Manufactured by **WORLD PHONOGRAPH CO.** CHICAGO,
Patent applied for

PITTSBURGH TRADE IS OPTIMISTIC
(Continued from Page 85)

believe that the coming holiday season would be a banner one in the talking machine department.

"The Cheney phonograph has demonstrated its hold on the Pittsburgh music loving populace by the heavy demand that is being made for it," was the statement made at the Dauler-Close Co., who, with Gray & Martin, are Cheney sales agents in this city.

H. F. Andre, assistant manager of the W. F. Frederick Piano Co., stated that prospects were very encouraging in the retail Victrola department for the holiday season. The wholesale Victor department of the Frederick Co. is in charge of George H. Rewbridge, one of the best-known talking machine men in western Pennsylvania.

Jacob Hirsh, manager of the Emerson Sales Co., distributors of the Emerson records, reports a marked increase in the sale of the Emerson line during October, and he is predicting one of the best holiday seasons the company has ever experienced. Mr. Hirsh stated that the demand for the

Emerson records was so pronounced that it was difficult to keep on hand any stock for any length of time. Among the recent visitors to the Emerson offices here were T. J. Pocrske, of the international record department, and C. F. Usher, of the sales department.

Mort Green, well known in sheet music circles of Gotham, is the new manager of the Fifth avenue shop of Waterson, Berlin & Snyder. In addition to the sheet music trade the shop has a very attractive Columbia Grafonola department, which is in charge of Miss Mae Harnette.

T. E. Shortell, manager of the talking machine department of the S. Hamilton Co., which handles the Victrola and Columbia Grafonola, reports a marked increase in business during October. The Hamilton talking machine department has been renovated and enlarged and new space has been made for the display of records. Two of the Hamilton staff, Miss Ruth Gordon and R. H. Sayre, have returned from Camden, N. J., where they took the special course in Victor salesmanship as provided by the Victor Co.

H. C. Niles, of the Starr Phonograph Co. of Pennsylvania, just returned from a trip to the factory at Richmond, Ind. He stated that he was assured of an ample supply of Starr phonographs and Gennett records for the holiday season.

J. A. Endres, salesmanager of the Brunswick phonographs in the Pittsburgh district, states that every indication points to a record breaking list of sales this winter. He has just returned from a trip over the territory and mingled with the various Brunswick dealers. He stated that every phonograph sent to his warehouse for the next sixty days would find a ready sale.

Ralph C. Freeman and Charles Haddou, of the Victor Talking Machine Co., directorate; F. S. Oliver, of the Blackman Talking Machine Co., New York, and Gus Hellman, of Yahrling & Rayner, Youngstown, O., were recent visitors to the Standard Talking Machine Co.'s offices.

The George S. Hards Co. has been granted a charter of incorporation in Pennsylvania. Mr. Hards, who is well known to the talking machine trade of Pittsburgh and vicinity, is president of the new company.

G. W. P. Jones, the music dealer and Victor agent at Washington, Pa., is planning to have a new music house and Victor shop within a few months, having secured property immediately opposite his present location.

CONTRACTS FOR 10,000 CABINETS

David Bartelstone, of Lucky 13 Phonograph Co., Places Large Order for Talking Machine Cabinets With Prominent Western Concern

David B. Bartelstone, proprietor of the Lucky 13 Phonograph Co., recently closed negotiations for immediate delivery to his firm of over ten thousand talking machine cabinets. The products are the output of a big middle western furniture manufacturer, and it is believed this order represents the largest amount of high quality cases placed on the market in some time. The cabinets are good sized, full length uprights in golden and fumed oak, as well as mahogany finish, and in addition there are some models of walnut for which there is a big demand at the present time.

While a large part of this order is being shipped East immediately, it is understood that arrangements are also being made to handle some of these goods through Chicago.

With the demands for talking machines as heavy as they are at present and with the increasing pressure which is bound to be felt between now and the holiday season the acquisition of such a large number of cabinets of good quality is indeed most fortunate.

TAKES OVER VICTROLA STOCK

The Gressett Music House, Jackson, Miss., has bought out the Victor talking machine business, together with the stock of M. E. Taylor, of that city. The stock of Victrolas and records has been moved to the Gressett store.



Prompt Deliveries

This attractive Singer Cabinet and a few other models of equal excellence are always in work, assuring prompt shipments.

Recently we have increased our manufacturing facilities. This was made necessary on account of the growing recognition of Singer cabinet quality.

Be ready for the brisk holiday business. Write or wire for illustrations and prices.

Singer Talking Machine Co.

579 Market Street

MILWAUKEE

WISCONSIN

? ? ?

WHY

Mr. Dealer

Are Your Competitors Selling
So Many

Phono-Grands

? ? ?

Simply Because They
Know That



PHONO-GRAND

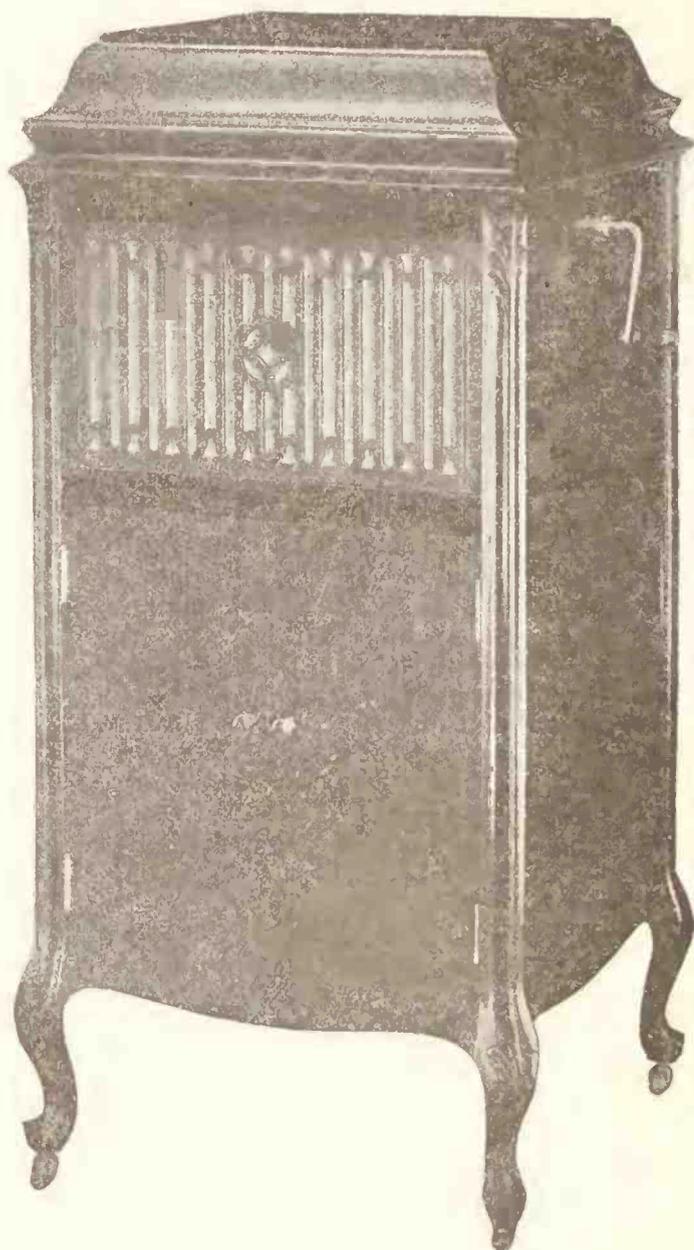
Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

J. P. Seeburg Piano Co.

419 W. Erie St. Chicago, Ill.



NOW *is the time*
to order by **WIRE**

If You Want to Satisfy Your Customers on Christmas Eve

Who Makes the Profits? Those Who Have the Stock.

*E. R. Godfrey & Sons Co., Milwaukee, Wis.
 Sole Distributors for Wisconsin, Iowa, Michigan,
 Illinois and Indiana*

WRITE US

VISTA TALKING MACHINE Dept. "D"

PHONOGRAPH DIVISION

THE WISCONSIN CHAIR CO.

Port Washington, Wisconsin

OPEN NEW VOCALION ASSEMBLING PLANT IN GRAND RAPIDS

Excellent Facilities Provided in That City For Installing Mechanical Equipment in Cabinets—Will Relieve Pressure on New York Plant and Prove of Benefit to Western Dealers

The Aeolian Co. now has in operation in Grand Rapids, Mich., a commodious and well equipped assembling plant for Aeolian-Vocalions, which not only supplements the hard pressed facilities of the New York factory, but provides the means for more convenient and rapid service for Vocalion representatives in the West. The Aeolian Co. has for some time past been having Vocalion cabinets made in the Grand Rapids market, the cabinets being shipped East to have the mechanical equipment installed. Many of the completed machines were later reshipped to the West for sale. By opening the assembling plant in Grand Rapids there is being realized a considerable saving both in time and money.

The new assembling plant, opened and equipped under the direction of C. L. Emmons, production

manager, is located in the former Nelson-Matter furniture factory and occupies a large portion of the modern seven story building, with a space of about 36,000 square feet.

The plant is in charge of Charles Votey, son of E. S. Votey, vice-president of the Aeolian Co., and it is reported that the facilities will be extended as necessity and conditions warrant. Mr. Emmons is particularly gratified by the new move inasmuch as the facilities of the New York factory of the Vocalion have long been overtaxed to meet demands. The new assembling plant will provide a most welcome relief.

The Vocalions completed at the Grand Rapids plant will be subjected to the same rigid inspection as is in vogue at the main factory in New York and will then be shipped direct to distributors and dealers from that city.

PEERLESS ALBUM CO. TO EXPAND

Larger Equipment Needed to Meet Requirements of Trade—Walter S. Gray a Visitor to Peerless Factory and Places Good Sized Album Order.

Phil Ravis, president of the Peerless Album Co., in a recent chat with The World representative, reviewed the progress that his concern has made in the ten months of its existence, attaching much of the success achieved to the company's many friends in the trade as well as to the quality product which is being manufactured.

Walter S. Gray, one of the most progressive phonograph accessories jobbers on the Pacific Coast, who makes his headquarters in San Francisco, recently was a visitor at the Peerless factory. After looking over the plant which has some

very efficient machinery for the manufacture of record albums, he placed a substantial order to be filled during the coming months of the present season.

The Peerless Album Co.'s plant is considered one of the most up-to-date in the country for the purposes for which it is used, and Mr. Ravis states that the demand for Peerless albums has increased so tremendously that he has been forced to contract for additional equipment. This will be installed very shortly and with additional floor space just acquired the firm will be in a position to entertain contracts from the larger users of albums with a promise of exceptionally prompt deliveries.

The United Mfg. & Distributing Co., Chicago, Ill., is now making a special talking machine motor. L. D. Rudolph is president of the concern and R. E. Watrous is sales manager.

HELPS DEALERS MOVE RECORDS

W. D. & C. N. Andrews Offer to Aid Victor Dealers in Disposing of Dormant Records

BUFFALO, N. Y., November 8.—W. D. & C. N. Andrews have sent out the following timely notice to their Victor dealers:

"We have found many dealers who have certain records on which they are overstocked, while there is a shortage of these same selections in other localities.

"To be of service in helping you dispose of any surplus you may have, we are asking you to mail us a list giving quantity of each you want to move. By having each one of our dealers do this, we are in hopes of transferring dormant stocks to localities where there is a demand. Kindly give this your attention at once as this is an opportune time to clean up your slow moving records. Only good, clean, perfect records with the latest labels will be considered."

BRUNSWICK MEN VISIT NEW YORK

P. L. Deutsch, assistant secretary, and S. J. Turnes, advertising manager of the Brunswick-Balke-Collender Co., made a trip to New York the early part of November, during which a number of matters bearing on the talking machine division of the Brunswick Co. were given attention. During part of their stay in New York, they were joined by M. W. Loesch, manager of the Baltimore wholesale branch of the Brunswick Company.

INCORPORATED IN DELAWARE

The Player Phone Mfg. Co., has been incorporated under the laws of Delaware to manufacture, deal in and sell talking machines and records of all kinds with a capital of \$150,000. The incorporators are Samuel C. Wood, Chicago, Ill.; L. B. Phillips and M. S. Anderson, Dover, Del.

Victor



The Stamp of Quality

combined with

ANDREWS

The Stamp of Service

Means Absolute Satisfaction

W. D. & C. N. ANDREWS

Buffalo, N. Y.



Ponselle singing "Voi lo Sapete, O Mama" from Cavalleria Rusticana is the most popular dramatic soprano in the world singing in one of the world's most popular operas. Columbia 49570.

Columbia Graphophone Co.
NEW YORK

OPENING OF NEW STORES SHOW ACTIVITY IN KANSAS CITY TRADE

The New Boice Victor Shop and Paul Shop Are Important Additions to Trade—Business Outlook is Good With Houses Handling All Lines of Machines and Records—News Budget of Trade.

KANSAS CITY, Mo., November 8.—Business at this point has been exceptionally good during the past month. The sales in both machines and records have been running exceedingly high and while a great deal of preparations are being made by nearly every concern in the city for handling of the expected increase in the holiday trade, they have not interrupted business to any great extent.

The opening of the Paul Shop, Columbia dealers, at 1112 Main street, was one of the features of the trade in the middle of the month. The shop though comparatively small is one of the most artistic and best decorated and arranged establishments that has yet been seen in this territory. With four small booths for the demonstration or machines and records the shop is well equipped and from the start has met with an exceedingly large trade. Its advertising has been of a modest character, yet the clientele is the equal of any talking machine establishment or department in the city.

The opening of the Boice Voice Shop, the new exclusive Victrola and Victor record shop on the second floor at 1104-1106 Walnut street was another feature of the week. The new company purchased the Victor franchise from the Schmelzer

Arms Co., which concern recently announced that its retail department would be closed and that it would devote its entire attention to jobbing and wholesaling. The new concern is headed by N. R. Boice and the company was recently incorporated. Thos. W. Hendricks, who for many years was assistant to Burton J. Pierce, manager of the Victrola department of the J. W. Jenkins' Sons Music Co. and lately manager of the Victrola department at the Geo. B. Peck Dry Goods Co., is the manager of the Boice Voice Shop. The company has ten sound-proof demonstration booths of double plate glass. Its real feature, however, is a service counter fitted with stools for the customers, which is the only one of its kind that has appeared in this city. Every purchase must go through the service counter and the office is not congested with standing customers and the inconvenience that is often exceedingly noticeable in many establishments. The company has one of the largest stocks of records in the city since taking over the stock of the retail department of the Schmelzer Arms Co. Another feature of the new exclusive shop is the educational department which is in charge of Miss Leah Ullom, who recently completed the course in this work at the Victor factory. The

company is furnishing a place for the meeting of such school organizations as the Parent-Teachers' Association. It is being made a real advertising feature and many school teachers have been induced to visit this department for the purpose of securing the best for the instruction of children. Miss Ullom also has been conducting story-telling hours for the teachers in which many suggestions and hints are given that the children with the aid of the talking machine may receive a more pleasant and profitable instruction than the old system of teaching was able to produce.

C. V. Bissell, manager of the Starr Piano Co., reports that the company has been exceptionally busy during the past month and said that the outlook for the coming season is much brighter than it has ever been before.

Harry Wuoderlich, proprietor of the Wunderlich Music Co., declared that the business has been much heavier this fall than it seemed possible for it to be a few months ago. The company recently placed a line of the Brunswick machines in stock and is now carrying both the Victrola and the Brunswick.

Charles A. Renie recently combined his musical instrument business with the Smith, Barnes & Strohber Piano Co. Mr. Renie has long been in the musical instrument business in Kansas City and after the local branch of the Smith, Barnes & Strohber Co. had decided to annex a line of musical instruments, arrangements were made with Mr. Renie to move his business there. The Smith, Barnes & Strohber Co. handles three makes of machines, the Victrola, the Columbia and the Elbertone, the latter being its own product. Business, according to W. J. Simmonson, manager of the local branch, has been exceptionally good during the past month.

The Architects & Engineers' Supply Co. recently began the advertising of a large stock of Emerson records which it placed here. The company has been handling talking machines and records for several years and has developed a business in what was once merely a side line that outrivals in every respect the original business for which the company was organized.

The Rudolph Wurlitzer Co. has moved its business from its second and third floor location at 1010 Walnut street to the main floor at 1112-1114 McGee street. J. E. Fitzsimmons, who fifteen months ago came from the Chicago office of the company to take the managership at the Kansas City branch was responsible for the move.

The Huss Bros. Phonograph & Piano Co., with a manufacturing plant on Canal street, Cincinnati, O., and a local retail store on Vine street, is rapidly growing in output and importance.

Window Dressing and Sign Service

The Knickerbocker Sales Promotion Department is a brand new service for Victor Retailers.

Drop us a line and our representatives will call and help you plan out an active window dressing campaign.

Remember your show windows are the direct outside salesmen of your store.

Knickerbocker Talking Machine Co.

Metropolitan Victor Wholesalers

138-140 West 124th St.

NEW YORK

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE
"GLOBE" TRANSFER NAME PLATES
DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAPHS, PIANOS, ETC.
GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.



HEINEMAN



Announcing the

OKEH

MOTOR

¶ We are preparing to offer the trade the finest motor in the phonograph industry. It will embody every improvement and refinement that has given merit and satisfaction. The OkeH MOTOR will represent the last word in motor perfection, and will prove a revelation to phonograph manufacturers.

Order Now for January 1st Deliveries

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

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

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.

FORM NEW MILWAUKEE CONCERN

Inter-State Music Corp. Organized to Succeed Record Needle & Mfg. Co.—Secures Distributing Rights For Rythmodik Rolls—Important Move.

MILWAUKEE, Wis., November 5.—The Inter-State Music Corp. has been organized in this city as an outgrowth of the Record Needle & Mfg. Co., for the purpose of engaging more widely in the distribution of musical goods. Among other things the new company has just been granted by the Rythmodik Music Corp. of New York exclusive distributing rights for Rythmodik music rolls for the States of Michigan, Wisconsin, Minnesota, Iowa, North and South Dakota and the northern tier of counties in Illinois. Although entering into a broader field the newly organized company will continue the national distribution of talking machine accessories.

The reorganization of the company has brought about no changes among the officers or in the control of the business. G. F. Ruez is president of the company; S. W. Goldsmith, vice-president; H. A. Goldsmith, treasurer and R. H. Zinke, secretary and general manager.

Mr. Zinke has been prominent for several years in Wisconsin musical activities and is now building up an extensive sales force to handle the new business which this company has undertaken in becoming distributors for Rythmodik music rolls for this valuable territory, which will give service to approximately twelve million people.

It is the intention of the new organization to develop the player roll business in an aggressive manner. The experience in handling talking machine accessories and marketing of records will be applied to the distribution of the Rythmodik records for which a very large business in this field through the efforts of the Inter-State Music Corp. is anticipated.

GEORGE M. COOK COMES EAST

Representative of Krasberg Engineering & Mfg. Corp. Visits Eastern Manufacturers

George M. Cook, representing Krasberg Engineering & Mfg. Corp., Chicago, Ill., has been spending several weeks in eastern centers where talking machines are manufactured and will probably pass a week or ten days more in the same territory. He called on the principal manufacturers of New York, Philadelphia, and other cities, and closed a number of important deals for the Krasberg house.

In talking with *The World*, Mr. Cook stated that the chief obstacle in the way of increasing the output of complete instruments at present lies in the cabinet end. The output of practically every manufacturer he called upon is being limited by inability to get sufficient cabinets.

Garino's Music Shop, Framingham, Mass., which for four years was located on the second floor in the Nobscot block, has moved to larger quarters at 8 Howard street. Sonora, Mandel and Charmaphone machines and Emerson records are carried.

Get Into the Phonograph Business

Tremendous Demand - Great Opportunity



Let us be your factory. We have long experience and the "Know How" in the construction of Phonographs. Our special construction of tone chamber produces a loud tone, clear and distinct, yet it comes from the bell of the horn perfectly soft and mellow.

Combine your selling ability with our knowledge of real Phonograph building and you have a business of unlimited possibilities.

MODEL D

46 In. High, 18 In. Wide, 20 In. Deep
Wholesale Price—Cash with Order
\$64.50 or Part Cash, Balance C. O. D.
(We pay the war tax.)

PARAGON MFG. CO., Inc.

Hickory,

N. C.

PROGRESS IN NEW ACME PLANT

New Factory Building to Be Completed Within 21 Days—Adjoins Present Plant of Company

BOONTON, N. J., November 8.—A modern miracle is being performed in the erection of the new factory building of the Acme Phonograph Corporation in this city. Contract for this new two-story building stipulates that it is to be completed within twenty-one days. There is a bonus of \$100 a day to the contractor for each day that he can detract from this stipulated period; accordingly a large force of men are at work and although ground was only broken two weeks ago the roof is being put in place at the present date. The new building directly adjoins the present factory building of the Acme Phonograph Corporation, which will be maintained in addition to the new building. This plant was formerly owned by the Audion Phonograph Co., and was purchased by the Acme Phonograph Co., several months ago. With the addition of the new building now in the course of erection the manufacturing facilities of the Acme Phonograph Corporation will be doubled.

NEW PATHE REPRESENTATIVES

Bloomington Bros. Department Store and Sol Birns Now Handling the Pathé—Machines and Records Now Enjoying Great Popularity.

Bristol & Barber Co., Inc., Pathe jobbers of New York City, make the important announcement that the Pathé line is now being carried by Bloomington Bros.' department store of New York City. This is the third large New York City department store that has recently acquired the Pathé line, following Gimbel Bros. and the John Wannamaker store.

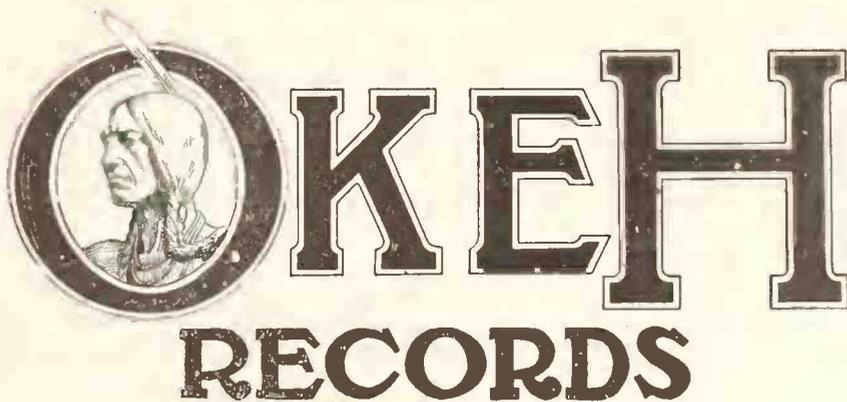
Manager Ennis, of the talking machine department of Bloomington Bros., reports that the Pathé line is already proving very popular in his department, and extensive merchandising plans are under way.

Announcement is also made by Bristol & Barber that a deal has been consummated with Sol Birns, a well-known talking machine dealer of New York City, adding the Pathé line to the lines already carried. Mr. Birns will include the Pathé in his extensive merchandising and advertising campaign.

Stoffer & Stackhouse Co. Inc.
BOURBON, IND.

Direct Factory Distributors
for the new

Lateral Cut



Our Dealer plan is unusually attractive

Write today for catalogs, also a small sample order of the records that is leading all others—the

OKEH



A Mandel Agency is a Franchise

A phonograph must sell on its merits. It must perform to the satisfaction of the prospective owner. And it must continue to perform after the sale is made. The MANDEL has the "stay-sold" qualities. It creates additional sales right in the owner's home. That is why a MANDEL Agency is a franchise to every dealer who is fortunate enough to get the MANDEL line.

The MANDEL stands every rigid test. Its quality endures. Men who know phonograph values have pronounced it the best machine for the money.

MANDEL Phonographs are backed by the makers. A real talking machine factory is the first home of the MANDEL. It is not merely an assembled instrument, but built from the ground up by the makers, who guarantee satisfaction to every ultimate owner.

More than 3500 dealers and agents are selling MANDEL Phonographs. This fact alone is overwhelming proof that MANDEL machines satisfy.

Your territory may be open. Write today for our proposition and for a copy of the new MANDEL Portfolio.

MANDEL MANUFACTURING CO., Inc.

501-511 South Laflin Street

CHICAGO, ILL.

LATERAL CUT OKEH RECORDS ARE NOW READY FOR THE TRADE

General Phonograph Corp. Making Shipments of New Lateral Cut Okeh Records—Well Received by Dealers—Lists Include Popular and Standard Selections by Well-known Artists

As announced exclusively in the October issue of The Talking Machine World, the General Phonograph Corporation, of New York, is now ready to place on the market its new lateral cut Okeh record. The company made its first announcement a few weeks ago, and dealers and jobbers in all parts of the country have already written to the jobbers inquiring as to merchandising plans in connection with the new record.

Before placing its lateral cut record on the market, the General Phonograph Corporation attended to every detail incidental to the compilation of record lists which the dealers could merchandise profitably. Accordingly, when the lateral cut Okeh record was formally announced, the company was in a position to offer Okeh dealers up-to-the-minute supplements of the latest popular selections and the fastest selling standard numbers.

The first lateral cut Okeh record lists are now being shipped to the trade, and from all parts of the country, letters of commendation have been received anent the tone quality of the records, and their unlimited sales possibilities. It is the intention of the company to issue new lists of lateral cut records monthly and to leave nothing undone that may add to the service and co-operation afforded dealers in selling this quality product.

In the lateral cut Okeh record library there are records by all of the most popular artists. The vocal and dance hits were selected with especial regard as to their musical quality and sales value, and as a result of this minute attention to every requirement, the General Phonograph Corporation feels that its dealers will have every opportunity to develop a permanent and profitable demand for lateral cut Okeh records.

During the past few weeks the Okeh record sales division of the General Phonograph Corporation has closed a number of important deals

whereby responsible and well known firms have been appointed distributors for the new lateral cut Okeh records. In addition, the company has a most efficient chain of Okeh record distributors from coast to coast, and new dealers are being established daily. The field for the new lateral Okeh record is unlimited, and an intensive national advertising campaign is now in process of preparation, details of which will be announced in the very near future.

Otto Heineman, president of the General Phonograph Corporation, has devoted a considerable portion of his time to the perfection of the new lateral cut Okeh record. He has been ably assisted by John Cromelin, general sales manager of the company, who is internationally recognized as one of the best posted members of the record industry. W. C. Fuhri, well known in the talking machine field, who was recently appointed general sales manager of the Okeh record division has already achieved remarkable results, and every member of his sales organization is most enthusiastic regarding the exceptional opportunities offered the company's latest product.

OFFERING WORLD SERVICE

BOSTON, Mass., November 7.—A. F. Carter, New England manager of The Talking Machine World Service, blew into this busy town a few days ago and immediately proceeded to come in touch with leading talking machine dealers. Mr. Carter, who certainly is a hustler, proposes ere many weeks have elapsed to meet all the dealers in his territory. Mr. Carter is no stranger to the trade as he was in the retail business here in New England for ten years before entering service. He was overseas eighteen months where he was a first lieutenant in the intelligence department.

BIG PURCHASE IN CLEVELAND

Cleveland Talking Machine Co. Takes Over Wholesale Victor Business of Collister & Sayle Co.

CLEVELAND, Ohio, November 3.—The Cleveland Talking Machine Co., successor to the W. H. Buescher & Sons Co., prominent Victor wholesalers of this city, has purchased the Victor wholesale department of the Collister & Sayle Co. This new acquisition is in line with the policy of expansion being pursued by the Cleveland Talking Machine Co. under the general management of Howard J. Shartle, who recently became associated with that company after a long connection with the Victor Talking Machine Co., as credit manager and in other capacities. Associated with Mr. Shartle in the direction of the Cleveland Co. business is A. H. Buescher, who needs no introduction to the trade, and George H. Deacon, formerly with the New York Talking Machine Co.

The Collister & Sayle Co. will still continue their retail department at 252 Superior avenue, under the management of Phil H. Dorn.

S. B. DAVEGA CO. EXPANDS

The S. B. Davega Co., Victor dealers of 125 West 125th street, New York, have found their business developed to such a point that a number of changes in the company's store have been necessary in order to take care of the demand. The changes include the installation of seven new record booths, bringing the total up to twenty.

ARISON BUYS BUILDING

Theodore Arison, the well-known music and talking machine dealer of 52 West 116th street, New York, has purchased the building opposite his present quarters to which he will move his business when remodeling operations are completed. One of the features of the building will be an elaborate Victor department.

*We have been appointed distributors
for the new*

LATERAL CUT

*The
Fastest Selling
Record on
the
Market*

 **OKEH**
RECORDS

*All
of the Leading
Popular, Vocal
and
Dance Hits*

Immediate Deliveries Plus Efficient Service

We are also distributors for DEAN STEEL NEEDLES—We are at your service

HEATH & GORHAM

24-28 South 15th Street
PHILADELPHIA, PA.

Its Musical Quality builds larger sales



There are only the same old words, "exquisite" and "wonderful," to describe the tonal qualities of the Dalion; but with the Dalion these overworked words retain their full meaning. The Dalion dealer never worries about a wandering prospect being sold some other phonograph, because of that phonograph's superiority as a musical instrument. The Dalion has a soft, mellow tone-grace all its own.

Its Many Refinements build larger sales



No freakish lines mar the harmonious, well-balanced beauty of Dalion cabinets. Skilled design, honest workmanship, and flawless finishes produce cabinets of irresistible appeal.

The Dalion plays all records and is equipped with every attachment that can add to the purchaser's satisfaction.

Its Exclusive Feature builds larger sales

With the average instrument, the biggest problem the salesman faces, is *one big exclusive feature to put the sale across*—to convince the undecided prospect.

No other instrument is equipped with the "Auto File"—the compact, large-capacity record filing device, whose "automatic brain" solves every inconvenience of record handling—and prevents the misfiling of records by refusing to give up a second record *until the used record is put back in its proper compartment.*

Every Dalion dealer knows what this feature means to him.

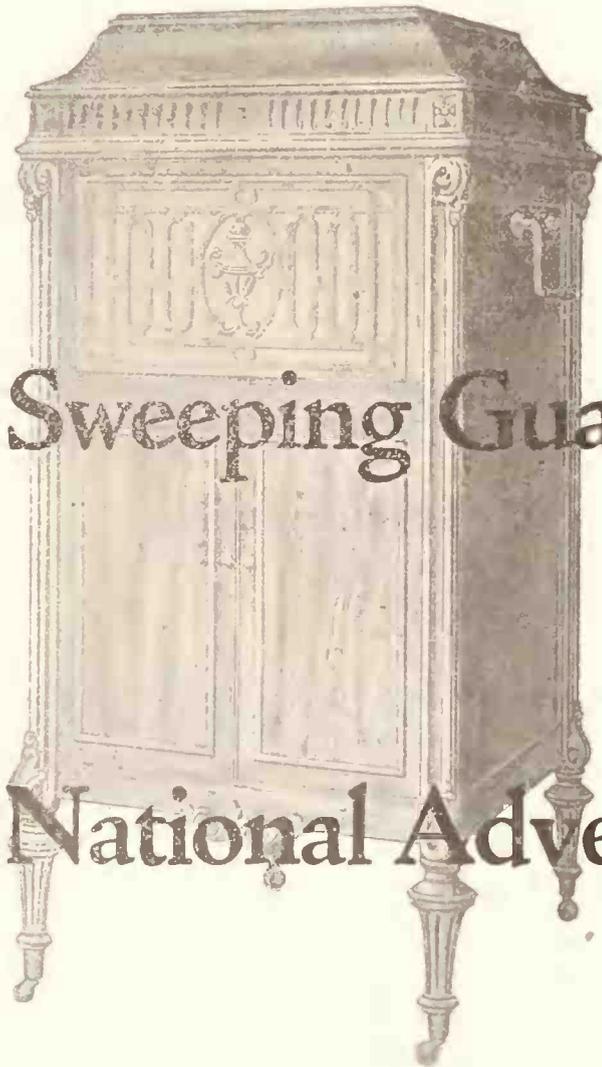
Its Sweeping Guarantee builds larger sales

Accompanying every Dalion is the broadest, most sweeping guarantee ever placed back of a phonograph. Not only is the instrument warranted unreservedly, but the owner is further protected from repair cost for one year on all main spring breakage.

Show this guarantee to a prospect—the manufacturer's sincerity in backing the Dalion quality increases the instrument's desirability.

Its National Advertising builds larger sales

We are not waiting for phonograph buyers to learn these things for themselves. More than five million of the best class of American families are being taught the Dalion's superiority in a broad, strongly individual, advertising campaign. Its force starts the new dealer with interested prospects the day he displays the Dalion.



*The Phonograph
Instrumentized*

We're awaiting your inquiry. When it arrives we'll come through with our whole proposition—lay all our cards on the table—show you exactly what benefits are yours as a Dalion dealer. Then the decision is yours. There is neither cost nor obligation in getting full particulars. Write today.

Milwaukee Talking Machine Mfg. Co.

Milwaukee

KENNETH MILLS NOW MANAGER

Succeeds W. C. Fuhri as Head of the Chicago Headquarters of the Columbia Co.—Other Important Appointments Just Announced

George W. Hopkins, general sales manager of the Columbia Graphophone Co., of New York, announced this week the appointment of Kenneth Mills as manager of the company's branch in Chicago, succeeding W. C. Fuhri, who resigned a short while ago. C. F. Baer remains as assistant manager of the Chicago branch.

H. L. Moorey, manager of the New Haven branch, has been advanced to the post of assistant manager of the New York branch, and H. E. Gardiner, assistant manager of the Philadelphia branch, has been appointed manager of the New Haven branch. B. W. Jennings, manager of the Little Wonder record department of the Columbia Co., has been appointed assistant manager of the Philadelphia branch.

In his letter to the Columbia sales organization announcing these important changes and promo-

tions, Mr. Hopkins stated that it gave him unusual pleasure to make these announcements, as every man represented in the changes is exceptionally well fitted for the post to which he has been promoted.

During the past few years Kenneth Mills has been assistant manager of the Columbia Graphophone Co.'s wholesale branch in New York, working in close co-operation with Lambert Friedl, manager of this branch. He has handled the many problems incidental to his important work with consummate ability, and has been a material factor in the phenomenal success achieved by the New York branch. Mr. Mills has been a member of the Columbia organization for many years, occupying executive posts that have given him an opportunity to study the talking machine field from every angle. He is thoroughly conversant with every detail of Columbia merchandising and his many years of experience well qualify him to fill his new post, which is one of the most important in the entire Columbia service.

HEATH & GORHAM ORGANIZE

New Concern Will Represent the Dusonto Talking Machine in Southern New Jersey, Eastern Pennsylvania, Delaware, Maryland, Virginia—Will Also Be Distributors of OkeH Records

PHILADELPHIA, Pa., November 8.—Announcement was made this week of the formation of the firm of Heath & Gorham, which will represent the Dusonto talking machine in the territory covering Southern New Jersey, Eastern Pennsylvania, Delaware, Maryland, Virginia, and the District of Columbia. The firm will have the exclusive distributing agency for this machine in this important territory, and offices and sample rooms have been opened in the Transportation Building at 24-28 S. Fifteenth street.

Heath & Gorham have also been appointed distributors for the new lateral cut OkeH records, manufactured by the General Phonograph Corporation, New York, and an extensive merchandising and sales campaign featuring this record is now in course of completion.

The Dusonto talking machine is manufactured by the Belcanto Co., of New York, and is handled by representative dealers in all sections of the country. Heath & Gorham have completed arrangements whereby they will be in a position to make immediate deliveries of Dusonto machines and OkeH lateral cut records, and judging from the orders already received, the new firm will meet with gratifying success.

The members of Heath & Gorham consist of A. J. Heath and Charles E. Gorham, both of whom are well known in the eastern talking machine field. Mr. Heath was formerly manager of the Columbia Graphophone Co.'s branch in this city, and was associated with the Columbia organization for many years, having also been manager of that company's Baltimore and Washington, D. C., branches. Mr. Gorham was previously a member of the Columbia Co.'s sales organization, and both of the members of this new firm are thoroughly familiar with every phase of the merchandising and distribution of talking machines and records. Charles S. Keyes, who for five years was connected with the Columbia Co., is now associated with Heath & Gorham, and is at present visiting the trade in Eastern Pennsylvania.

NEW EDISON DEALER IN MEMPHIS

The Phonograph Co., of Memphis, Inc., has opened for business in that southern city as an Edison shop at 103 South Court street, with C. L. Wainwright, formerly with the Armstrong Furniture Co., as general manager.

Don't get left without stock—it will pay you to read our advertisement—see Directory, last page

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City



A Better Phonograph

Manufactured by the Davenport Cabinet Works, Inc., Davenport, Ia.

The Davenola is manufactured in our own factory.



Has Universal Tone Arm and Reproducer, plays all records. Has strong double spring motor, plays nine ten-inch records with one winding.

We have recently enlarged our factory and can supply a few more live dealers.

We manufacture two models. One 48x24x22 inches, retails at \$150.00. One 44x21x19 inches retails at \$110. Prompt shipments guaranteed on any contract entered by us. Finished in Oak, Walnut and Mahogany.

Write for catalog and terms.

Davenport Cabinet Works

829 West 2nd St.
Davenport, Iowa

**Jobbers and Dealers
ATTENTION**

This is the logical time to place your order for such of the F. C. Kent Company's Products as you will require for the Fall Rush. Order now to insure prompt service. Everything guaranteed. Money back if not satisfied. See list below.

The Kent Master Adapter (which includes Type S sound box) to play any make of disc record on the Edison Disc Phonograph.

The Kent Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play lateral cut records on the Edison Disc Phonograph.

The Kent Universal Attachment No. 1 (arm only or fitted with either Type S or Type B sound box) to play both lateral cut and hill and dale cut records on the Edison Disc Phonograph.

The Kent Attachment No. 3-C (arm only) to play hill and dale cut records on the Columbia machine.

The Kent Attachment No. 3-V (arm only) to play hill and dale cut records on the Victrola.

The Kent Attachment No. 5-V (arm only) to play both hill and dale and lateral cut records on the Victrola.

Type B sound box (diaphragm of pure Brazilian mica 1 31-32 inches in diameter).

Type S sound box (diaphragm of pure Brazilian mica 2 1-16 inches in diameter).

Pathe Sapphire Balls, Edison Sapphire Points, Edison Diamond Points

Price list and special literature upon request



Registered in U S Pat Office

F. C. KENT COMPANY

Manufacturers of Phonograph Accessories

Mulberry and Chestnut Sts.

Newark, N. J. U. S. A.

The Entire Present Production

of

All ACME Products

ACME Motors
ACME Tone Arms
ACME Reproducers
and the
ACME Recordophone

Has Been Sold

Good News

We are, however, erecting another new building adjoining our present large plant at Boonton, N. J. This will double our facilities.

We shall, therefore, shortly be able to talk business with an additional number of manufacturers regarding their needs for

1920

Acme Phonograph Corp.

NEW YORK
46 Murray Street
Telephone
Barclay 7633

CHICAGO, ILL.
431 S. Dearborn Street
Telephone
Harrison 8021

WHY IT PAYS TO ADVOCATE THE SALE OF SEALED RECORDS

Arthur J. Pete, Manager of the Victrola Department of the Lion Store, Toledo, Ohio., Tells of His Plans and the Success of His Sealed Record Campaign in That City and Locality

TOLEDO, Ohio, November 10.—In these days of stock shortages the question of sending out records on approval and the advantages of sealing records before the sales are not much discussed. People are glad to get what records they can and dealers no longer have to push their sales by using the "approval" system. Neither do they have records returned because of some actual or fancied defect.

Looking forward, however, to the happy day when stocks will be complete in records as well as machines, it behooves us to listen to a few remarks on the sealed record and the "record on approval" question as discussed by Arthur J. Pete, manager of the Victrola department of the Lion Store, of this city.

Mr. Pete has a talking machine section that is noticeable because everything seems to run on ball bearings and pneumatic tires, noiselessly—

very little friction—and this too, in spite of sales extending into many thousands of dollars.

"I do believe most emphatically in the sale of sealed records," said Mr. Pete. "Sealed record selling has been successful, first and principally because customers do want new, clean, fresh merchandise. This is applicable to records just as much as to any other merchandise, but where an approval record business has become a fixed thing in a store it will be first necessary for it to be done away with, for sealed records and the value of selling sealed records is impossible when a store is doing an "approval" business.

"The first thing to do is to educate one's trade to the advantages of buying records that are new and perfect. This education must be through advertising first, then backed up by giving your customers new records and letting them know by

educating them through your sales people the disadvantages of trying to build a library of records from an approval stock, many records of which have been in circulation six months.

"Use the simile of the circulating library. Ask the customer if he would build a library of valuable books from some circulating library, when it would be possible to get the same books new and perfect at the same price. We decided to stop sending records on approval nearly five years ago, but before we finally gave it up we made a very extensive study of the results of an approval system and found that the average record that has been in an approval stock for six months is out seventeen times on approval before it is finally sold.

"Ask you customer, 'Do you ever loan your records to your neighbors or friends?' Their answer is generally a very decisive no. 'Well, then,' you answer, 'why buy records and pay full prices for them when some store has loaned them to everybody irrespective of who they are, what busi-

(Continued on Page 98)





Model XA-1
Mahogany or Walnut

**The Machine
that Plays
any Record**



Clear and pleasing on all phonographs

Require no extra attachments

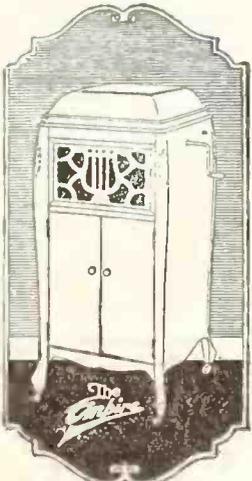
Empire

Records

REG. U.S. PAT. OFF.

SUPREME IN QUALITY

Come in and hear them



Model B
Mahogany, Oak or Walnut

**The Machine
that Plays
any Record**

Our Large New Catalog is Now Ready for Distribution. Write for Your Copy Now.

If it were possible to improve the quality of the Empire we would do it—

The Empire is built on honor, and our dealers testify that they make many sales on the recommendation of enthusiastic owners of Empire machines.

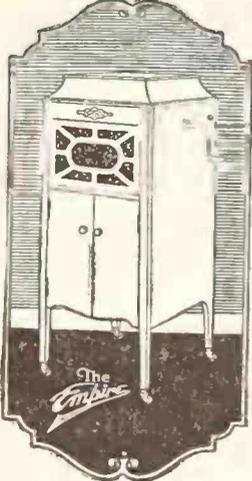
The lowest priced Empire phonograph which sells for \$40.00 has the same high grade tone arm and reproducer as the highest priced Empire selling for \$250.00. The price of an Empire does not affect its quality.

There are 10 models—prices \$40.00 to \$250.00 at retail.

The great popularity of Empire universal cut records is shown by the fact that dealers are ordering large amounts of these records and have big sales for them. See our list of December records in the record bulletin of this paper. Send us a trial order for a dozen and get our supplement.



Model CC-1
Mahogany or Oak



Model XC
Mahogany or Oak

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President
429 South Wabash Avenue, Chicago, Ill.

ADVOCATES SEALED RECORD SALES

(Continued from Page 97)

ness they are engaged in or the conditions of the homes or other places in which they have been—places perhaps that you yourself would not go into. Why buy these records?

“If the wear of a record and the cleanliness of it, or lack of cleanliness, which is positive after a few weeks of its approval life, were able to be seen, the customer would surely never buy it. For example, send out a new dollar bill on a few days' route, and note its condition upon return to you. The same degree of dirt is on a record, but is not quite as noticeable.

“While we were doing an approval business we had people, and most dealers have had them also, who would order numbers that they have had in their possession for years and then return the old records, substituting them for the new ones they have received. Of course if you check up each record as it is returned and note the condition of it, these people can be caught but it is quite surprising to see how many customers who are otherwise quite respectable will descend to this sort of thing. We had one woman only a short while ago who attempted to return records of a class that we had never sold. She had been in our department and purchased records and had replaced those she wanted to exchange in our envelopes and had taken them to one of the girls in the department and told her that after she had them home she only played them once and decided she wanted to exchange them. We positively do not exchange any records after the seal is broken so the saleslady referred her to me and upon examination I found these other numbers and when we showed her our stock book showing these records had not been in stock for over a year, she confessed that possibly the children had exchanged the records in the envelopes before she started for the store.

“Consider the advantages of the sealed record.

“Records are received usually in a perfect condition. If any are found defective, the distributor

will replace them. So you start off with your record shelves full of perfect stock, at least it is assumed so. The customer comes in and asks to hear a certain selection. The sales person brings it in and plays it. The record is thus ‘tested.’ The sales person hears it and knows it is perfect. So does the customer. If any defect is present it will show up in the presence of both. If the customer would rather have one other than that which was played for her have the salesman get a new record off the shelf and give it to her, but let him never fail to explain that the first record was a new record and that he had played it and had kept in mind while it was playing that it was being tested.

“In doing this sealed record business everything must be in keeping. The record room and demonstration booths must be kept in a neat, clean condition. No records should be allowed to lie around. Every record should be filed immediately after using, and not filed without being put back into its envelope, and allow no records to lie around in demonstration rooms. A piling up of records on some table results in no good, but often lots of damage.

“Seal each record at the time of the sale and do not allow exchanges, for there should be no reason for exchange. The record has been tested, has been played and purchased. Why should it be exchanged? This policy is easier to follow as time goes on and as the customer's education increases.

“We seal our records into the envelope with a label that reads, ‘The Lion Store records are sealed—perfect.’

“The psychological possibilities of the sealed record are simply limitless. It stamps the shop as one which sells goods of the very highest grade and subconsciously classifies your store in the minds of your customers as one which does business upon the most modern and successful basis and is therefore to be patronized.

“At the sales people's meetings show and explain to them the advantages of buying new sealed

records and the disadvantages of buying used, loaned, unsanitary records and have them thoroughly understand the system, for so doing they can very easily shape the customer's mind to these advantages and answer intelligently some of the objections that customers unused to the system might raise to it.

“Use the psychological possibilities of the sealed record in advertising. It cannot be much overplayed. We started a very heavy and definite advertising policy to get started on this plan and while we do not dwell as extensively on these points as we used to, we still continue to use them in every ad, for although everyone now clearly understands our policy and our ideas, we do not fail to keep our system identified with modern merchandise and so ‘Lion Store Records are sealed—perfect,’ is an advertising phrase we continue to use with our publicity.

“And last and perhaps above all, I do not believe that an approval business is in keeping with the high standard set by the class of merchandise we are handling—the highest quality merchandise in the world—the world's greatest artists—are surely far above the undignified approval business standard.”

INITIAL METRO CATALOG APPEARS

The first catalog of the Metro line of phonographs produced by the Metro Phonograph Co. of New York City has made its appearance in the trade. Five models are illustrated and described from Table Model No. 1 to a large cabinet Model No. 5. Although only introduced to the trade three months ago this new line has secured distribution of considerable size. A new grill, which is attracting much favorable comment, is now appearing on all models.

Vitis F. de Lusto, president and general manager of the company, reports that although several orders have been received from reliable export houses for foreign trade, they will continue to maintain the policy of supplying domestic needs first and thereby co-operate with their dealers.

Quality Plus Quantity PRODUCTION

Unexcelled facilities enable us to manufacture phonographs on such a scale as to interest the largest jobbers in America. Our phonographs have quality stamped all over them, our cabinet work is superfine—the mechanism and reproducer are the kind our long experience has prompted us to use for proper tone reproduction.

RETAILERS: We have a jobber in your territory who can supply you with the best phonographs manufactured at the price.

5 Models—Retail Prices \$85. to \$200.—Liberal Discount.

TWO LARGE FACTORIES

**Recordeon Phonograph
Company**

NO. MILWAUKEE, WIS.

Makers of Pool and Billiard Tables Since 1882

**General Mfg.
Corporation**

MILWAUKEE, WIS.



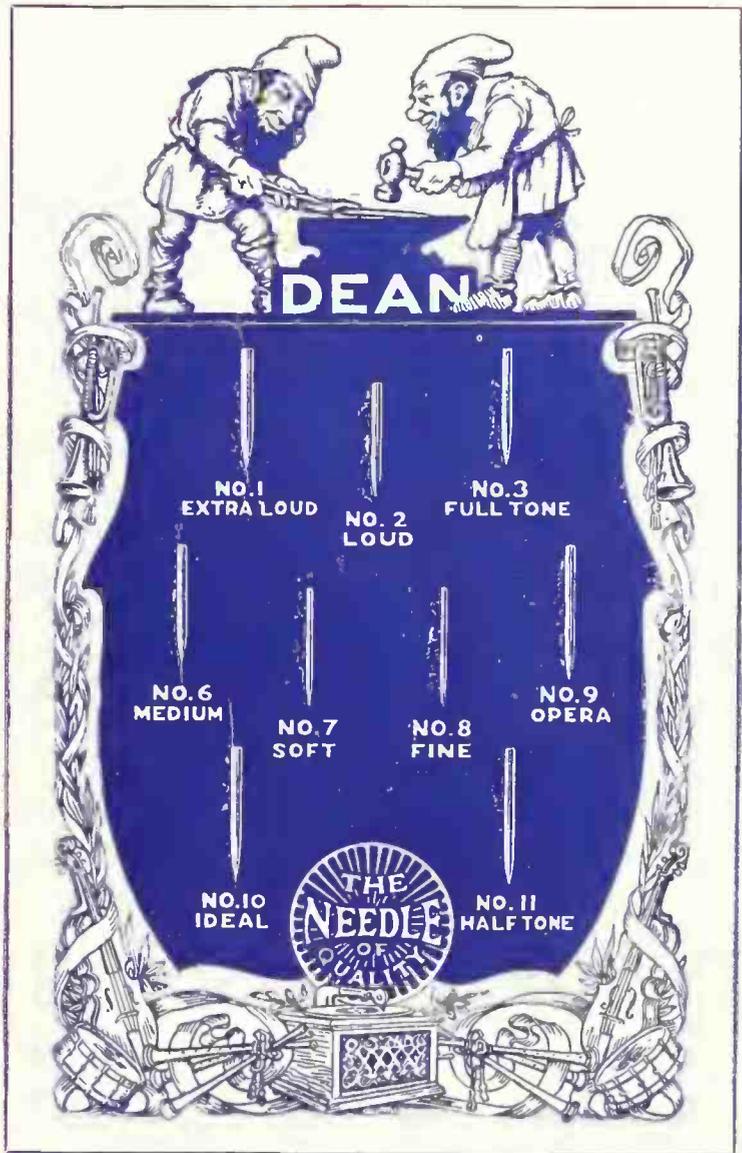
OUR
PHONOGRAPHS
PLAY ALL
RECORDS CORRECTLY



DEAN



For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.



One Needle with three different tones
LOUD — MEDIUM — SOFT

Petmecky Multitone Steel Needle

Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones

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.

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N. Y.

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

BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Can.



OLIVERS RED-WHITE-BLUE THRIFT NEEDLE

WHY CHANGE NEEDLES CONTINUALLY?

Use this Semi-Permanent Phonograph Needle which plays from 50 to 200 records without changing and is more economical and satisfactory than the ordinary steel needle. Plays any tone.

These needles are fast selling and will mean continuous repeat sales. They offer you a profitable addition to your line.

Write for full information to the distributor nearest you

NEW YORK
The Cabinet and Accessories Co., Inc.
145 East 34th St.

New England Distributors
Iver Johnson Sporting Goods Co.
Boston, Mass.

PHILADELPHIA
Interstate Phonograph Co.
1026 Chestnut St.

DEVELOPING CENTRAL WEST

Compton-Price Co., Manufacturers of the Stradivara, Have Placed Several Agencies in This Territory—Issue Attractive New Catalog

The Compton-Price Co., Coshocton, O., manufacturers of the Stradivara phonograph, recently inaugurated a campaign to develop interest in this machine throughout the central west. For several years they have devoted their particular efforts in cultivating the eastern territory. According to last reports, their campaign in the central west has been progressing with rapidity and steady growth. Illinois and Wisconsin have during the last few months furnished a splendid quota of dealers who are handling the Stradivara with much success. The company is, however, continuing its endeavors in these two states as there is valuable territory yet to be covered by dealers who are not as yet handling the popular Stradivara line.

A very attractive catalog is now being mailed to the trade and one of the features of the Compton-Price Co. campaign has been the advertising service to its dealers, which include various kinds of publicity, window displays, wall hangers, motion picture slides, with complete advertisements of copy and electros of all the machines. An added feature incorporated in the Stradivara is a green velvet covered turn-table, which according to officials of the company has been received with great enthusiasm by all Stradivara dealers on account of its attractive appearance. Plans are now being made for a greater increase in output.

CO-OPERATING WITH THEIR DEALERS

C. Brno, of C. Bruno & Son, Inc., Victor wholesalers, reports that the demand for Victor merchandise is continuing strong, and anticipates that it will continue for a long period ahead. The supplies of Victor merchandise are in no way sufficient to meet the demand, although they are increasing gradually. Mr. Brno reports that C. Bruno & Son, Inc., are following to the best of their ability their time honored policy of co-operation with their Victor dealers in supplying them with available merchandise as will best fit their needs.

FINE QUARTERS IN MUSCATINE

Lohr & Bristol Featuring Victor Line Most Attractively in That City—Are Achieving Success

MUSCATINE, Ia., November 5.—Lohr & Bristol, the talking machine dealers of this city, are reporting a most satisfying volume of business in



Lohr & Bristol Warerooms

their handsome quarters where Victrolas and Victor records are handled exclusively. The Lohr & Bristol store is one of the most attractive in town

and provides a most artistic setting for the Victor instruments. The interior is finished throughout in gray and white, with gray rings and overstuffed tapestry furniture. The equipment includes three sound-proof demonstrating booths, finished in blue, gray and white, and also handsomely furnished. The firm consist of Miles E. Bristol and Ralph G. Lohr, both of them talking machine men of successful experience.

TO PLACE NEW MACHINE ON MARKET

A. M. Druckman, a jobber of talking machines, who is connected with several large cabinet concerns, will shortly place a machine, carrying his own trade name, on the market. The concern was formerly located at 16 West 39th street, New York City, but has recently moved into much larger quarters at 140 West 23rd street. The new quarters have over 50,000 feet of floor space.

Reinhardt's, Memphis, Tenn., a new music store at 25 South Main street, will soon have all present alterations completed.

IOWA DEALERS LOOK US OVER

We are the Iowa Distributors of

Vitanola Phonographs

"THE PHONOGRAPH OF MARVELOUS TONE"

AND

Story & Clark Pianos

"MANUFACTURED SINCE 1857"

We Are Equipped To Give You Service

E. H. JONES PIANO CO.

DES MOINES

Shops Building

IOWA

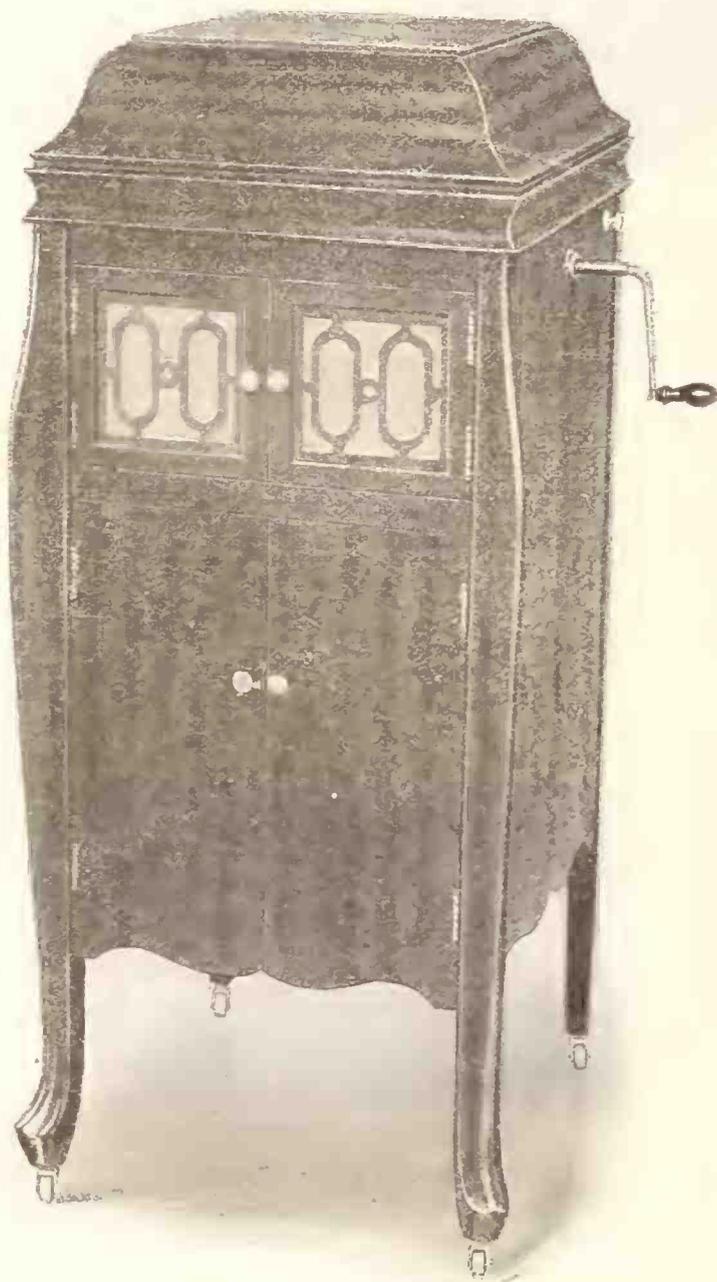
Don't rely on promises and be disappointed
—See our advertisement in this issue

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

YOUR CHANCE TO BE INDEPENDENT

IMMEDIATE
DELIVERIES

*Unable to
advertise for
7 months because
monthly
production of
3,000, was
literally
"gobbled up."*



IMMEDIATE
DELIVERIES

*INCREASED
PRODUCTION
now permits
us to add
to our
list of live
and
happy dealers.*

Model No. 90

A Music Marvel 45½ inches High; 19½ inches wide; 20½ inches Deep. GENUINE MAHOGANY.
Unexcelled Motor, Patented. Independent Universal Tone Arm and Sound Box.

ATTRACTIVE PROPOSITION FOR LARGE USERS

*Equal to any and better than many at a
much higher price.*

Distinctive Design, Superior Construction, Remarkable Tone,
Flawless Equipment and IMMEDIATE DELIVERIES

Attributes of Success Which Make Our Dealers
INDEPENDENT

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd Street
105 Washington St.,

NEW YORK CITY
BOSTON, MASS.

ZIEGLER, BAKER & JOHNSON NEW YORK OKEH DISTRIBUTORS

New Company Organized to Act as Distributors for the New Lateral Cut OkeH Records in New York Metropolitan Territory—Members of Firm Veterans in the Talking Machine Trade

W. C. Fuhri, general sales manager of the OkeH record division of the General Phonograph Corporation of New York, announced this week the appointment of Ziegler, Baker & Johnson as distribu-



Louis Ziegler

tors for the new lateral cut OkeH records in the metropolitan territory.

The members of this firm consist of Louis Ziegler, George A. Baker and John Johnson. They were formerly associated with the New York whole-

All of the members of this new firm are exceptionally well fitted to attain unlimited success as distributors for the new OkeH record line, as they have spent practically their entire business careers in the talking machine field. Moreover, each one of them has made a special study of the record business, and can assist the dealer along practical lines.

Louis Ziegler is considered one of the most successful talking machine salesmen in the wholesale field in New York. For many years he has been in close touch with dealers who have made a signal success of their establishments out of small beginnings, and in several instances his advice and suggestions have been important factors in this success.

George A. Baker has not only spent a number of years as a wholesale salesman, but has occupied important executive posts where he has had

an opportunity to become familiar with the most vital problems that confront the talking machine dealer. He has devoted considerable attention to the financial end of the business, and his lengthy experience will enable him to work in close touch with the dealers that his firm establishes.

John Johnson has won considerable renown in local talking machine circles through his keen sales ability and intimate knowledge of all details of the talking machine and record fields. He was a prize winner in a number of contests that were introduced in his sales organization, and his pleasing personality has been one of the factors contributing to his success.

These three "veterans" number among their friends a host of dealers throughout the East, and there is every reason to believe that the firm of Ziegler, Baker & Johnson will soon become an important figure in the local wholesale talking machine circles. They are entering their new field of endeavor with the hearty good wishes of every member of the trade, and lateral cut OkeH records will undoubtedly receive excellent representation in the most important territory in the country.

A CIVILIZER, NOT A MACHINE

Tribute to the Efficiency of the Talking Machine as an Educator and Stimulator of Musical Knowledge and Appreciation

Some very instructive facts pertaining to the advantages of the modern day talking machine as a real musical instrument appeared in an article in the New York American. This article was both an inspiration for talking machine salesmen and a strong recommendation for music in the home. It said: "In recent times a man named Rudyard Kipling wrote some ballads that will be famous as long as the English language is spoken, and that will be a long time. One of these ballads is called 'On the Road to Mandalay.' Another is 'Dauny Deever.' Now, a ballad is a poem-story that is meant to be sung. When you read these ballads you wish you could hear the right voice singing them. A man with a voice like a Summer wind in the pine trees sings these songs as if he were born for no other purpose but to sing them. They go on a talking machine record, one on each side and any family in the country with a machine can hear them whenever they want to hear them.

"Who is the singer or what is the song, if either singer or song are worth while, that you can't hear on your machine at any hour you want if you have the record? You pay two dollars and a war tax to get into a theatre to hear a song once. For half that price you can get a record that will render the same music on a minute's notice, for you and your children and their children—years after the singer's voice is stilled.

"About the only criticism you ever hear of the talking machine is that it is 'mechanical' music. You never hear that from the owner of a talking

machine. 'Mechanical music,' indeed! What do the few who still say that know about music? Can they whistle or hum the first five bars of the tuneful 'La donna e mobile,' known to every true music lover in the world? Music is supposed to be a compound of the stuff that dreams are made of—hazy, misty, dim, intangible feelings set to sounds. Music is born of moonshine and fragrant memories and hopes too great for earth and loves unrealized, yet its expression is as mathematical as mechanism. A composer of music is a mathematician who dreams—a poet, cold as steel with a genius for tempo.

"Music is a perfection of mechanics, and talking machine music is infinitely nearer perfect than that produced in other years on parlor pianos. Do you remember the beautiful springtime afternoon when little exercise-starved bodies perched on a hard stool 'practiced' for hours—practiced until the back ached and the tongue wearied of the eternal 'one-and-two-and-three-and-four-and?' How wonderful is the talking machine compared to that.

"With a talking machine you can listen, or you can dance, or you can get over beside it and sing with it in real close harmony—that last is tip-top fun. Even shy folks who never lifted their voices in song before become vocal when alone with a talking machine. Any time you see a thing like a talking machine selling right and left on a few dollars down and a few dollars a month proposition you can be sure it is something completely worth having. Don't get the idea that your family is different and doesn't want this music. Why, their souls are hungry for it."

Charles F. Ten Eyck, Master Tone dealer in Gloversville, N. Y., is remodeling his store and adding demonstration booths.

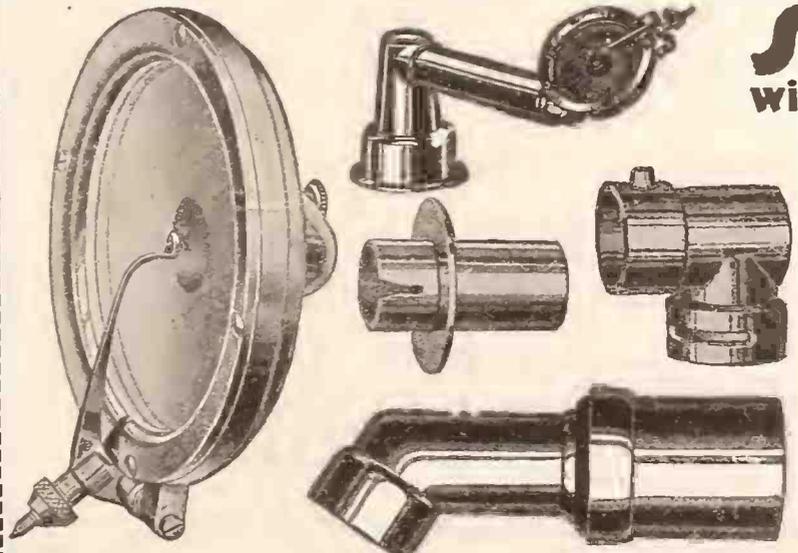


John Johnson



Geo. A. Baker,

sale branch of the Columbia Graphophone Co. for upwards of ten years, and are among the most popular and best-known members of the New York trade. They have opened offices at 98 Park Place, New York, and are now making plans to offer the dealers in the metropolitan district efficient service and co-operation in handling the new lateral cut OkeH record line.



Superior Die Castings

will Cut Your Costs and Increase Your Sales

Tonearm and Reprodncer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. ¶¶ We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for Samples of Work we are doing in this line



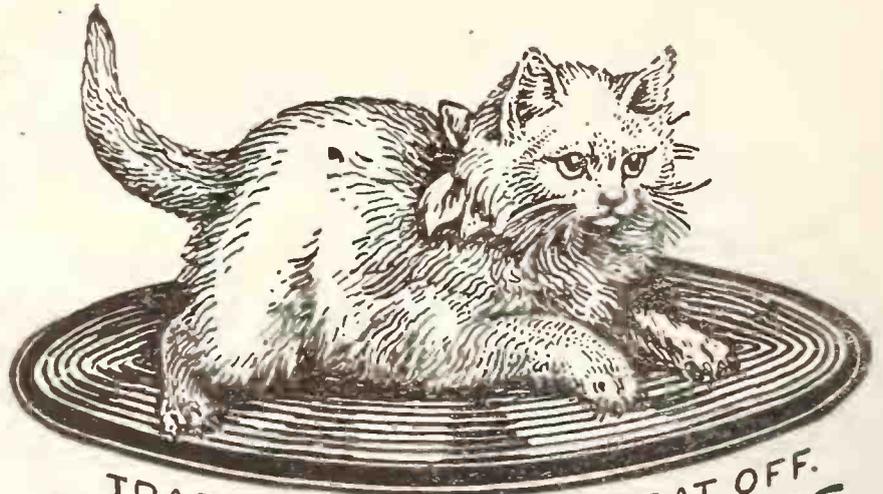
Send us your Specifications or Models for quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets Chicago Illinois

LYRIC LATERAL CUT

RECORDS

PLAY ON ALL MACHINES WITHOUT ATTACHMENTS



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

In addition to the voluminous catalog (Hill and Dale) of Lyric Records, the following list of 120 titles constitute our Bulletin No. 16. Beginning with our No. 16 Bulletin all Lyric Records will be lateral Cut. *Order Now—Deliveries December 15th*

DANCE RECORDS

- 4201—\$5c All the Quakers They're Shoulder Shakers (Introducing "When the Preacher Makes You Mine" and "Take Me to the Land of Jazz" (Medley Fox Trot).....Jazzarimba Orch.
And He'd Say Oo-La-La (One Step).....Jazzarimba Orch.
- 4202—\$5c Poor Butterfly Is a Fly Girl Now (Introducing "Worth While Waiting For" and "God Bless My Swanee Home") (Medley Fox Trot).....Jazzarimba Orch.
"Cairo" (One Step).....Jazzarimba Orch.
- 4203—\$5c Everybody's Crazy over Dixie.....Jazzarimba Orch.
"Good Night, Dearie" (Waltz).....Jazzarimba Orch.
- 4204—\$5c Buddha (Fox Trot).....Jazzarimba Orch.
"Caravan" (Fox Trot).....Jazzarimba Orch.
- 4205—\$5c Tents of Arabs (One Step).....Waldorf-Astoria Dance Orchestra
"Romance" (Waltz).....Waldorf-Astoria Dance Orchestra
- 4206—\$5c My Cairo Love (Fox Trot).....Waldorf-Astoria Dance Orchestra
"Just Another Kiss" (Waltz).....Waldorf-Astoria Dance Orchestra
- 4207—\$5c Big Chief Blues (Medley One Step).....The Novelty Five
"Old Joe Blues" (Fox Trot).....The Novelty Five
- 4208—\$5c That Shanghai Melody (Fox Trot).....The Three Star Trio
"Oriental Eyes" (Fox Trot).....The Three Star Trio
- 4209—\$5c Alexander's Band is Back in Dixie (One Step).....Jos. Samuels' Dance Orch.
"Dreamy Alabama" (Waltz).....Jos. Samuels' Dance Orch.

- 4210—\$5c You'd Be Surprised (Fox Trot).....Jos. Samuels' Dance Orch.
"My Baby's Arms" (Fox Trot).....Jos. Samuels' Dance Orch.
- 4211—\$5c "Beale Street Blues".....Handy's Memphis Blues Band
"Joe Turner Blues".....Handy's Memphis Blues Band
- 4212—\$5c Hesitating Blues.....Handy's Memphis Blues Band
"Yellow Dog Blues".....Handy's Memphis Blues Band

Popular Instrumental (Cornet Solos, etc.)

- 4601—\$5c When You and I Were Young, Maggie (Piano, Violin, Cello).....Taylor Trio
Sweet Genevieve (Piano, Violin, Cello).....Taylor Trio
- 4602—\$5c Herd Girl's Dream (Harp, Violin, Flute)
Serenade (Moszkowski) (Harp, Violin, Flute)
- 4603—\$5c Fifth Nocturne (Leybach) (Harp, Violin, Cello, Flute)
Narcissus (Nevin) (Harp, Violin, Cello, Flute)
- 4604—\$5c Serenade (Schubert) (Cornet Solo)
O Sole Mio (Di Capua) (Cornet Solo)

Band Records

- 4801—\$5c March—El Capitan (Sousa).....Lyric Military Band
Washington Post March (Sousa).....Lyric Military Band
- 4802—\$5c Stars and Stripes Forever.....Lyric Military Band
Semper Fidelis.....Lyric Military Band

Whistling and Novelty Records

- 4901—\$5c Bird Voices (Whistling Solo with Orch.).....Sybil Sanderson Fagin
Listen to the Mocking Bird (Whistling Solo with Orch.).....Sybil Sanderson Fagin
- 4902—\$5c The Radiance of Your Eyes (Saxophone Solo).....Benny Krieger
Saxopation (A Saxophone Riot).....Benny Krieger
- 4903—\$5c Stephanie Gavotte (Bell Solo).....Chapman
Southern Melodies (Xylophone Solo).....Green

Hawaiian Records

- 4701—Sweet Hawaiian Moonlight.....Kalawao Hawaiian Orch.
Hawaiian Smiles.....Kalawao Hawaiian Orch.
- 4702—Aloha Oe.....Kalawao Hawaiian Orch.
Hawaiian Hula Medley.....Kalawao Hawaiian Orch.
- 4703—Hawaiian Lullaby.....Kalawao Hawaiian Orch.
Hawaiian Nights.....Kalawao Hawaiian Orch.

Popular Song Hits

- 5201—\$5c Oh, What a Pal Was Mary (Tenor Solo).....Henry Burr
Tulip Time (from Ziegfeld's Follies 1919) (Soprano Obligato by Reba Dalridge).....Henry Burr
- 5202—\$5c I Love You Just the Same, Sweet Adeline.....Peerless Quartet
"Since First I Smiled on You".....Henry Burr
- 5203—\$5c Just Like the Rose.....Sterling Trio
"Nobody Knows and Nobody Seems to Care".....Campbell and Burr

Lyric Records appeal because of their wonderful natural tone and musical quality and because there is no surface scratch.

The Lyric Catalog includes all that is best in the world's musical literature of standard songs, operatic arias, instrumental solos, band and orchestra records as well as all the latest popular songs.

LYRAPHONE CO. of America

117 Mechanic Street, Newark, N. J.

LYRIC QUALITY *and* SERVICE



WILL BE MAINTAINED IN THESE NEW PRODUCTIONS

There's a Lyric Jobber in Your Territory Ready to Serve You.
Be a Progressive Dealer—*Handle Lyric Records—Order Now*
Deliveries December 15th

- 5204—85c There's a Lot of Blue Eyed Marys
Down in Maryland.....The Shannon Four
"You Didn't Want Me When You Had
Me".....Charles Hart
- 5205—85c It's a Small World After All.....
Henry Burr
"My Sugar Coatd Chocolate Boy".....
Campbell and Burr
- 5206—85c Ting Ling Toy.....Peerless Quartet
"Nesting Place of the Bluebird".....
Sterling Trio
- 5207—85c I Never Knew.....Charles Hart
"Floatin' Down to Cotton Town".....
The Shannon Four
- 5208—85c Golden Gates.....Hart and Shaw
"Lullaby Land".....Hart and Shaw
- 5209—85c In Your Arms.....Sam Ash
Girl of Mine.....Sam Ash
- 5210—85c Now I Know.....Arthur Hall
I'm in Love with a Beautiful Baby.....
Hall and Kaufman
- 5211—85c Wonderful Pal.....Hall and Kaufman
I Left My Door Open.....Jack Kaufman
- 5212—85c My Gal.....Arthur Hall
Hippity Hop.....Arthur Hall
- 5213—85c Why Don't You Drive My Blues
Away?.....Julia Gerity
Who Wants a Baby?.....Julia Gerity
- 5214—85c They're All Sweeties.....Billy Murray
That Wonderful Kid from Madrid.....
Billy Murray
- 5215—85c Landlord Blues.....Ernest Hare
You Ain't Heard Nothing Yet?.....
Ernest Hare
- 5601—85c Back Home on the Farm
(Comic).....Golden and Hughes
The Two Bellboys.....Golden and Hughes
- 5602—85c Cohen on His Honeymoon.....
Monroe Silver
Cohen on Prohibition.....Monroe Silver

- Current High Class (Popular Price)**
- 5701—85c Think, Love, of Me (Tenor Solo)
James Price
A Rose, A Klss, and You (Tenor Solo)
James Price
 - 5702—85c Dear Heart (Tenor Solo)
William Shaw
When the Evening Bells Are Ringing
(Tenor Solo).....William Shaw
- Standard Songs**
- 5801—85c Rocked in the Cradle of the Deep
(Bass Solo).....Frank Croxton
The Road to Mandalay (Bass Solo)
Frank Croxton
 - 5802—85c Somewhere a Voice Is Calling
(Tenor Solo).....George Howes
A Little Bit of Heaven (Tenor Solo)
George Howes
 - 5803—85c Home, Sweet Home (Soprano
Solo).....Grace Kerns
Whispering Hope (Sop. and Alto)
Grace Kerns and Nev. VanderVeer
 - 5804—85c The Sunshine of Your Smile
(Tenor).....James Price
Macushla (Tenor).....George Howes
 - 5805—85c A Perfect Day (Sop. Solo)
Grace Kerns
The Rosary (Contralto Solo)
Nevada VanderVeer
- Hymns**
- 5901—85c The Ninety and Nine (Tenor
Solo).....Harry McClaskey
He Leadeth Me (Duet)
Harry McClaskey and Frank Croxton
 - 5902—85c I Need Thee Every Hour (Duet)
Harry McClaskey and Frank Croxton
Safe in the Arms of Jesus
(Tenor Solo).....Harry McClaskey
- Standard Songs**
- 6201—\$1.00 Good Bye (Fosti) (Sop. Solo)
Louise Mitchell
Where My Caravan (Tenor Solo)
Judson House

- 6202—\$1.00 Mighty Lak a Rose (Sop. Solo)
(With Violin Obligato).....Neira Reigger
Comin' Thro' the Rye (Sop. Solo)
Neira Reigger
 - 6203—\$1.00 Tommy Lad (Baritone Solo)
Fred Patton
Invictus (Baritone Solo).....Fred Patton
- Sistine Quartet Recordings**
- 6601—\$1.25 Allolua (Jomelli).....
Sistine Chapel Quartet
Exultate Juste (Viardano)
Sistine Chapel Quartet
 - 6602—\$1.25 Specioso facto es (G. Capocci)
Sistine Chapel Quartet
O Sacrum Convivium (G. Capocci)
Sistine Chapel Quartet
 - 6603—\$1.25 Madrigale (Perosi)
Sistine Chapel Quartet
Brindisi Romanesco
Canzone Popolare Toscana
Sistine Chapel Quartet
 - 6604—\$1.25 Mi levai per S. Giovanni.....
Sistine Chapel Quartet
Divini occhi sereni
Sistine Chapel Quartet
- Operatic Records**
- 7201—\$1.25 Cefeste Aida (Aida) (Tenor
Solo).....Ernest Davis
Chorus and Grand March (Aida)
Lyric Opera Chorus and Orchestra
 - 7202—\$1.25 La Donna e Mobile (Rigoletto)
(Tenor Solo).....Theodore Kittany
Questa o quella (Rigoletto) (Tenor
Solo).....Theodore Kittany
- Standard Instrumental Records**
- 8201—\$1.00 Intermezzo (Cavalleria Rusti-
cana) (Violin Solo).....Vera Barstow
Garden Scene (Faust (Vio'in Solo)
Vera Barstow

The above announcement, combined with the organization behind it, gives the Lyric Dealer an impregnable position to withstand the assaults of the stiffest competition. Be the Lyric Dealer in your locality.

LYRAPHONE CO. of America

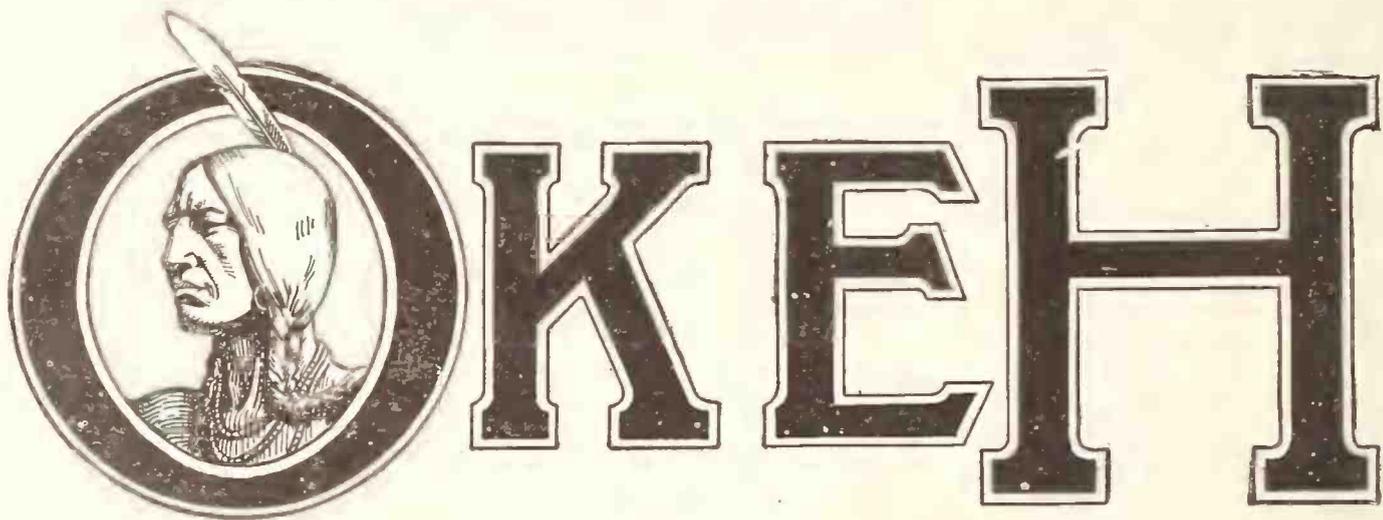
117 Mechanic Street, Newark, N. J.

THE WORLD FAMOUS SISTINE QUARTET RECORDS FOR LYRIC RECORDS EXCLUSIVELY

Recruit Steady Customers

With the New

LATERAL CUT



RECORDS

We are equipped to give you splendid service in merchandising this new lateral cut record.

The Lateral Cut OKEH Record library comprises the most popular hits of the day, together with the best standard selections.

LET US SHOW YOU, WHY YOU
should handle this record.

Smith, Kline & French Co.

OKEH Record Distributors

1311 WALNUT STREET, PHILADELPHIA, PA.

Pittsburgh Branch — 2002 Jenkins Arcade Bldg.

EMERSON INTERNATIONAL CHANGES

Robert Clifford Succeeds L. D. Rosenfield in Charge of Sales—Other Staff Changes—T. J. Porske Discusses Business Conditions—General Manager Seiler Tells of Important Export Prospects

In a recent chat with *The World*, Theodore J. Porske, sales representative of Emerson International, Inc., gave some interesting data incidental to a recent trip which he made through the country.

"The rank and file of the foreign born in this country are 100 per cent. American," said Mr. Porske, "but they still prefer their native songs, stories and dances. They buy American records in large numbers, but prefer their own favorite artists and their own beloved national melodies and folk dances. Their incomes have increased very materially, and they can and do buy the best."

Mr. Porske found the Emerson International distributors very enthusiastic over the prospects for a banner holiday trade. The reception accorded the new brown label "Premier" record has been most favorable, and these high class operatic and instrumental numbers, which are offered by the company at a special price for this type of music, are meeting with pleasing success.

Several important changes in the organization of Emerson International, Inc., were announced this week by C. Linn Seiler, general manager of the company. Louis D. Rosenfield has resigned and Robert Clifford, secretary of the company, has been placed in charge of sales. Theodore J. Porske, in addition to being field sales representative, will have general supervising direction of the recording and catalog departments, with Paul Bolognese and Gus Goldstein in charge of the repertoire and recording arrangements. Paul A. Dahmer and Jo-

seph M. Collins have been added lately to the office force, the former being attached to the sales department and the latter being connected with the accounting and credit department.

Commenting on the export situation, Mr. Seiler prophesied an early resumption of normal trade through the buying of foreign credits in this country, the rapid improvements in shipping conditions and the proper financing of foreign orders by American firms. He also said: "We have already placed several large contracts in Europe and expect to fill the orders within a very short time. In the meanwhile our South American field is rapidly expanding and we are doing, what every far-sighted manufacturer must do to compete in the foreign fields, and that is—we are giving the foreign market what it can sell—not what we think it ought to buy."

G. L. FUNNELL WITH BERLINER CO.

Joins Executive Staff of Montreal Corporation—Specialist in Record Manufacturing

George L. Funnell, formerly manager of the record matrix department of the General Phonograph Corporation, New York, has joined the staff of the Berliner Gramophone Co., of Montreal, Canada. Mr. Funnell is assisting in the development of this company's rapidly increasing manufacturing business.

For many years George L. Funnell has been recognized here and abroad as one of the leaders in the technical end of the record industry. He has devoted practically his entire career to the innumerable problems incidental to record manufacture, and the Berliner Gramophone Co. is to be congratulated upon adding him to its executive staff.

MUSIC SHOWS IN BEARDSTOWN

Arthur C. Germer Holds Third Annual Affair During Special Local Music Week—Demonstrations Aroused Considerable Interest in Music

BEARDSTOWN, Ill., November 8.—The third annual Music Show conducted by Arthur C. Germer, the music man of this city, which ended the last week in October, was one of the most pleasing musical features given in this city for a long time. Arthur Germer is the pioneer music man in this section to profit by the example of the national music shows and have a local music week for the people of his community. Each day of the week was given a special significance and designed to appeal to special classes of patrons and the musical programs of the day were arranged in a way to delight both young and old. The Columbia Grafonola is carried as a leader. An interesting part of the display were several working models of musical instruments showing interior construction and methods of operation.

EFFECTIVE PROGRAM PUBLICITY

MINNEAPOLIS, Minn., November 7.—Gilbert's Music & Novelty Shop, 30 S. Seventh street, has been using effective advertising in the Orpheum Theatre program featuring Emerson records, for which it is a representative. In a recent program a full page advertisement was used in which were listed six of the latest Emerson dance records and vocal hits, some of which were played by the Six Brown Brothers, who joined the Emerson record library a short while ago. This advertising produced splendid results and Gilbert's Music Shop will continue to use this page regularly.



By Sheer Force of Merit
the

STRADIVARA

" KNOWN FOR TONE "

has been universally recognized as one of America's Standard makes of Phonographs. Absolute superiority of Tone Reproduction, quick selling and profitable models, exquisite finish, and perfect motors are responsible for the enviable position it has attained.

Every week dealers are inquiring of fellow dealers as to where they can find a really dependable Quality Phonograph to substitute for a line on which they cannot receive deliveries, or which has disappointed them in quality.

Invariably such dealers will be told to try and get the Stradivara agency. The result is a constant flood of inquiries in this office.

Have you overlooked investigating the Stradivara?

If you are searching for something better—a standard line of super-quality, it will pay you to write us today.

COMPLETE LINE

LIBERAL DISCOUNTS

ADVERTISING SERVICE

The Compton-Price Company

COSHOCTON, OHIO

J. L. SPILLANE APPOINTED MANAGER

Takes Charge of the Record Department of Collings & Price Co., Newark, N. J.—Widely Experienced and Popular in the Victor Trade

The Collings & Price Co., Newark, N. J., Victor wholesalers, announced to their trade last week the appointment of John L. Spillane, as manager of their record department. Mr. Spillane assumed his new duties the first of November.

In making this announcement, L. W. Collings, general manager of the company, stated that he was confident that his company could do no more to insure the growth of its dealers' Victor record business than to acquire the services of a metropolitan trained man in the important capacity of manager of its record department.

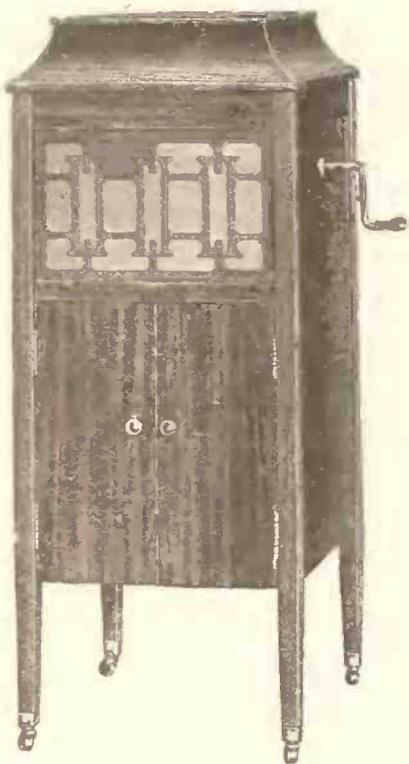
John L. Spillane is one of the best known members of the local Victor trade. For many years he was associated with the Blackman Talking Machine Co., New York, Victor wholesaler, and in recent years occupied the post of assistant secretary of that company. Mr. Spillane has specialized on the development and growth of the Victor rec-

ord business, and he is generally recognized as one of the foremost authorities on this branch of the industry. He brings to the Collings & Price Co. an



John L. Spillane

invaluable experience that will undoubtedly be used to advantage by this company's clientele.



Don't Be Short of Holiday Stock

MANUFACTURING AND SHIPPING

We are doing both

Our vast facilities for producing cabinets enable us to ship

Stodart Phonographs

UPON RECEIPT OF ORDER

They are equipped with universal tone arm, playing all records. They have what critics declare the most perfect Reproducing device ever conceived.

Four artistic mahogany models in straight and curved lines, beautifully finished.

Wire Your Requirements

Stodart Phonograph Co., Inc.

119 West 42nd Street, NEW YORK CITY

SWISS MOTORS

We have ready for delivery 17,000 double main spring worm gear motors.

Sample including a cast iron 12" turn table \$6.50

Write for Quantity Price

MERMOD & CO.

874 Broadway, New York

PATHE EMPLOYEE DIES IN BROOKLYN

Charles H. White, sixty-eight years old, of 684 Lafayette avenue, Brooklyn, N. Y., and expert cabinet maker employed in the plant of the Pathé-Freres Phonograph Co., died recently at his home in Brooklyn. He is survived by his wife, a daughter and four grandchildren.

When a woman drops a hint it sounds like a sledge hammer chorns in a boiler factory.

From **\$95**  **\$240** To

CULPTONE

TRADE MARK NEW YORK



The Phonograph that plays all records. This is our model No. 125. Only made in genuine mahogany. Dimensions height 48" width 22" depth 23". One that will be appreciated in every home.

Made up to a Standard Not down to a Price

Investigate It is paying others Why not You?

CULP PHONOGRAPH CO.
298 Broadway New York

Send for Our Wholesale **HOLIDAY BARGAIN BULLETIN**
Replete with money-making opportunities. Something new in the trade—that will augment your Holiday business.

COLE & DUNAS MUSIC CO.,
54 W. Lake St. :: :: CHICAGO, ILL.



Talking Machine World, New York.



General Phonograph Corporation

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N. Y.

FACTORIES: ELYRIA, O.
SPRINGFIELD, MASS.

NEWARK, N. J.

PUTNAM, CONN.
KITCHENER, ONT.

Branch Offices: Chicago, Ill.

San Francisco, Cal.

Toronto, Can.

Will You Try Our New



ALUMINUM SOUND BOX



The Sound Box for 1920 Models

Write for Samples

AN IMPORTANT SELECTION

A. G. Farquharson, Secretary of the Music Trade Association of Southern California—The Right Man in the Right Place—Knows the Trade

LOS ANGELES, Cal., November 1.—When the Retail Talking Machine Men's Association of Southern California decided last June to amalgamate with the piano men and to include all dealers in musical merchandise, the Music Trades Association



A. G. Farquharson

of Southern California was formed and it became necessary to engage the services of a permanent, paid secretary. A. G. Farquharson was selected by unanimous vote and assumed his new duties on October first. Many important matters have already come up for the attention of the Association and it is confidently predicted that vital questions will arise inside and outside of the Association from time to time. These questions and problems can now be handled properly with a capable man devoting all of his time as secretary and manager and in addition manifold services will be rendered, making the organization more and more valuable and indispensable to its members.

1920 FOREIGN TRADE CONVENTION

World Conference to Be Held in San Francisco in May—Special Steamers Chartered

One of the important features of the Seventh National Foreign Trade Convention, to be held at San Francisco, Cal., May 15-20, 1920, will be the world conference of American foreign traders, according to preliminary announcements just mailed to American firms represented at previous conventions, who are requested to have their representatives, living or traveling abroad, time their visits to this country so as to take advantage of the valuable opportunities afforded by this convention.

Three special steamers, chartered for the accommodation of delegates from abroad, will be provided for the ports on the Pacific Ocean. Another steamer starting from New York, will go by way of the Panama Canal.

J. S. SULLIVAN IS SALES MANAGER

In a recent issue of The World an announcement was made regarding the personnel of the executives of Emerson Empire State, Syracuse, N. Y., distributors of Emerson records. In this announcement Abram Price was mentioned as general manager of the company, whereas Mr. Price's position is that of office manager. Jerome S. Sullivan, well known to Emerson dealers throughout the East, is manager of sales of Emerson Empire State, and is giving his personal attention to developing Emerson business in his territory.

We can supply you with machines
Hold your trade by wiring us to ship machines to-day

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

BORROWING MONEY FROM THE BANK

Interest Charges of Prime Importance Says Canadian Dealer at Trade Convention

At a trade convention a successful retailer made the following remarks on dealers' experiences in borrowing from the bank: "Should you want to become a borrower from the bank it is necessary that you stop selling talking machines on the ridiculous terms of five dollars down and five dollars per month, and see that every lease that you do make that goes over a period of sixty days draws interest from the date of sale.

"Before coming here I consulted the manager of one of the large banks, of whom I borrow, in reference to his attitude on straight talking machine leases. He seemed rather inclined to view them more favorably than piano leases. Our method of borrowing is to make a note for whatever amount we need, listing all the leases that we desire to place against this loan, the names of the customers and the amount of the payments to be paid

monthly, as well as the balance due us on the lease. Against this amount we pay a stated sum monthly, which, to our minds, saves a great deal of book-keeping, and is much more satisfactory to the bank, as they do not wish to be bothered with making collections. You will find this to be the attitude of the average large bank."

THE VITANOLA IN BOSTON

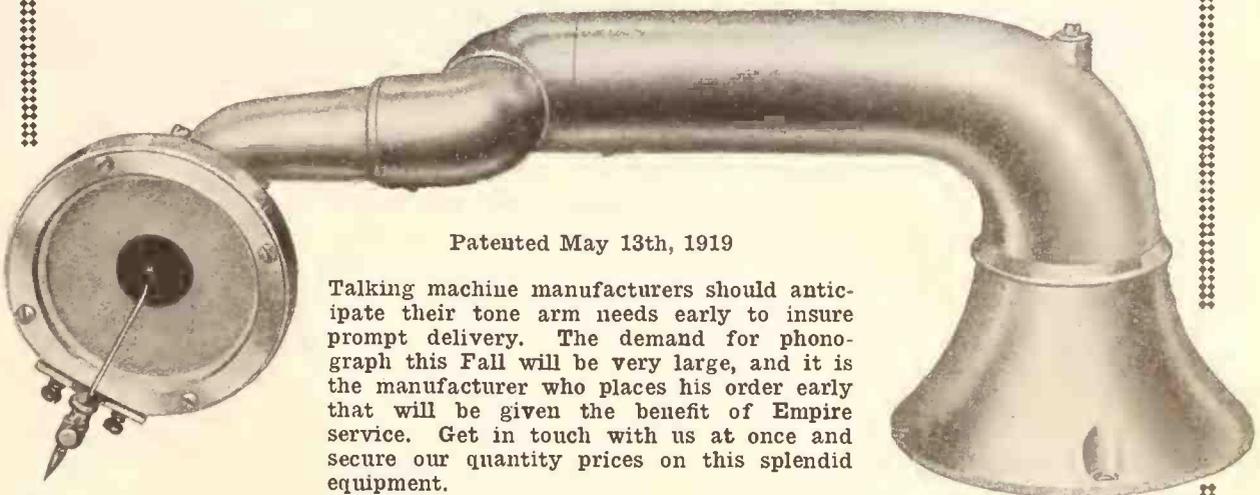
S. W. Sharnat & Son, of 5 Bromfield street, Boston, Mass., are now the wholesale distributors of the Vitnola, and they state they are prepared to make some advantageous offers to dealers throughout this territory. Both father and son have given deep study to the merits of various talking machines, and such is their confidence in the Vitnola that they have been able to interest a great many dealers who are finding this instrument a most profitable one to push.

Running may or may not be healthful exercise; it may depend on what is chasing you.



UNIVERSAL TONE ARM





Patented May 13th, 1919

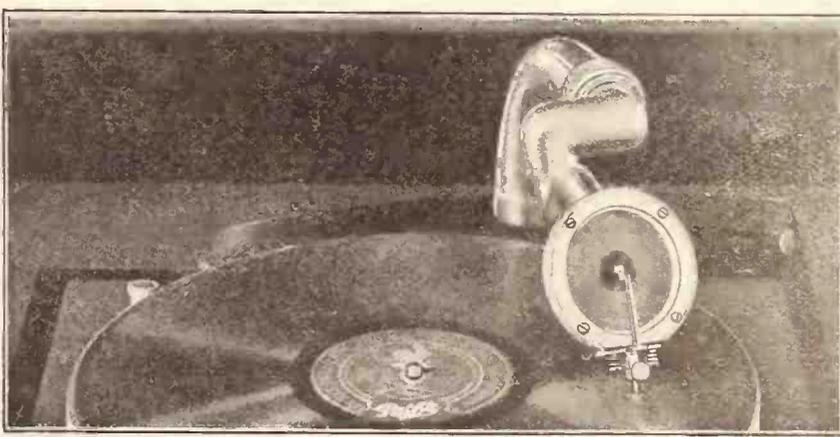
Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonograph this Fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

WRITE FOR FOLDER AND PRICES

We are in a position to make immediate Deliveries

Empire Universal Attachments

FOR EDISON PHONOGRAPHS

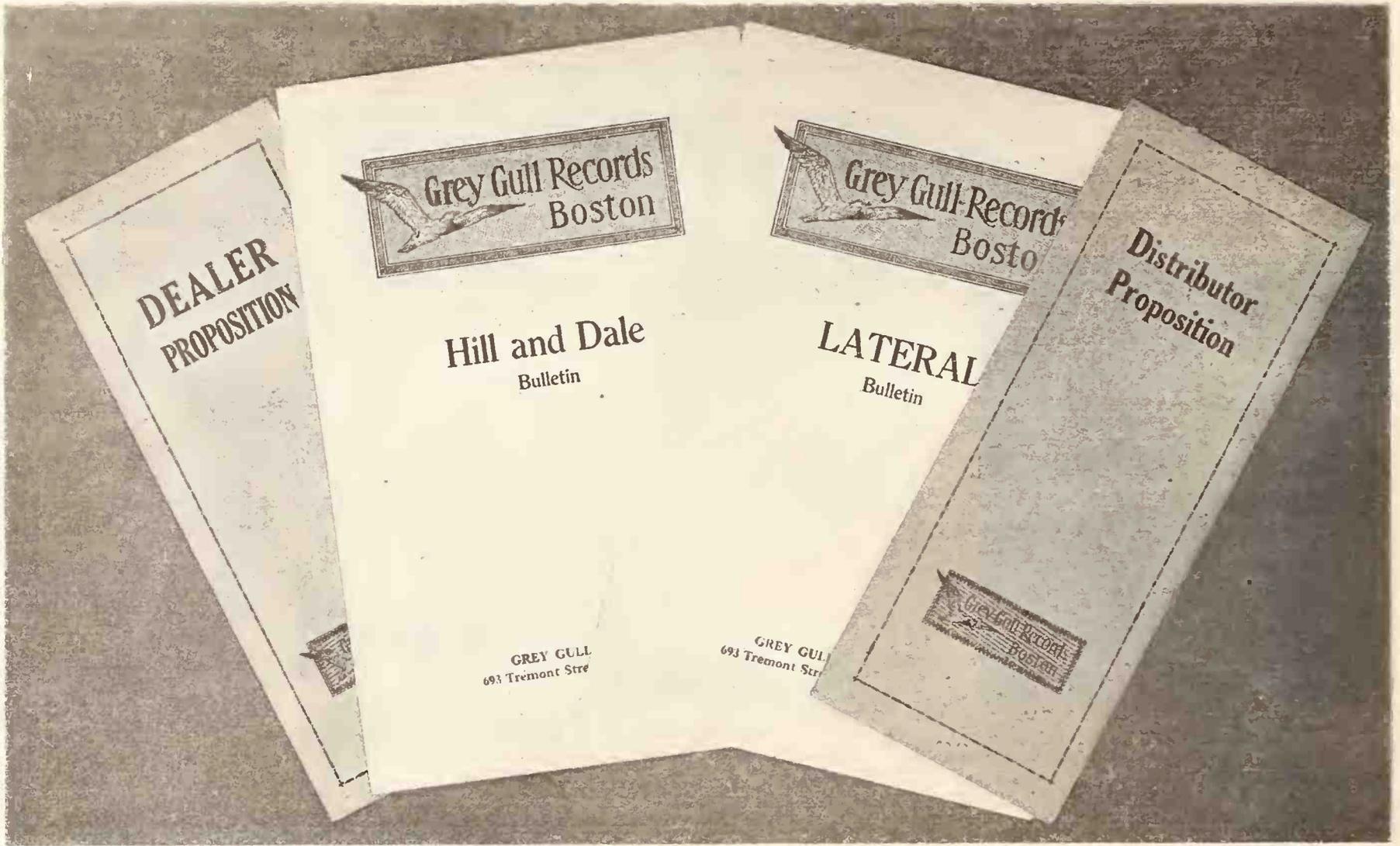


Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

Address All Inquiries to Chicago Office

EMPIRE PHONO PARTS COMPANY

Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO



Free! Any or all of these leaflets will be sent to you in answer to a request on your business letterhead. There are no secrets about our terms to the trade.

Grey Gull Records are made attractive to you *not* by unusually large discounts; nor by special concessions of *any* kind. They are made attractive to you because you are certain that *nobody* is buying them on better terms than those published; because they are beautifully recorded and cleanly printed; because they are made by a responsible, strongly financed concern; because you can be sure of getting your monthly quota promptly and regularly, this year, next year, five years from now and twenty years from now. Write us today, at 295 Huntington St., Boston.



COLLINS AND HARLAN VISIT BIRTHPLACE OF THOS. A. EDISON

Popular Artists with Their Recital Conductor, Wm. Reed, Entertained by Mrs. Wadsworth at Edison's Old Home in Milan, Ohio—Some Reminders of Edison's Early Days

Collins and Harlan, the Edison artists and their recital conductor, William Reed, while on a tone test tour in Ohio, recently visited the birthplace of Thomas A. Edison at Milan, Ohio.

It was in this little brick home, perched on a hillside, high up over the surrounding beautiful Ohio

teaching inspired him with a taste for literature that has lasted throughout his life.

Edison is by nature an adventurer and while he lived at Milan had many accidents that nearly cost him his life and the world the benefits of his great genius. He was nearly drowned in the Milan Canal

and, although he escaped injury, the barn was destroyed. For this act he was publicly whipped in the village square as a warning to other boys. In the picture herewith, reading from left to right, are William Reed, Arthur Collins, Mrs. Elizabeth Wadsworth and Byron Harlan.

Mrs. Wadsworth, an aunt of Mr. Edison, lives in the house and is cared for by Mr. Edison. "Aunt Lizzie" carried Mr. Edison in her arms when he was a baby. The house stands today as it was originally, one storied, with rooms unfinished on the attic floor.



Collins and Harlan at the Birthplace of Thomas A. Edison at Milan, Ohio

country, that the genius who gave the world the phonograph, spent his early days. It was here that Edison—then a delicate child—received his primary education, from his mother, a former school teacher. The studious habits developed under her systematic

and almost smothered to death in a grain elevator. Holding the end of a skate strap for another lad to shorten with an ax, he lost the top of a finger. Another accident was exceedingly painful for him. He built a fire in a barn. The flames spread rap-

ROCHESTER HOUSE CELEBRATES

ROCHESTER, N. Y., November 10.—E. W. Edwards & Son, one of the oldest music houses in this State, being established in 1832, has been celebrating its fourteenth anniversary in this city. Daily concerts were held during the week featuring the Victrola and Brunswick machines and Victor records.

HOTEL TO BE "TALKER" FACTORY

Miller's Hotel, Long Island City, which in the past was one of the most noted hostleries on Long Island, was recently sold to Peter G. Foss, of 119 West Twenty-third street, New York, a musical instrument maker. Mr. Foss intends to turn the building into a talking machine factory and alterations will begin at once.

WILL CEASE WHOLESALING

RICHMOND, Va., November 7.—It is announced that Walter D. Moses & Co., of this city, will cease acting as Victor wholesalers on December 1st, but will continue to handle the Victor line of machines and records at retail in connection with their piano and musical merchandise business.

David said that all men are liars. He might have added that some men work it overtime.

THE PHONOMOTOR

Trade Mark Registered U- S. Pat. Office

THE FIRST AND MOST PERFECT ELECTRICAL EQUIPMENT

Interchangeable

Standard

Simple

Universal

110-20 A. C. or D. C. also
Adapted for 220. V.

Silent Absolutely

Regulation Perfect

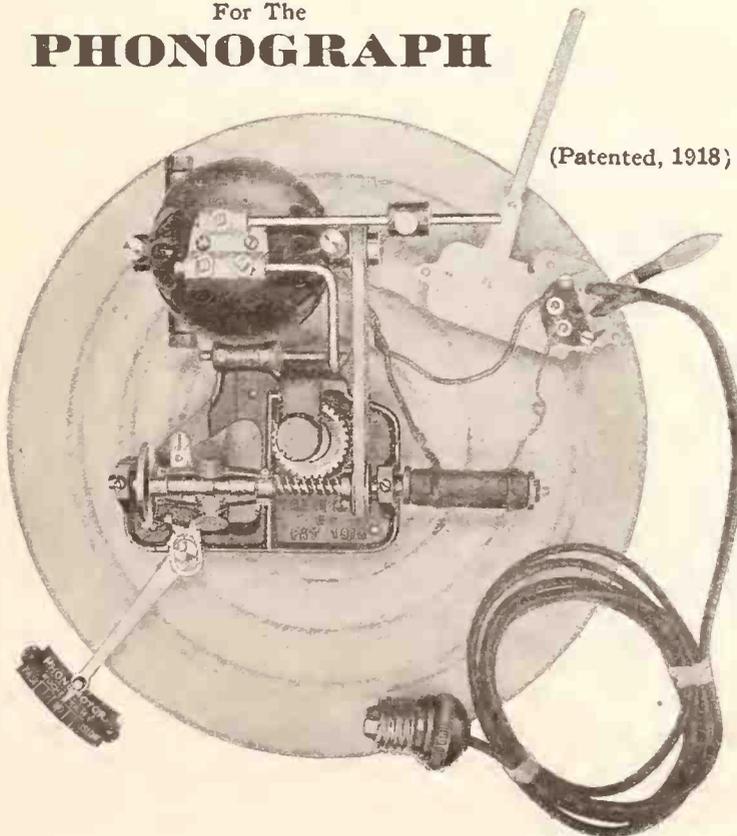
Everlasting

Guaranteed

Patented in U. S. and
Canada

Discard your old Spring Motor, have our representative install a Phonomotor in your Phonograph

For The
PHONOGRAPH



Spring Motors

Also if you must have them. To the trade requiring the most perfect spring motor, suitable for the highest class of equipment, we have developed a spring motor of excellence equaled by none; longest, heaviest and best made springs obtainable; perfect regulation; fewest parts, and interchangeable. Guaranteed satisfactory. Your correspondence earnestly solicited, and samples submitted to reliable companies upon request. The design of this motor is beyond criticism, approved by competent engineers, manufactured under our personal supervision and no expense spared to make this motor the most perfect, in conception, materials and workmanship.

Automatic Stops

supplied on all Phonomotors and Spring Motors, an approved, reliable stop.

THE PHONOSTOP
Supplied the Trade
WRITE for QUANTITY
PRICES NOW

G. CLAY COX

73 State Street

Rochester, N. Y.

DO YOU KNOW

1. Nine of every ten pianos sold are Player Pianos
2. 205,000 Player Pianos were sold in the first ten months of 1919
3. Millions of rolls are sold every year
4. Most Player Piano owners are talking machine prospects

THAT:—



are staple and are sold without demonstrating at a bigger profit than records

Music Rolls Become Staple.

Some conspicuous successes have been won in a short time, in the distribution of player piano rolls, by wholesalers of phonographs and supplies. Last week a new department of this character showed for its Eastern owner several hundred retail accounts exclusively granted to his line and he said he would be asleep if he did not push it over a thousand before the new year. A Middle Western supply house that employs a man to call upon many dealers in the rural district with records alone added music rolls to his stock in trade with a gain of over \$900 weekly to the business from that source, without a cent additional investment to get it. For some months a single brand of rolls has sold phenomenally in all the Eastern wholesale houses of a record line.

The jobber's margin in player rolls is very substantial, particularly in view of the fact that he is almost certain to be subjected to no missionary expense in the bargain. A definite consumer demand has been created both by the national sale of player pianos and the national advertising and the store-display services of the music roll houses. Player rolls are universal; any player piano plays all the parchment on the market.

The staple character that these influences have given to the music roll sells it by name on demand, without demonstration. This is the reason why talking machine dealers, who are daily getting farther and farther away from even unnecessary record demonstrations, buy and sell player piano music.

Reprint of Editorial in Oct. 8th issue of Talking Machine Weekly.

T. M. JOBBERS AND DEALERS

Merchandising U. S. Rolls through your trade is not an idea, but a fact---it's already being done on a big scale.

WHY?

1. No Selling Expense
2. Established Market
3. Big Volume
4. Small Variety
5. Quick Turn-Over

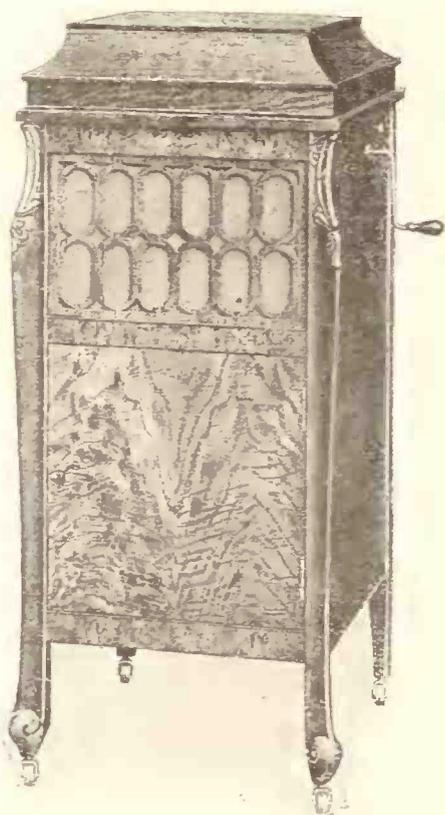


ARE BACKED BY

1. Intensive Advertising
2. Service---48 hour shipments of everything ordered
3. Intelligent co-operation
4. More than fifteen years experience in manufacturing

The only difference between U. S. Rolls and T. M. Records is that you actually sell and deliver the U. S. Rolls ordered of you.

United States Music Company
CHICAGO U. S. A.



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany, red or brown

DULCITONE

The Phonograph Worth While

In Matched Walnut Finish

Here it is---the Dulcitone---the very phonograph you have been waiting for!

Not only is the Dulcitone a through and through thoroughbred---replete in every quality that makes for phonograph excellence and for satisfied customers.

Not only can it be obtained in several wonderful finishes, including the beautiful matched figured walnut which is at once so desirable and so difficult to obtain.

Not only is it a **DISTINCTIVE** proposition from every angle---appearance, performance, sales, profits.

But in addition to this, you can get the Dulcitone when you want it. Such are our increased manufacturing facilities that we can ship these machines in reasonable quantities anywhere at any time, and thus protect you against lost sales, profits and disgruntled, tired-of-waiting customers.

Years of specializing in matched veneers, coupled with expert cabinet construction and modern equipment, make the Dulcitone an unusual phonograph. And the price is unusual, too!

Dulcitone Phonograph Company

SOUTH HAVEN, MICH.

Chicago Office: 404 Republic Building

EXCEPTIONAL SALES ACTIVITY IS NOTED IN PORTLAND TRADE

Talking Machine Dealers All Note Active Buying—Furniture Houses Find Talking Machine Departments Pay—Hyatt's Ship Columbia Records to India—Talkers in the Schools—Other News

PORTLAND, Ore., November 7.—Every dealer in talking machines in Portland reports unusual sales. The month of October in the Wiley B. Allen's department was without an equal in the history of the store. The beautiful new rooms, which are so well adapted to the purpose of showing goods and playing records, are always filled with customers. The eleven record rooms are in constant requisition. Miss Bertha Serr, in charge, says they have been receiving big shipments of records, which are being sold as fast as they are coming in. When The World's correspondent called the demonstration rooms were all filled and many customers were waiting their turn. This is not an exceptional case, as all the talking machine houses are having the same encouraging and similar experiences.

The McDougal Music Store is another place where the talking machine department is assuming an important part in the conduct of the store. This small goods music store, which is one of the best of its kind in the Northwest, has only recently gone into the talking machine game, and in fact, the company went into the business rather reluctantly, being well satisfied with the excellent business being done in their regular line, but since the installation of the Pathé, the business is increasing all around and that the new department has been a great benefit is conceded by all connected with the McDougal Music Co. One of the first things Mr. McDougal did after the opening of the new department was to subscribe to The World.

M. W. Davis, of the Edward's Furniture Co., who is manager of their talking machine department, is selling more Brunswicks than he can get.

The Powers Furniture Co. is another store that finds its talking machine department an important factor in the big business done. Business during October has about doubled.

The new cleaning fluid, "Tone Clear," which has recently been put upon the market by the Wax-Wilson Co., and which has been advertised in The World, is going like hot cakes. It is giving general satisfaction and repeat orders from dealers everywhere is a testimony to its efficiency.

The Hyatt Talking Machine Co. recently made a large shipment of Columbia records to India.

A big shipment of Sonoras is on the way to the talking machine department of the Bush & Lane Co., and James L. Loder, manager of the department, is encouraged at the good news as the demand for Sonoras far exceeds the supply of stock on hand. The advertisements of the Sonora, which appear in the daily papers, are of an unusually interesting and attractive character. Full page announcements are made and the results of these advertisements fully justify the management for the expense. A thousand dollar art model was recently sold to a prominent citizen of Oregon City. The beautiful instrument was effectively

displayed in one of the handsome Bush & Lane show windows and attracted more than the usual amount of attention.

The phonograph department of Lipman, Wolfe & Co. has added the Pathé to their stock. The Victor, Stradivara, Widdicomb and Pathé are now carried by the house. L. A. Willard, who is in charge, says the Stradivara is specially popular.

The G. F. Johnson Piano Co., which exhibited Cheney phonographs at the great State Fair at Salem, Oregon, recently received a diploma of honor and a blue-ribbon for having the handsomest booth at the fair. The Cheney goods were displayed to splendid advantage in the artistically decorated booth and gained many new admirers.

The Kohler & Chase Co. have embarked in the talking machine business. The wholesale house on Hoyt street under the management of F. W. Grosser have added the Symphona phonograph to their stock. It is a Pacific Coast product for which he expects a large market.

L. D. Heater, of the Columbia Graphophone Co.,

A. C. BENTZEN'S SUCCESSFUL TRIP

Representative of Iroquois Sales Corporation Closes Many Deals—Other Representatives Make Good Reports Anent Business Prospects

BUFFALO, N. Y., November 8.—A. C. Bentzen, who was recently appointed eastern representative for the Iroquois Sales Corporation of this city, has



A. C. Bentzen

just returned from a trip through his territory, which includes the eastern half of New York State, the eastern part of Pennsylvania and all of New England. He closed a number of important deals on this trip, whereby responsible dealers in his territory will handle the Master-Tone line, for which the Iroquois Sales Corporation is distributor.

Although he has had no previous experience in the talking machine field, Mr. Bentzen is "making

is very much interested in the airplane contest of the dictaphone department, which the company is waging throughout the entire United States. Mr. Heater does not feel that he is compromising his dignity or his position in the least when he goes out selling dictaphones himself in order to help win the contest.

The commercial department of the Chehalis, (Wash.) high school is now using the talking machine for class work. Miss Emily Babcock, one of the most efficient teachers in her department, took special work at Berkeley, Cal., and upon her return installed the machine in her class rooms. That the talking machine is a big factor in presenting different and difficult subjects to pupils in an interesting and instructive manner is becoming more and more evident to the best educators in the country, and a school without a talking machine and a good educational library of records will soon be as out of date as the old fashioned little red schoolhouse of the past.

Louis Older, who was with the Columbia Graphophone Co., of Portland before going to the United Phonograph Corp., which has its headquarters in Omaha, was in Portland recently demonstrating the Puritan talking machine. He has closed many agencies in two months in Oregon territory.

good" far beyond his expectations, and feels confident that his territory will produce a very active demand for the Master-Tone phonograph. Mr. Bentzen returned recently from France where he spent ten months with the 29th Engineers, in the ranging and intelligence service. He is a graduate of Rensselaer Polytechnic Institute, with a thorough engineering training.

In addition to Mr. Bentzen, the Iroquois Sales Corporation has a metropolitan representative in New York City, H. V. Monahan, who also covers a part of New Jersey. Lionel M. Cole, general sales manager of the company is covering western New York, western Pennsylvania and Ohio at the present time, and several salesmen will be added to the staff in the near future in order to permit of further expansion.

EXPRESSES HIS APPRECIATION

Joseph I. Carroll, manager of sales of the Emerson Phonograph Co., recently received an interesting letter from F. W. Clement, of the company's Chicago branch, expressing his appreciation of the new "Premier" records which were introduced by the company a short while since. Mr. Clement states that these records are meeting with a ready sale in his territory and that they are not only winning the approval of the public as a whole, but have been commended by a number of well known musicians in Chicago. The Emerson organization in Chicago is planning to inaugurate an aggressive campaign in behalf of this record line.

Graves & Graves, furniture dealers in Memphis, Tenn., have taken on the Victor line of machines and records.

The M. M. ROEMER Sales Corporation

400 West 23rd St., New York

Metropolitan Sales Representatives of the

VITANOLA TALKING MACHINE CO.

Announce that they are

OVERSOLD

FOR THE YEAR 1919



Sascha Jacobsen plays two violin solos, Drigo's "Serenade" and "Souvenir." The sale of this record will be no solo performance. A-2779.

Columbia Graphophone Co.
NEW YORK

TALKING MACHINE PUBLICITY

New York Sunday Newspapers Carrying Some Striking Advertisements of Leading Talking Machine Concerns—Full Pages Predominate

Talking machines and records are well represented in the New York Sunday papers these days. Gimbel Bros. have been carrying on a tremendous campaign in which they have been featuring the Victor, Columbia, Brunswick and a more recent acquisition, the Pathé, in full page advertisements, all of which have been forcefully and convincingly written.

The Aeolian Co. have been represented by their usually striking announcements bearing upon the Aeolian-Vocalion, while the Victor Co.'s advertisements in the daily papers are along educational lines, in which they impress upon the public the importance of the great array of artists who are recording for them.

The Vitrola Co., of Chicago, have also been

carrying some very well arranged advertisements in the New York papers.

The Columbia Co. have been making a special play on their newest records, and their advertising is distinctive and noteworthy. The Widener Columbia Shop, as well as John Wanamaker and the Edison Fifth Avenue Shop in New York and Loeser & Co. in Brooklyn have been represented by some very admirably arranged announcements. In fact the retail end of the talking machine business is well in evidence these days.

TO OPEN IN BAGLEY, MINN.

George T. Baker has opened a music store in Bagley, Minn., and will handle the Columbia, Pathé, Sonora, Wilsonian, Brunswick and other machines as soon as shipments from the factories can be arranged. Columbia and Pathé records will also be in stock.

The Yale Talking Machine Co., New Haven, Conn., has increased its capital stock from \$5,000 to \$50,000.

LATEST CARDINAL LITERATURE

Artistic Booklet Featuring the Creations Made by the Cardinal Phonograph Co.

NEWARK, Ohio, November 4.—An attractive descriptive booklet of the Cardinal line of phonographs has been issued by the Cardinal Phonograph Co. of this city. The various models of the line have been handsomely reproduced in their natural colors. The booklet is well written and visualizes the many fine points of the line in an interesting manner. Attention is called to the various features of the Cardinal phonograph, such as, the Cardinal tone modifier, automatic top support and automatic stop. The following Cardinal models are illustrated and described—the Cardinal Hearth Model, a table model, and the Cardinal Pierre, Stratford, Sherwood and Manor models, all of the floor cabinet style. The booklet is in direct keeping with the excellence of the line.

People who used to rave over ragtime now lament its surrender to jazz.

W. D. ANDREWS CO.

SYRACUSE

VICTOR WHOLESALE

Located in the center of the State, with the best of shipping facilities, the W. D. Andrews Co. is able to render the best possible service to *Victor Dealers*.

W. D. ANDREWS CO., Syracuse, N. Y.

Cleartone

SPEAKS FOR ITSELF

NEEDLES

SAPPHIRES

DIAMONDS

We beg to announce to the trade that we now have ready for immediate delivery in any quantity

CLEARTONE NEEDLES



We offer same at the following prices:

10,000 to 1,000,000 Lots,	- - -	50c per M
Million Lots and over,	- - -	45c per M

SPECIAL OPPORTUNITY

Cleartone-Opera Needles are made in Japan to our own specifications. They are **highly-polished, nickel-plated needles.** A glance at a sample will convince you that they are the finest finished needle on the market. You can be assured of the quality by sending for free samples.

We are the largest jobbers of Needles and Sapphires in the world. We have just placed a contract for Six Hundred Million Cleartone-Opera Needles; we surely know what we are doing. If our needles do not prove to be as represented we will refund your money.

Prices as follows:

10,000 lots 45c per M	100,000 lots 43c per M
1,000,000 lots 39c per M	5,000,000 lots 35c per M

We are the Original headquarters for genuine imported Cleartone Sapphires and Diamonds

<p>Sapphire Balls</p> <p>Dozen Lots, 18 Cents Each. Hundred Lots, 17 Cents Each. Thousand Lots, 15 Cents Each.</p>	<p>Sapphire Points</p> <p>Dozen Lots, 20 Cents Each. Hundred Lots, 18 Cents Each. Thousand Lots, 16 Cents Each.</p>	<p>Genuine Diamonds</p> <p>Dozen Lots, \$1.95 Each. Hundred Lots, 1.75 Each. Thousand Lots, \$1.50 Each.</p>
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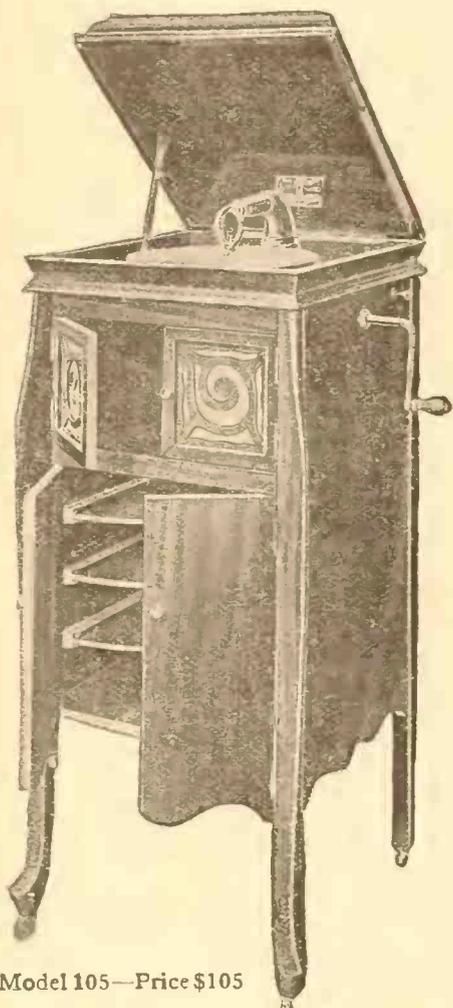
SPECIAL PRICES ON LARGER QUANTITIES

Lucky 13 Phonograph Company

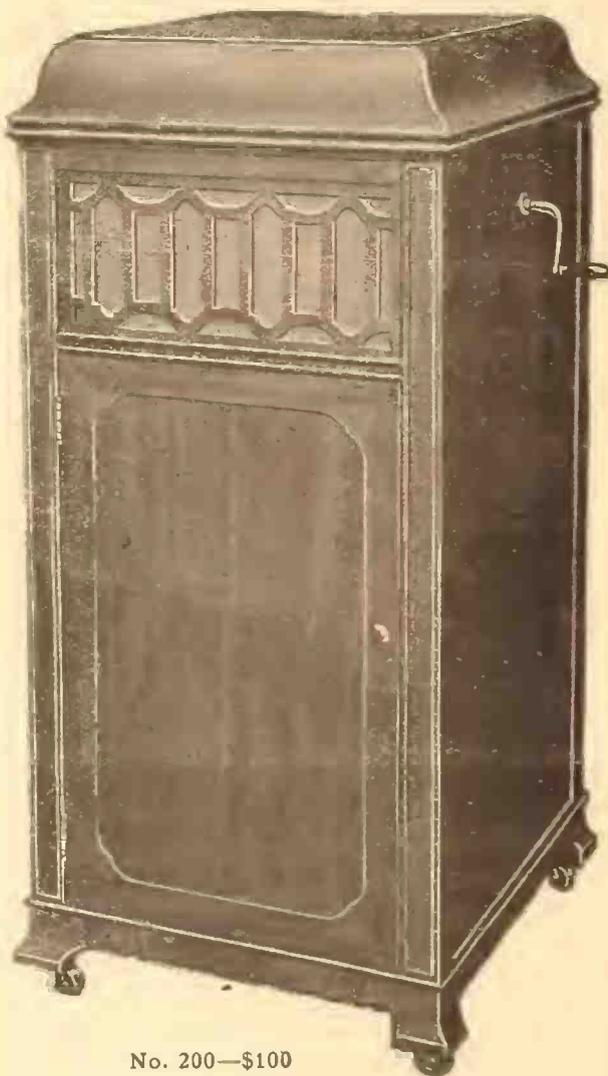
46 East Twelfth Street, New York, N. Y.

Clearstone

SPEAKS FOR ITSELF



Model 105—Price \$105



No. 200—\$100



No. 135—Price \$135



No. 100—\$75

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

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

46 East 12th Street
New York, N. Y.

LUCKY 13 PHONO

Clearstone

SPEAKS FOR ITSELF



Model 200 Special Price \$200.
All parts heavily gold plated.



Model 175—Price \$175

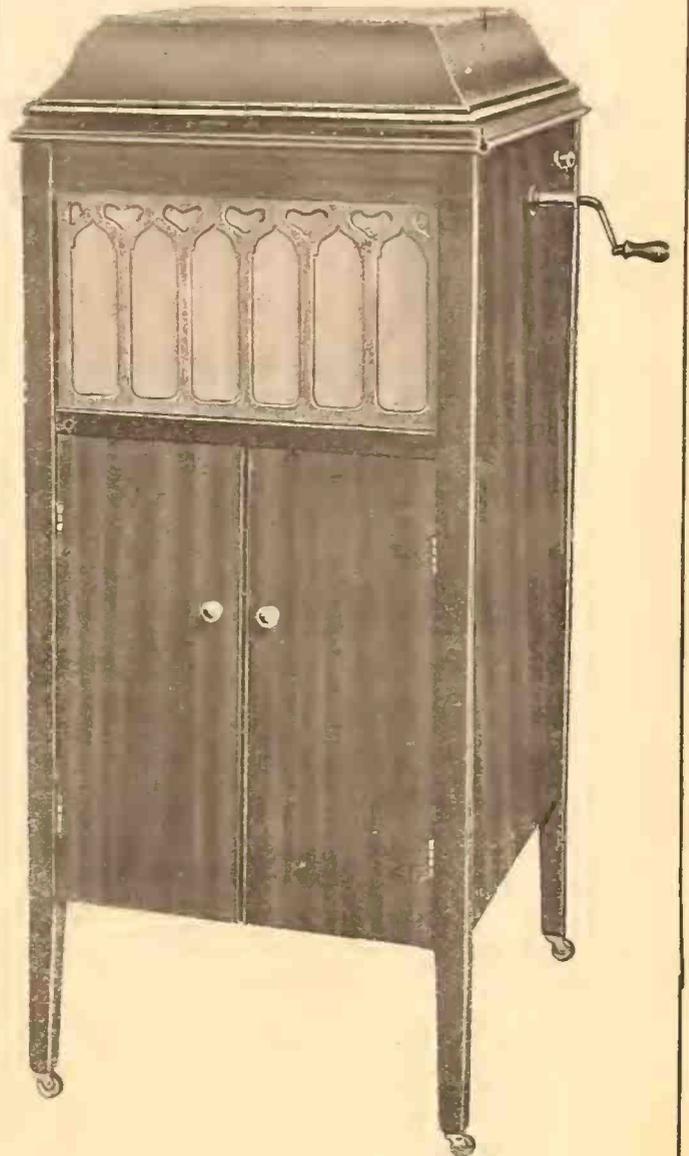


No. 250—\$125



No. 150—\$85

Extra! Special!
Cabinets Only



A Quarter of a
Million Dollars
Worth of
CABINETS

To Meet the Present Shortage
we have just closed a contract
for 10,000 large floor cabinets
that we can sell for immediate
delivery.
46 inch floor cabinets in all pop-
ular finishes.

\$32.50

GRAPH COMPANY

46 East 12th Street
New York, N. Y.

Cleartone

SPEAKS FOR ITSELF

MOTORS SUNDRIES AND SUPPLIES

STOP!

Something new for Lucky 13! We are now manufacturing our own motor. We never dreamed we would have time to make it this season but by good luck we are able to deliver.

Send for samples—you can't go wrong.

This is the best buy on the motor market to-day.

LOOK!

Half Dozen, \$9.75 Each.

Dozen, \$9.00 Each.

100 Lots, \$8.50 Each.

1000 Lots, \$8.00 Each.

Bevel-gear wind; plays seven 10-inch records without re-winding. Complete with all parts including 12-inch turn-table.

READ!

SPECIALS FOR MOTOR, TONEARM, REPRODUCER AND CABINET MANUFACTURERS

We have ready for prompt delivery:

Cast-iron Turn Tables in any quantity at the right price.
Felts in Discs or Squares, 10 and 12-inch, all-wool, at reasonable prices according to quantity.
Mica, first and second quality, clear, in any size and quality.

Main springs and governor springs in any quantity right from stock.
Continuous hinges, 16 cents per foot.
Your inquiries will have our best attention.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turn-table, plays 2 10-inch records, \$3.25; No. 6, double-spring, 10-inch turn-table, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, cast iron frame, \$6.85; No. 9, double spring, 12-inch turntable, plays 3 10-inch records, cast iron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind, \$10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.75 per set; No. 3, \$1.75 per set; No. 4, \$4.00 per set; No. 6, \$3.75 per set; No. 7, \$3.75 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 29c; No. 01, $\frac{3}{4}$ in., 9 ft., 25c; No. 02, $\frac{3}{4}$ in., 7 ft., 25c; No. 1, $\frac{3}{4}$ in., 10 ft., 39c; No. 01A, $\frac{3}{4}$ in., 10 ft., 49c; No. 2, 13-16 in., 10 ft., 39c; No. 3, $\frac{3}{4}$ in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, $1\frac{1}{4}$ in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit Victor, Columbia and all other motors at nominal prices.

Special prices on springs in quantity.

RECORDS—COLUMBIA, 10-inch double disc records, 35c each; 12-in., 60c each.

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

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each; hundred, 18c; thousand, 16c.

SAPPHIRE BALLS, for playing Pathe records, 18c each; hundred, 17c; thousand, 15c.

NEEDLES, steel, 45c per thousand in 10,000 lots; hundred thousand lots, 43c; million lots, 39c; five million lots, 35c.

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

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

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

Lucky 13 Phonograph Company

46 EAST TWELFTH STREET NEW YORK, N. Y.

NEW PLAN OF VOICE TRANSMISSION

A London Scientist Harnesses the Sun's Rays So That We May Talk Along a Sunbeam

How would you like to talk along a sunbeam? Seems like one of those perfectly useless questions and yet if we are to believe the story of one of the most recent inventions of an English scientist we may one day enjoy this remarkable sensation. The following story from the London Daily News is interesting to everyone connected with the talking machine trade.

"Dr. A. O. Rankine, of University College, London, has succeeded in harnessing the sun's rays and using them as a means of voice transmission. He has completed a remarkable invention which makes it possible to talk along a beam of light, natural or artificial, using it as a substitute for the telephone wire, with a transmitter at one end and a receiver at the other.

"The invention has been approved by the Admiralty, and has the advantage over wireless telegraphy or telephony in rendering a conversation absolutely secret. Before the cessation of hostilities the Admiralty were in great need of a means of secret signaling. Dr. Rankine set to work in his laboratory, and after a long series of experiments succeeded in perfecting this invention, which would have been actually in use had not hostilities ceased.

"In one of the laboratories at University College yesterday Dr. Rankine gave a demonstration of this new method of voice transmission to a Daily News representative. Two electrical instruments were placed some distance apart and a beam of electric light was projected from one.

"Dr. Rankine spoke into the voice receiver, which resembles a small phonographic sound box. The beam of light was first of all reflected on to a small mirror about the size of a pea, the mirror taking the place of the needle of a phonograph. By means of an electrical apparatus and the application of the wonderful selenium the vibrations of the voice caused corresponding vibrations of the beam of light which were reproduced at the receiving end. Dr. Rankine's voice was reproduced as clearly and as loudly as if he were standing at the receiving end of the beam.

"I have already had several talks with friends over a distance of a mile and a half, using the sun's rays as the means of transmission," explained Dr. Rankine, "and there would be not the slightest difficulty in holding a conversation

over a distance of seven or eight miles, that, of course, being about the extent to which a beam of light can be thrown to the horizon. By increasing the size of the mirrors and the electrical power, greater distances could be traversed, were it possible to throw a beam of light further.

"The invention would prove highly useful in the case of ships coming to anchor outside a port and anxious to get into communication with the shore authorities immediately. As a rule, the laying of telegraphic or telephonic cables from the shore has resulted in great delay. But this invention would enable a ship to start verbal communication immediately with the shore simply by focussing the sun's rays or using the searchlight. And it would be absolutely impossible for any one to tap the conversation. Nothing but the destruction or the partial destruction of the beam of light would stop the conversation."

"Endless possibilities are opened up by this invention. Secret verbal communication with aircraft is not impossible, although it would require a skilful manipulator to keep the beam of light

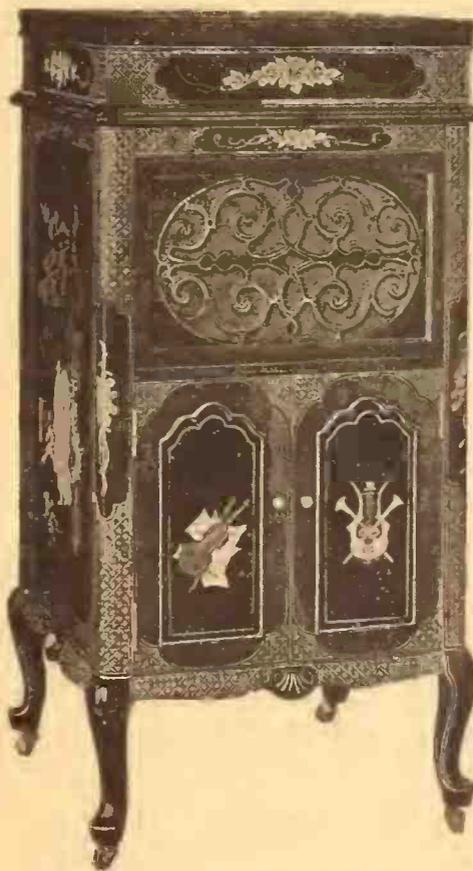
fixed on the receiving mirror. With a slowly moving airship it would be comparatively easy to talk to the pilot, so long as the airship remained in sight. There are a thousand uses to which it could be put in the army and navy and mercantile marine, and it would entirely displace the use of the heliograph and other devices for signalling in Morse code.

"In sunny climates it would be of great service to observers. Dr. Rankine has not lost sight of these possibilities, and has been in communication with the authorities on the subject with the view of further submitting his invention to government or private enterprise." Further developments will be awaited with interest.

WILL OCCUPY NEW BUILDING

The Buckley-Newhall Co., at present located at Fifth avenue and 125th street, will move to Sixth avenue and Forty-first street, New York, when a new twelve story building now being erected on that site is completed. An elaborate Victor department will be a feature of the new quarters.

We Are Making Immediate Shipment of All Models



Japanese Lacquer—Style H



Louis XVI—Style K

LAUZON Phonographs

THERE ARE SO MANY phonographs on the Market that conscientious dealers find it difficult to choose the make they can best depend upon to bring them steady profits and the lasting good will of their customers.

It is with existing conditions in mind that "LAUZON" phonographs are manufactured. They afford a secure foundation for the building of a big profitable business.

"LAUZON" motors and mechanical equipment are of the very highest class—the most expensive made.

"LAUZON" cabinets are in themselves works of art. The Period styles harmonize perfectly with the better types of period furniture.

9 Models—\$90 to \$400

The Michigan Phonograph Company

Phonograph Division of the Lauzon Furniture Company

National City Bank Building

Factory, Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN

WALTER S. GRAY'S

JOBBER'S BULLETIN OF PHONOGRAPH ACCESSORIES

The best of everything my policy and the best of service my practice.

Albums; Attachments for Edison Machines to play all records; All in One and plays all attachments to play all Records on Columbia and Victor Machines; Corrugated and Wooden Packing Boards; Diaphragms-Mica; Edison Diamond Points; Edison Sapphire Points; Fibre Needle Cutters; Harmonicas; Lansing Khaki Covers; Literature Hangers; Easels and Monthly Supplement Displays; Monthly Supplement Envelopes; Needles, Steel and Semi-Permanent; Pathé Sapphire Balls; Ready Files; Record Cleaning Brushes, Printed and Unprinted; Record-Lites; Record Stock Envelopes for all sizes Victor, Columbia, Pathé; Reproducers; Record Delivery Envelopes, 11½x11½ and 13½x13½; Seals and Stickers for Envelopes and Packages; Sticker Moisteners; Violin Strings.

WALTER S. GRAY

942 MARKET STREET
SAN FRANCISCO

Wire us for phonographs for the holiday
Trade

STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

East and West

**NEW YORK
TALKING MACHINE C^o
CHICAGO**

**Exclusive
Victor Wholesalers**

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
 William Braid White Arthur E. Nealy
 A. Snyder

World Office
 Republic Bldg., 209 South State St., Chicago
 Telephone: Wasbush 5774

CHICAGO, November 8.—Retail dealers in a city as enormously active as Chicago in respect of the retail talking machine business, always figure on their Christmas possibilities a good many weeks ahead of time. It is therefore not surprising to learn from inquiry on the street that the Chicago dealers are working their heads off in the attempt to find enough stock to carry through their anticipated requirements. So far as one can judge at the present time, the public of Chicago and of the surrounding territories is looking for high grade machines at high grade prices. There is little if any reason to believe that the tendency will change its direction.

It is of course a fact well known to all good retail men that the public by no means exert any particular skill or critical judgment in the choice of talking machines, as far as concerns the strictly musical side of them. A good many men who have read the admirable analysis of retail demand published in the Talking Machine World of last month are quite willing to agree that tone quality makes the best argument, but very few of them, when pressed, would for a moment undertake to argue that any real discrimination is exercised in this respect by buyers. The fact of the matter is that every good talking machine today is capable of giving a good reproduction. At the same time it is one of the most obscure and delicate branches of practical acoustics which is concerned with sound reproduction through the talking machine. The radically different machines are extremely few. The development of the talking machines has been much more along the lines of general improvement. To-day, even though the buyers are not capable of any particularly delicate discrimination, they have become accustomed to a very high standard. If this standard were ever lowered there would at once be a change in the public attitude toward the talking machine, and it is therefore obviously the duty of all concerned to do nothing whatever which will tend to cheapen talking machine prices or talking machine quality.

Such is the general feeling of most retail men, who in the intervals of worrying where they are going to get goods to satisfy their customer's demand, are able to find time to philosophize a little bit about the future of the business. That this

future will be marvelous everybody is agreeing. That we have simply not more than scratched its surface is generally understood. That its high standard should be maintained strictly is of course axiomatic.

Manufacturers meanwhile are decidedly concerned over the difficulty of producing a sufficient number of cabinets; but strenuous efforts are being made to bring this condition of affairs into something better. There is hope that production will pretty soon have slowly within sight of demand.

New Hiawatha Addition

Notwithstanding that an additional story was recently built to the plant of the Hiawatha Phonograph Co. at Geneva, Ill., the demand for the company's product and their inability to keep pace with it, have alike been so great that they are now just completing a three-story addition which will give them an additional floor space of twenty-four thousand feet. The first floor will permit an extension to the mill room and the two upper floors will be devoted to various finishing processes. As soon as the additional output becomes available, the company expect not only to be able to take care promptly of the wants of present customers, the first consideration, of course, but also to accommodate some of the new accounts which are clamoring for attention.

Recover From Fire

Newman Bros. Co., whose extensive piano and talking machine plant at Chicago avenue and Dix street was damaged by fire a few weeks ago, report that all the damage has been repaired and that they are again operating at full force and while they of course have been hampered considerably in making deliveries and have had to ask the forbearance of their customers, they are now again in good operating condition and will be able to take care of the orders for Newman Bros. phonograph, pianos and player pianos.

Issue New Empire Catalog

A new eighteen-page catalog for the use of Empire dealers in the retailing of Empire talking machines has just been made up by this company. The booklet is profusely illustrated throughout and the text matter covers everything supplied by the Empire Co. to their dealers. On the whole the book

will be found a valuable adjunct to the salesman selling these instruments.

Music Rolls "Going Big"

From Arthur A. Friestedt, of the United States Music Co., manufacturers of U. S. music rolls, comes word that talking machine dealers all over the country are setting out in the music-roll business with an interest second only to their record selling branch. Large numbers of talking machine dealers are already handling music rolls and the number is growing daily. The idea of merchandising rolls, without piano demonstrations, has been considered out of the question by many retailers, but the phenomenal success of large numbers of merchants not in the piano business has forced a reconsideration of the matter.

New Handy Mfg. Plant

A one-story factory addition is to be erected in Chicago by the Handy Manufacturing Co., manufacturers of talking machine supplies. The building will be 100 by 100 feet, located at 4434 to 4445 W. Kinzie street.

Cheney Chatterings

Earl C. May, of the general sales department of the Cheney Talking Machine Co., has been lately devoting over half of his time in calling upon the trade in Illinois, Wisconsin, Minnesota, and Missouri. He has just returned from a trip throughout this territory.

While in St. Louis he spent some time with J. F. Ditzell, manager of the music salon of the Famous-Barr Co., in making arrangements for the introduction of the Cheney phonograph. The Famous-Barr Co. at present have twenty-three sound proof booths, wherein Cheney as well as several other well known instruments are demonstrated, but this number will be increased to forty by the first of January.

Other Cheney accounts that have just been opened is the Golden Rule Department Store, of St. Paul, Minn. J. L. Pofahl is manager of the music department. Just across the river at Minneapolis the Foster & Waldo Co. have also opened a Cheney department.

Change Company Name

The Meek Music Co., at 1020 Wilson avenue, has changed its name and will now be known as the Symphony Music Co. This is one of the best known
 (Continued on page 123)

THE "WADE" FIBRE NEEDLE CUTTER

IS THE CUTTER OF COMPLETE SATISFACTION

OUR MOTTO:

"Not how Cheap but how Good"

We use only the very best of materials and workmanship that money can procure.

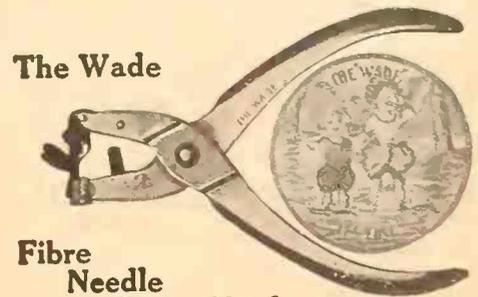
Place orders early as the demand this fall far exceeds all previous years.



The Wade

Fibre Needle Cutter No. 2

Price \$2.00



The Wade

Fibre Needle Cutter No. 1

Price \$1.50

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

THE 1919 CHRISTMAS VICTROLA POSTER



This is the poster Victor dealers have been waiting for. It is lithographed in live, attractive colors and in every way carries the spirit of Christmas.

The exclusive use of this poster to but one dealer in each town.

Orders filled in order of receipt.

Size: The regulation 24 sheet---about 9 feet high by 24 feet long.

*Send for colored miniatures and
price list—no obligations*

LYON & HEALY

Victrola Distributors

CHICAGO

Newman Bros. Phonographs

have already acquired a reputation at one with that enjoyed for nearly half a century by Newman Bros. pianos.

Decades of experience in judging tonal values and in the fine art of cabinet making when applied to phonographs naturally produced a similarly desirable result.

The line is beautiful, consisting of four handsome models covered by comprehensive guarantees as to motors and working parts.

Let us tell you more —

Newman Bros. Co.

Makers of Newman Bros.; Pianos, Players and Phonographs

Chicago Ave. and Dix St.

ESTABLISHED 1871

CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 123)

"But the musical instrument selling problem in Cuba is vastly different from our own and a number one salesman in this country would make a poor retail salesman there. The Cuban merchant has to watch his step more closely in order to avoid insulting his prospects. There is to be held more lengthy exchanges of courtesies than here, the salesman must talk about social affairs and beat about the bush generally. He cannot attempt to pin the prospect down to no or yes, after he has finished with a flowery sales talk, but must allow the prospect to leave the store without bringing up this important question. When the Cuban prospect decides to buy he will come in and give the order, all in good time, but an attempt to 'close' might lose the sale."

Meet "Bobbie" Kropp

Has anybody noticed the unusual broad grin that overspreads the countenance of E. B. Kropp, of the Empire Talking Machine Co. The reason is something more than an unusually augmented business, in fact it is the arrival of little Robert George Kropp, who at the age of some few weeks, already gives indications of winning baby show prizes for robustness and general health. Just a tip! If some bright Empire dealer wants to get more Empire talking machines than this concern is now shipping him, a good way to mount to the good graces of E. B. Kropp is to bring up the subject of "Bobbie."

To Make Tone Arm

A. B. Cornell Co., of Chicago, is a new concern which will start the manufacture of talking machine tone arms.

Issue New Catalog

An attractive twelve page catalog of their latest talking machines is now being sent to the trade by the World Phonograph Co. The catalog is profusely illustrated with the fac-simile color illustrations originated by Mr. Cook, the president

of the World Co. These fac-simile reproductions of cabinet woods make most attractive illustrations for talking machine catalogs and put the machines before the prospective purchaser in almost their original beauty.

New Vitonola Tone Arm

All the 1920 models of the Vitonola are to be equipped with a new tone-arm which this concern has recently brought to perfection. For a number of months the experimental department of the Vitonola Talking Machine Co. has been working on this particular part of the talking machine, and now believe that a tone arm of remarkable merit has been reached. Not until the first of the year, however, will they commence to equip their instruments with the new device.

The Vitonola advertising department has this month issued two little booklets, each of which will be of much interest to the trade. They have received a number of compliments from their dealers on the artistic copy and color-work on a little twenty-page catalog for the use of prospective Vitonola customers. Their famous slogan "The Phonograph of Marvelous Tone" is featured throughout. The other booklet is one of retail newspaper advertisements for the use of Vitonola dealers in localized advertising. It contains eighteen well-written ads together with advice regarding their use.

Open Belmont Avenue Store

A. Henrich, for thirty-five years a jewelry dealer on Belmont Ave., has decided that his talking machine business warrants the opening of a new store next door to his present jewelry business at 2138 Belmont Ave. He will have an exclusive talking machine store at this location and will retail the Stafford phonograph.

Phonographs for County Jail

Says the Chicago Tribune, "The use of the phonograph as a corrective instrument for young criminals is advocated in the report of the grand jury,

submitted to Judge Crowe, as chief justice of the criminal court." The recommendation for the installation of phonographs in the County Jail was inserted in the grand jury's report on the suggestion of George R. Meyercord, who incidentally is himself connected with the talking machine industry.

The recommendation reads: "Make up a large number, say one thousand records. Each record of five hundred to one thousand words, describe in considerable detail, dwell particularly on the humorous stupidity of the case. Place the phonographs on each floor of the County Jail and other institutions for criminals, particularly reformatory for young criminals, start the phonographs going at breakfast time and keep up the convincing argument enough hours each day. It is our belief that few criminals will want to go back to the County Jail."

Schiffs Visit East

M. C. and S. S. Schiff, of the Vitonola Talking Machine Co., returned late in October from a short business trip to the East. The purpose of the trip was to acquire a factory for the manufacture of Vitonola instruments, and while neither of the gentlemen would state definitely that success had attended their mission, if one was to judge by the broad smiles on both their faces, they certainly had not met with failure. While in the East they visited a number of their larger jobbers and opened new accounts for the distribution of their product with the S. W. Shariat & Sons Co., of Boston, and M. M. Roemer Sales Corporation, of New York City. Both of these concerns are well known in the East and doubtless will have great success with their new line.

In addition to these there have been a few accounts opened in the West with concerns who will job the Vitonola. Chief among these is the

(Continued on page 126)

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

CABINETS

of all styles at all prices: a 46" cabinet, birch, mahogany finish, at \$17.50; a very high class cabinet 48" high, genuine mahogany, golden oak and walnut, ranging in price from \$32.50 to \$36.00. Other cabinets at reasonable prices to jobbing trade only.

My factories are making cabinets for the biggest operators in the United States. Samples will be sent on approval to jobbers of good commercial rating. Write at once for illustrations and best prices.

GREAT EASTERN MANUFACTURERS ASSOCIATION

316 So. Wabash Ave., CHICAGO, ILL.

NAT KAWIN, Director of Sales

NOTE: Motors and tone arms, also hardware supplies of all kinds, furnished at guaranteed factory prices. WRITE AT ONCE FOR FULL DETAILS

FROM OUR CHICAGO HEADQUARTERS—Continued from Page 124

Abernathy Furniture Co., of Kansas City, Mo. This is one of the largest houses in the territory and boasts a high-class trade. It will cover all of the Kansas City territory for the Vitanola.

Cardinal Manager Here

A. E. Queringen, of the Cardinal Phonograph Co., was a visitor to Chicago during the month. He announced that A. W. Bush, Chicago representative, had established a number of local agencies for the retailing of the Cardinal talking machine, among which are Thomas Philpott, 601 E. 63rd St.; Boller Piano Co., 2375 Milwaukee Ave., and Redner & Niederman Furniture Co., 1482 Milwaukee Ave.

Window Suggestions of Value

W. H. Wade, of the Wade Talking Machine Co., has designed a number of small items of window display which have loomed big in view of the

highly successful retail business enjoyed by this concern in Chicago. Like the old saw, "Take care of the pennies and the dollars will take care of themselves," Mr. Wade believes that if a retail manager takes care of the small things, the large things (in the way of profits) will take care of themselves.

The Wade Talking Machine Co. window on Michigan Blvd. has never failed to attract great attention at every season of the year. The reason has been numerous small refinements of window display which have appealed to the passers by. One of the most important aids to a good window, he believes to be a good-made-to-order back-ground, harmonizing with the principal subjects making up the display. For years the Wade Talking Machine Co. has had these back-grounds made to order for their windows, and now they are incorporating the service in their wholesale department.

Another small important item in window display and for general use about the store, used extensively by the Wade Talking Machine Co., is the white-tile signs, the letters of which are changeable. A good window with a poorly printed sign loses much, whereas a good sign calls attention to a window equally as good. Mr. Wade has found the white-tile signs valuable business accelerators, by placing them in every record demonstration room and advertising the latest records.

Francis H. Evans Weds

Francis H. Evans, sales manager of the Evans & Davis Piano Co. and Chicago representative of the Crystola talking machine, was recently married and left the city on a honeymoon which was spent in the East. Mr. Evans, by the way, is the sale manager for the new varnish amalga-motor,

(Continued on page 128)

USONA

Hold a conference with yourself! Decide whether or not you are getting and selling as many \$100.00 machines as you might. Remember you can't sell them all high priced models. Here's your chance to install a wonderful BIG money maker that will show immediate results.

There are four USONA models, the retail prices range from \$100 to \$200. Every USONA is guaranteed. They play all records.

A trial order is subject to return if not perfectly satisfactory. Get your sample now and arrange to handle the USONA exclusively in your town. \$45.00 including 5% war tax will bring you a sample of the USONA model AX; we will talk about the regular wholesale price on future orders after you are satisfied with the instrument. Let us get acquainted. We will both profit by the acquaintance. The above offer is made for prompt acceptance. We know you will represent our line when you see sample.

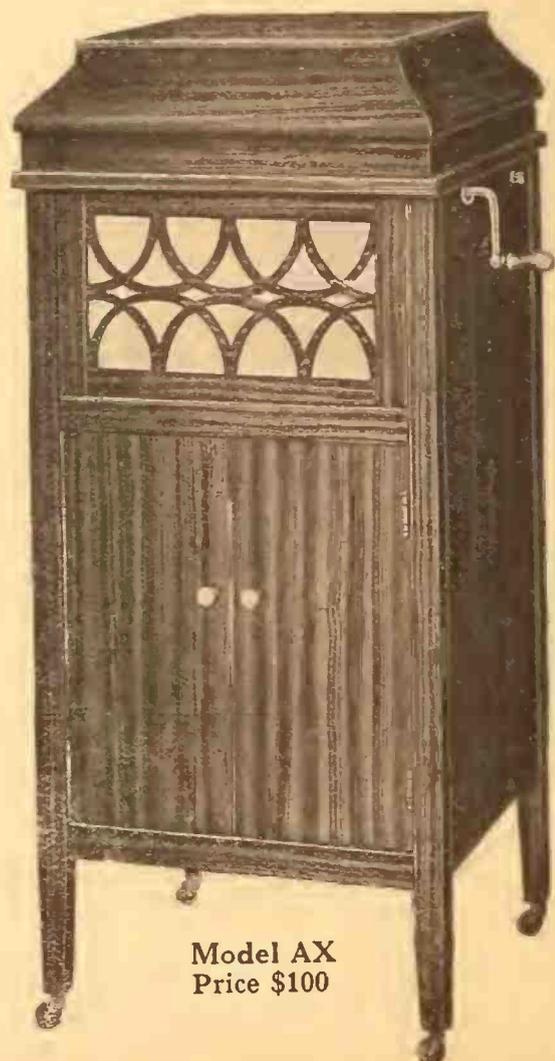
Usona Talking Machine Co.

1977-79 Ogden Avenue :: Chicago, Illinois

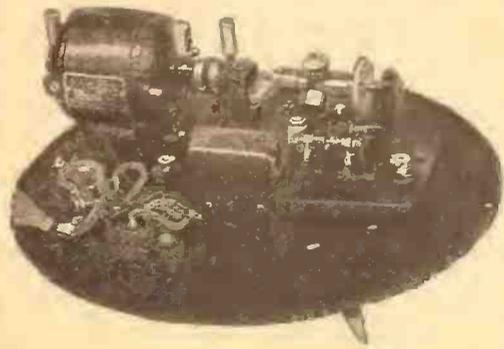
Phone Seeley 674

★ USONA ★

47 inches
19 by 19 inches
Heineman No. 33
Motor
Heineman No. 11
Tone
Arm and No 2
Sound Box
Fumed Oak
Waxed Oak and
Birch Mahogany



Model AX
Price \$100



“Do it Electrically”
and
“Why Crank your Phonograph”

Are two phrases that will be seen and heard everywhere within the next year.

National Advertising—newspaper Advertising—and Billboards will carry the “Electrical Idea” direct to millions of receptive people;
AND THE ELECTRIC TALKING MACHINE WILL HAVE ARRIVED!

Progressive manufacturers are aware of this and are taking advantage of it.

So when you, Mr. Manufacturer, decide to equip your instrument with electrically driven motors—remember that

**THE JOHNSON
ELECTRIC MOTOR**

is the most satisfactory driving power ever devised for Talking Machines.

THE MOTOR OF CONTINUOUS EFFICIENCY

You, Mr. Dealer, can profitably replace spring motors with the
JOHNSON ELECTRIC

The installation is simple, requiring no mechanical skill. Ask us for significant facts.

Johnson Motor Co.

341 N. Crawford Avenue

Chicago, Ill.

The **Blood** Tone Arm and Reproducer

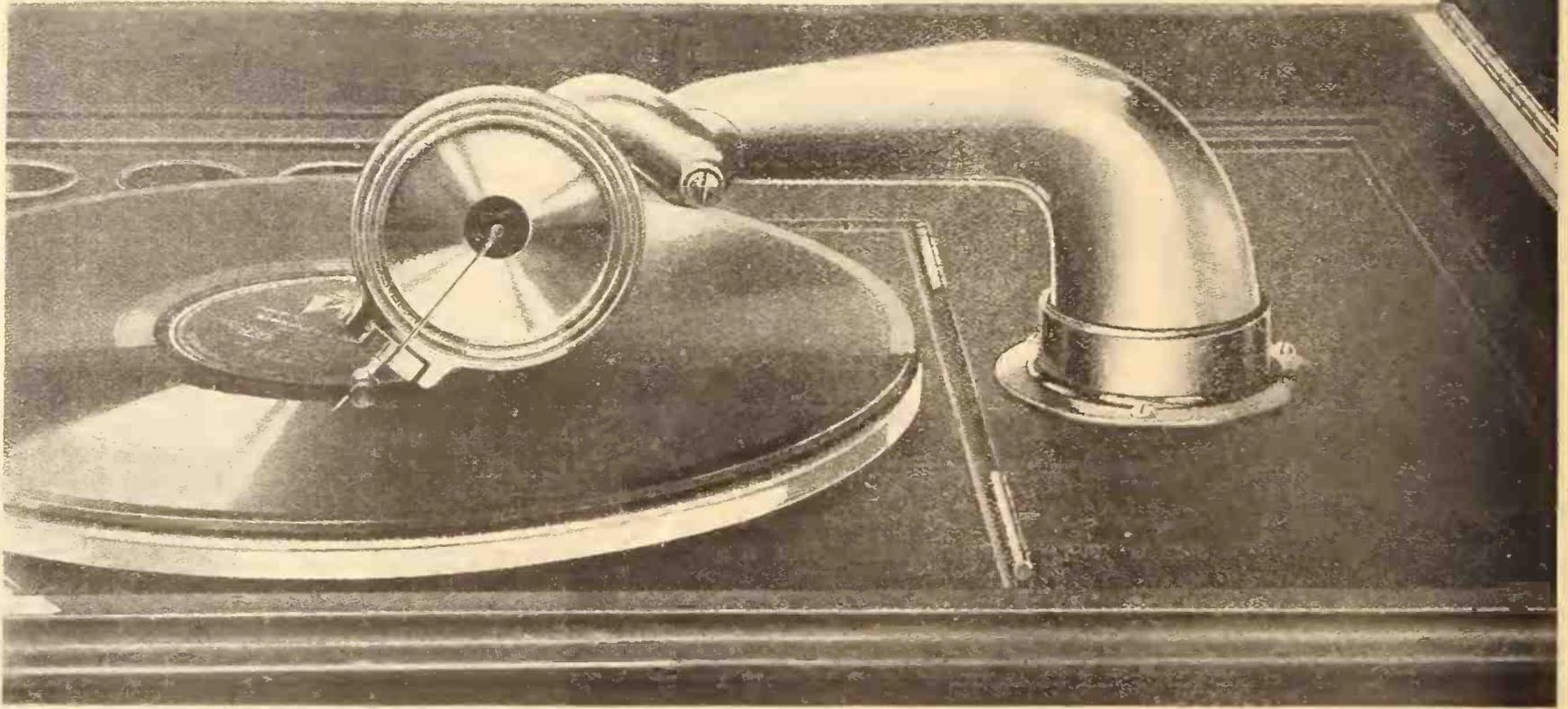
Sales volume is the ultimate proof of success. We have proved the success of the *Blood Tone Arm and Reproducer*. *It Sells*. Dealers all over the country asking for machines with the Blood equipment. If your machine is not so equipped it should be.

Manufacturers: Ask us to send you samples of the new sizes in Reproducers and of the new No. 33 Tone Arm.

The Jewel Phonoparts Co.

59 East Van Buren St., Chicago, Ill.

TONE is
what SELLS



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 126)

manufactured by the Artrola Player Co., which is being used by piano and talking machine men for revarnishing old pianos and talking machines.

McKinley to Job OkeH

The McKinley Music Co., of this city, who recently became jobbers for the OkeH line of talking machine records, are doing well with this line. This music publishing house has over six thousand agencies in the United States and unusual facili-

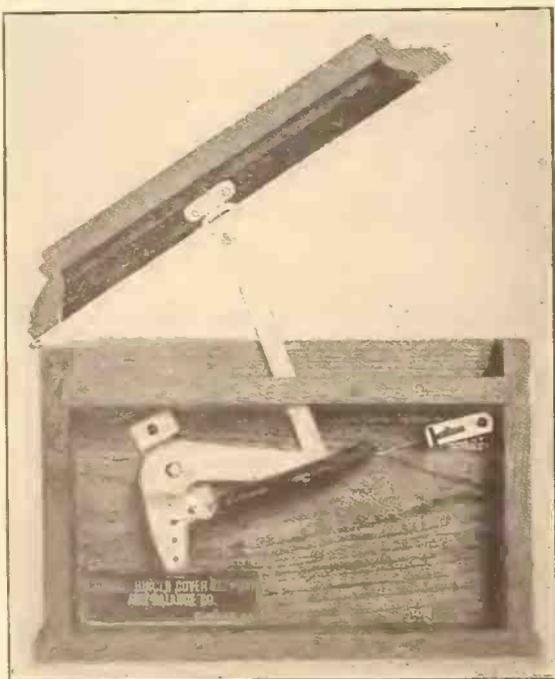
ties for the distribution of musical merchandise of every kind.

Strike Danger Averted

During the last two or three weeks in October, Chicago faced the peril of a strike of its musical instrument workers. The unions considered the question of a general walk out at their weekly Friday night meetings, but ended in deciding against such a proceeding. The strike, however,

did become effective in the case of five local piano concerns, where the men "walked out." Conditions were settled amicably and at the present time all five are working full blast. There have been efforts made to organize union workers among the talking machine factories, but this movement has met with scant success, the men in most cases being satisfied with present wages.

(Continued on page 130)



Cover Balance No. 1

ANNOUNCEMENT

A few short months ago we placed Chicago Cover Balance No. 4 on the market. It was the successor of Balance No. 1 and was so superior to its predecessor that manufacturers in all parts of the country congratulated us. Its demand grew steadily. However, in the meantime, we got busy and perfected Balance No. 1 to such an extent that today

CHICAGO COVER BALANCE No. 1

is acknowledged to be "head and shoulders" over anything like it on the market. Don't take our word for it. Ask any of the 97 manufacturers of high grade talking machines who *are* using it.

Samples sent **FREE** to Manufacturers

Send for our new catalogue just off the press

Chicago Hinged Cover Support and Balance Company
2242-44 W. 69th Street Telephone Prospect 250 CHICAGO, ILLINOIS

Hiawatha

*Asks You To Have
"A Little Patience, Please"*

FOR quite some time it looked as if we should not even have the prospect of getting our heads up out of the mountain of orders which threatened to bury us for good and all.

We have MADE ADDITIONS to the plant. We have ADDED to our OUTPUT CAPACITY. We are beginning to see light.

For the moment, it is hard to satisfy new customers or to say how rapidly we can make deliveries to them. For the moment we must care for our present customers FIRST.

But our rapid work in getting ahead of the game is showing us that SOON, VERY SOON, we can take care of them all, come they ever so fast.

Meanwhile, we are still, as ever,

Sincerely yours,

Hiawatha Phonograph Company

Address us at our offices

**209 South State Street
CHICAGO**

Hiawatha
PHONOGRAPHS

*Listen to this simple story
to this song of Hiawatha
LONGFELLOW*



FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

Market Recording Device

The Cole & Dunas Music Co. announce in their latest bulletin of talking machine supplies and parts, a new home recording device which permits talking machine owners to make their own records in the home. The device is called the "Mak-A-Record" and will doubtless find a ready market during the holidays, as there are no end of people who have often thought they would like to "hear their voice in print." The item is one of many listed by the Lake street firm in a new catalog which is decidedly an innovation in the marketing of talking machine accessories and novelties.

Booklet on Fulton Motor

The Fulton Bros. Mfg. Co., of Waukegan, have issued an eighteen page booklet, describing their new Fulton motor. Illustrations of their two standard styles appear together with exhaustive text matter explaining the why and wherefore of their numerous radical improvements upon the conventional Swiss make of talking machine motor.

Wade Handles Motrola

The Wade Talking Machine Co., located at 14 N. Michigan Ave., announces that it has added to its line of dealers' supplies the Jones Motrola. W. A. Carter, district manager for the Motrola, is enjoying marked success with this motor in the mid-western territory.

Mandel Advertising Helps

The Mandel Manufacturing Co. has prepared a series of advertisements for its dealers to use in local newspapers. These ads range in size from seven inches to thirty inches and comprise one column, two column and three column ads. Some are suitable for use in featuring time payment, free trial, and "no-money-down" selling plans, these being the three most popular methods of talking machine advertising now in vogue.

They have also prepared some attractive ads for use during the Christmas shopping season, and which are being supplied without cost to the dealer. They are completely set up and ready for

use in the dealers' publicity and sales campaigns.

The advertising department of the Mandel Mfg. Co. have prepared many other dealer helps. They furnish a beautiful colored booklet in which the various instruments are illustrated in colors. The booklets give a description of the motor, tone-arm and reproducer, besides a detailed description of the phonographs. They also illustrate in four colors their walnut and gold model styles. On

the front page of the booklet is a home picture in four colors with the talking machine prominently displayed in the foreground.

Another dealer help is an electric sign suitable for day and night advertising. By night, when the sign is lit up, the message is illuminated as though by thousands of little electric bulbs. They also supply dealers with attractive metal road

(Continued on page 132)

KAUMANN & CO.

Manufacturers and Importers

21 E. Van Buren St.

Chicago, Ill.

"ALL-IN-ONE" Attachment for Victor and Columbia, the attachment you don't remove for playing ANY MAKE of Disc Record in one Position.

"ALL-IN-ONE" Victor Reproducer, the best of all Reproducers for Victor Machines to PLAY ANY MAKE of Disc Records.

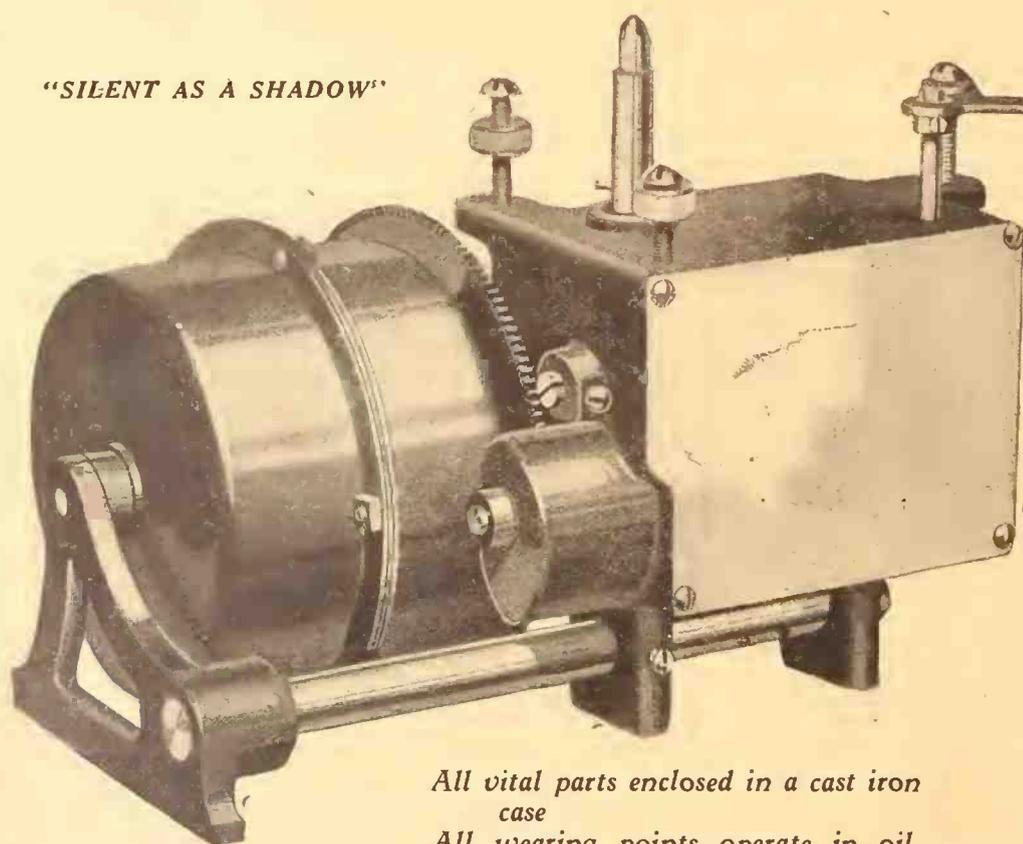
"ALL-IN-ONE" Edison Reproducer and Attachment for playing any make of Disc Record on the Edison—it's the big brother of the Victor Reproducer.

"ALL-IN-ONE" Speed Indicator.. Registering 78 and 80 Revolutions of the Turn-Table.

*Genuine Sapphire Balls**Genuine Sapphire Points**Genuine Diamond Points**EVERY ARTICLE IS BACKED BY OUR GUARANTEE*

Eastern Representatives: PHOENIX TRADING CO., 1265 Broadway, New York

"IRONCLAD" ENCLOSED MOTORS

"SILENT AS A SHADOW"*"Not a kick in a carload"*

Chips, Dust or Dirt cannot clog the gears or governor worms---they are ENCLOSED.

Insist that the IRON-CLAD be installed in "the machine of your choice."

Cheapest in the long run --- it saves you trouble.

Catalog on request

All vital parts enclosed in a cast iron case

All wearing points operate in oil. No troublesome bevel gears.

MORE POWER**Six Sizes. Plays 4 to 14 Records****Cherington Mfg. Co.**

SALES OFFICE

108 WEST LAKE STREET
CHICAGO

Factory, Waukegan: Ill.

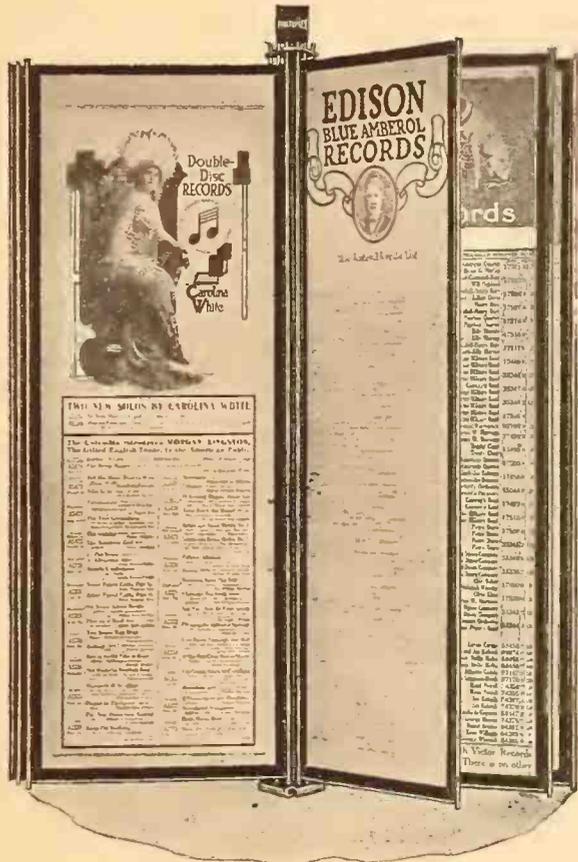
Wade Talking Machine Co

WHOLESALE DISTRIBUTORS.

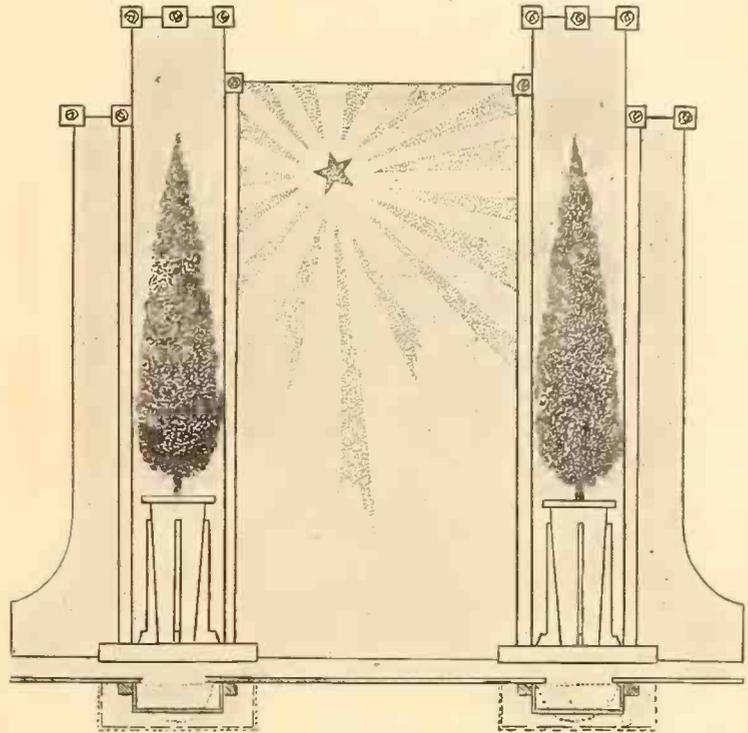
DEALERS' SUPPLIES

EVERYTHING USED OR SOLD IN
A TALKING MACHINE STORE

for
Victor
Edison
Columbia
Pathe
or
OkeH
Hangers



12
hangers
in the
space of
1

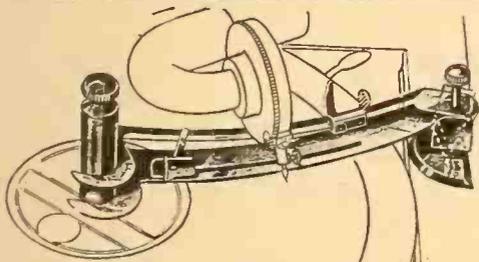


No. 520. Size 7 Feet High, 11 Feet Wide.
Large variety of window backgrounds, artificial flowers and decorations.

Complete line of store and window advertising fixtures.

REPEATOGRAPH

TRADE MARK REGISTERED



Repeats automatically on Victor, Columbia or World, and never fails.

UNIVERSAL ATTACHMENT



SPECIAL FEATURES
Concealed Stylus Bar;
No Crooks or Turns;
Free Passage of Tone;
Graceful Lines; Sweet
Tones.
Changes any Victor or
Edison to play all records.

NEW LATERAL CUT



COMPLETE STOCK—QUICK SERVICE
WRITE FOR LIST

CHANGEABLE WHITE TILE SIGNS WITH BLACK LETTERS IN FRAMES

CHANGED IN A JIFFY

NEVER FADES—ALWAYS CLEAN



No. 848

- No. 848. With 1 1/2-in. letters \$3.75
- No. 850. With 2-in. letters.... 4.75
- No. 852. With 3-in. letters.... 5.75
- No. 854. With 4-in. letters.... 8.75

Prices include frame and font of 50 letters and spaces enough for 12 monthly changes.

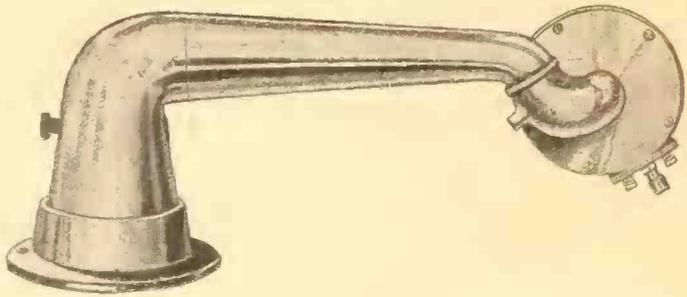
SUNDRIES	
Steel Needle (medium tone, 200 in tin boxes).....	\$.45 per 1000
B. & H. Fibre Needles	\$3.00 per 1000
Rite-Tone Needles	\$9.00 per Carton
Tusko Needles (soft tone, play 50 records).....	\$9.00 per Gross
Violaphone Needles (play 10 records).....	\$3.90 per Carton
Wade Tonofone Needle (semi-permanent).....	\$6.00 per Carton
Wade Fibre Needle Cutters, No. 1	\$ 9.72 per Doz.
Wade Fibre Needle Cutters, No. 2	12.96 per Doz.
Wade Talking Machine Oil	1.08 per Doz.
Wade Talking Machine Grease	1.08 per Doz.
Albums, 10-in.—12 pocket	7.50 per Doz.
Albums, 12-in.—12 pocket	8.70 per Doz.

ASK FOR OUR NEW CATALOGUE

Wade Talking Machine Co

WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVE., CHICAGO



Our new No. 7-L tone arm. Eight inch Centers; finest small tone arm on the market; adjustable for weight. High grade mica, highly nickel plated. We can take on quantity orders for immediate delivery. Write for our Bulletins on Cabinets, Motors, Tone-Arms and Accessories.

MOTORS (Standard Prices) for Prompt Shipment

LAKESIDE	- -	No. 55---	2 Spring
LAKESIDE	- -	No. 56---	3 Spring
HEINEMAN	- -	- -	No. 33
HEINEMAN	- -	- -	No. 77
SAAL No. EE			SAAL No. DD
SAAL No. AA			SAAL No. CC

LAKESIDE SUPPLY CO., Inc., 416 So. Dearborn St., Chicago, Ill. Telephone Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—Continued from Page 130

signs, and a lithographed metal window sign, as well as a full line of newspaper cuts of every machine, and slides for motion picture theatre advertising. The advertising department is constantly preparing new dealer helps and these will be announced from time to time.

Resume Work on Krasberg Plant

Following the end of the building strike, work was resumed on the new addition to the Krasberg Engineering plant, adjoining their old building on Lake Shore Drive. The new Krasberg plant when complete with machinery and equipment will represent an investment of about one million five hundred thousand dollars. Practically every part of the Krasberg motor will be made by the Krasberg Co. in this new addition. The facilities for manufacture will be greatly increased, as the most



Progress being made on New Krasberg plant

modern machinery has been contracted for, and it is expected that before many months the demands being made upon the Krasberg Co. will be more than equalled by the supply.

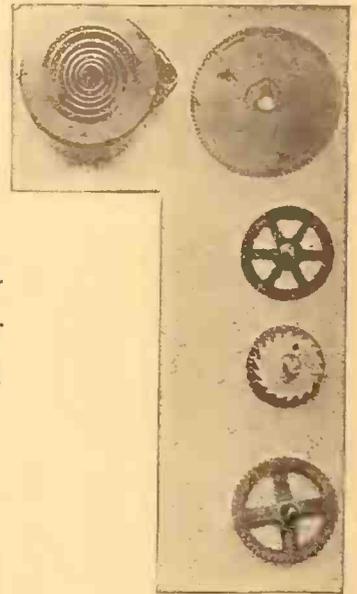
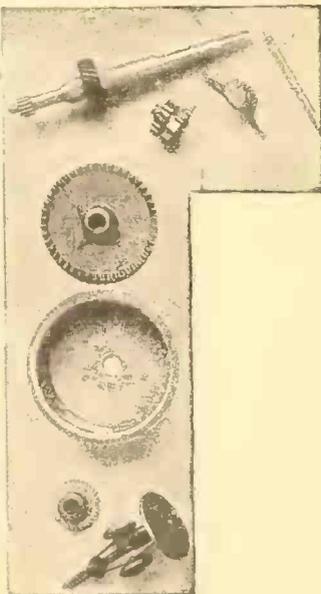
Receive Many Letters from Musicians

Francis S. Moore, vice-president of the Parlophone Co., whose offices are in the McClurg building, is receiving quite a number of testimonials from musicians. Mr. Moore has long been associated with music and the musical fraternity of Chicago, and had been for many years connected with the Mason & Hamlin piano department of the Cable Company in this city. During his many years' service with this company he had the opportunity of meeting the best musicians of the country, who never failed to pay him a visit

(Continued on Page 134)

REPAIR PARTS

*For All and Every
Motor That Was Ever
Manufactured*



We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

INCORPORATED UNDER THE LAWS OF ILLINOIS



SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Aretino Co.

High Grade Talking Machines, Disc Records,
Talking Machine Supplies, Etc.



TRADE MARK
"CONSOLA"

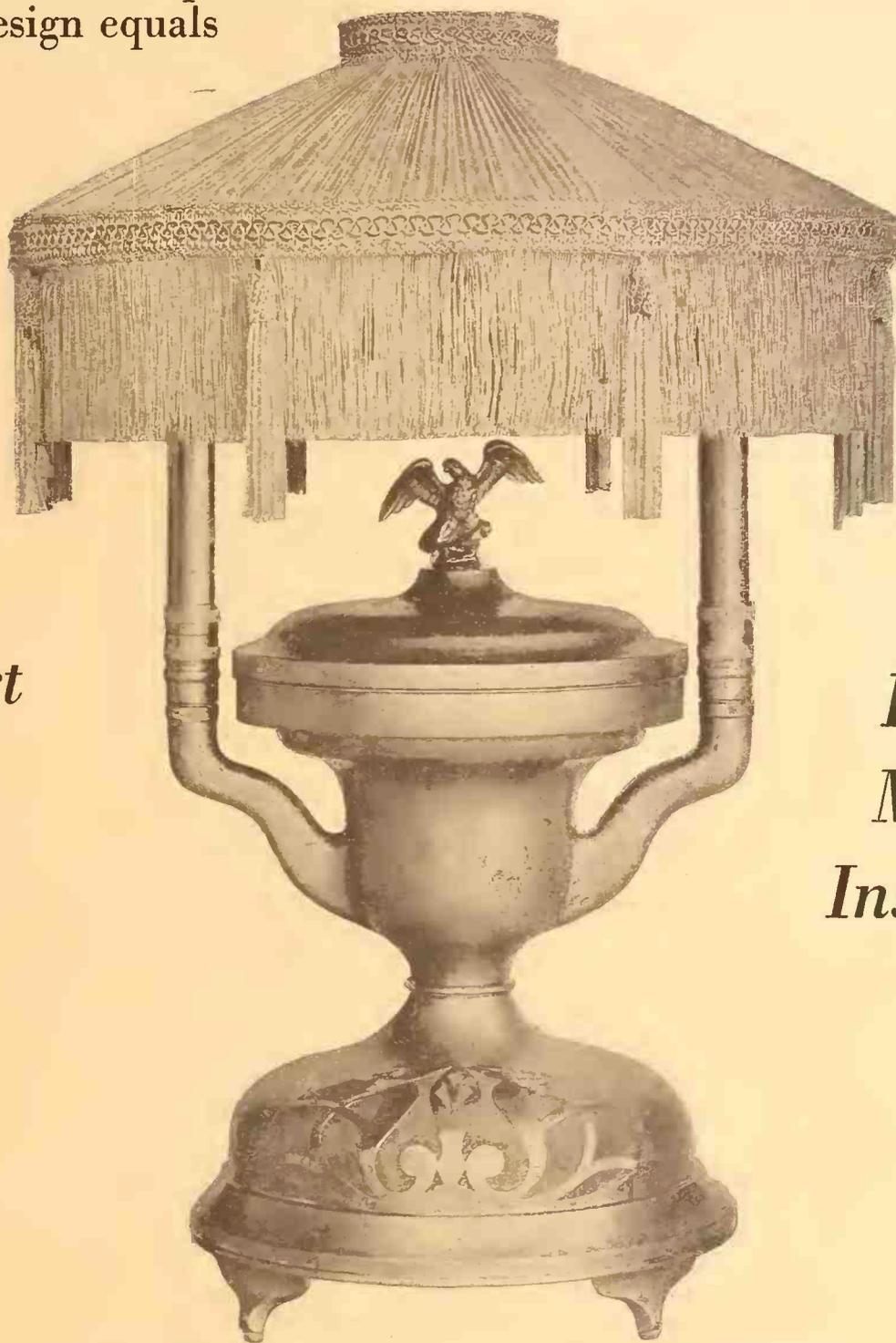
CABLE ADDRESS
"CONSOLA"

227-229 West Washington Street, Chicago, Ill.

No matter how high grade the Instruments you handle the FAIRY PHONOGRAPH LAMP in tonal production—in artistry of design equals the best.

*Absolutely
New*

*An
Object
of
Art*



*A
Perfect
Musical
Instrument*

Scientific Construction Guarantees

Absolute Satisfaction

The "FAIRY" Phonograph Lamp

"looks" and "speaks" for itself. In appearance, its luxurious refinement is immediately apparent. But it achieves its greatest triumph in its tone.

A newly patented sound amplifying chamber, radically differing from the conventional designs, constructed of correctly jointed and suspended WOOD gives a true mellow tone of a volume equalling that of the best and most expensive instruments.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

Permit us to tell you how sales of the "FAIRY" have required our maximum output ever since its appearance in 1918.

ENDLESS-GRAPH MANUFACTURING COMPANY

4200-02 W. Adams St, Chicago, Ill.

The Oro-Tone

QUALITY FIRST

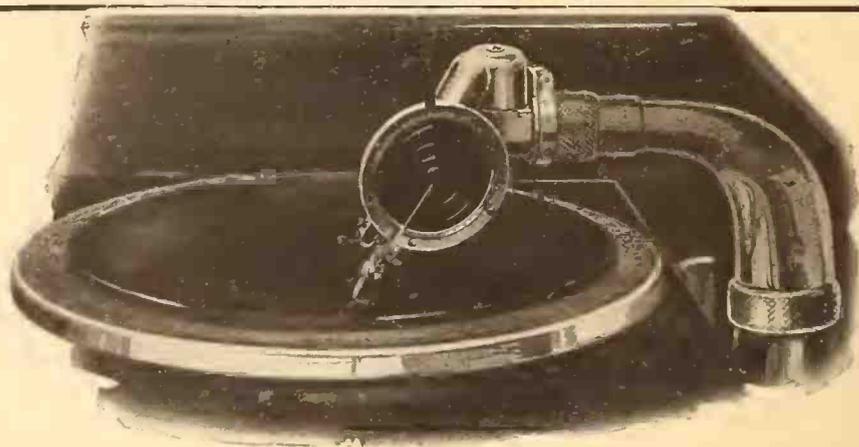
FOR THE PERFECT REPRODUCTION OF ALL DISC RECORDS ON THE SUPERB EDISON

DO THIS—Try the ORO TONE in comparison with other Edison attachments and be convinced that it is the one perfect attachment for the Edison.

Ask your jobber or
May we send sample on approval?

Retail Price, Nicke Plated, \$8.50 Highest Grade Gold Plating \$12.50

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and Jewel point needles, motors, supplies, etc.



The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.
1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS — (Continued from page 132)

whenever they came to Chicago. These tributes the Parlephone Co. prizes very highly as a true expression of the value of its product.

A Busy Wholesale Office

Room 1432 of the Republic building is getting to be one of the busiest wholesale places in the



Harry Engel

loop. It seems as though every talking machine manufacturer on a buying trip in Chicago is heading up this way. A few short weeks ago this place was unknown to the trade, but since it has been occupied in part by a certain newcomer, one Harry Engel by name, the place is very well known. Harry, by the way, who, as may be seen by the accompanying portrait, is one of those happy fellows whose disposition makes quick friends. He represents the Mutual, Supreme and Manhattan Phono Parts Co.'s of New York. He

not only takes care of the Chicago trade, but his territory reaches all the central Western states. By the first of the year he expects to be making trips to these various talking machine centers for the purpose of establishing more trade for the companies he represents. At present there is but a small stock of Mutual, Supreme and Manhattan tone arms and sound boxes carried by the Chicago headquarters, but it is expected that by Jan. 1, 1920, an adequate supply will be available to take care of the great demand for these products throughout western territory.

VITANOLA CO. TAKES OVER PLANT

Acquires Factories of Saginaw Table & Cabinet Co.—M. C. Schiff Made President

CHICAGO, Ill., November 5.—The Vitanola Talking Machine Co. has recently taken over the plant of the Saginaw Table & Cabinet Co., Saginaw, Mich. M. C. Schiff, president of the Vitanola Co., becomes president of the Saginaw Table & Cabinet Co. and Messrs. B. J. and Samuel S. Schiff, who are directors of the Vitanola, have also become members of the directorate of the Saginaw corporation. The rapid growth of the Vitanola organ-

ization has been watched with interest by the trade and the taking over of the Saginaw concern is another step in the policy of expansion to take care of the steadily increasing business. Some time ago contracts were let for a half million-dollar addition to the plant acquired in Cicero, Ill.

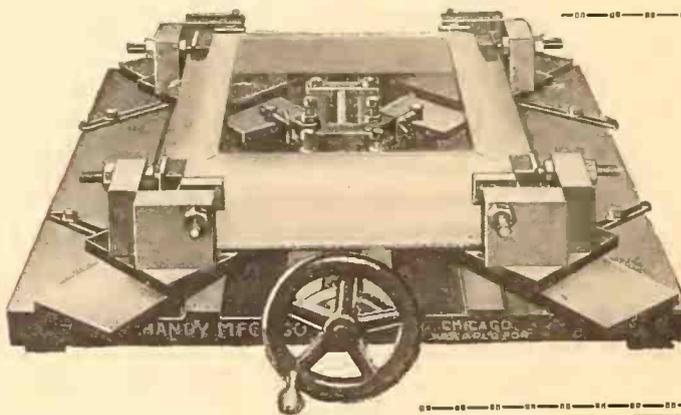
AN ARTISTIC STEGER TRADE-MARK

The new medallion trade-mark issued by the Phonograph division of Steger & Sons Piano Mfg. Co..



New Steger Medallion Trade-Mark

of Chicago, Ill. is a beautiful work of art. It is thoroughly artistic in every detail, exhibiting a



We illustrate the

"Handy" Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets.

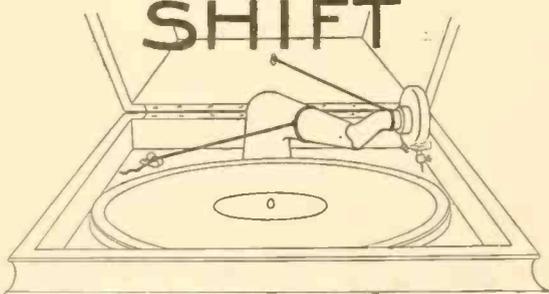
Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.

27 E. Madison St., Chicago, Ill.

UNIVERSAL TONE ARM SHIFT



A PATENTED SIMPLE DEVICE WHICH WILL ON OPENING THE LID AT THE END OF THE SELECTION AUTOMATICALLY LIFT THE REPRODUCER FROM THE RECORD AND SHIFT THE TONE ARM TO THE RIGHT. ON CLOSING THE LID THE REPRODUCER DROPS INTO THE FIRST GROOVES OF THE RECORD — PRICE PREPAID 30 CENTS

5443 FLOURNOY ST. RICHARD KUENSTLER CHICAGO, ILL.

AMBEROLA SERVICE

As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of **LYONS' 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

Patented Aug. 28, '17

Simple construction and easily attached. Made in four styles to fit any make of tone arm.

Write for attractive quantity price

PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

beauty of design that should make it very effective in attracting favorable attention to the Steger line of reproducing phonographs. This trade-mark tells the story of Steger quality concisely and impressively. It is embossed in gold on the back cover of the new Steger phonograph style brochure and, in the future, will be employed extensively in Steger magazine, newspaper and booklet advertising, as well as on the phonograph division letterheads.

NEW BRANCHES FOR WILSON CO.

Offices Opened in San Francisco and Seattle—
To Look After Foreign Trade

CHICAGO, Ill., November 8.—Thomas E. Wilson & Co., makers of the Wilsonian phonograph, 701 N. Sangamon street, have recently opened a branch office in San Francisco to take care of the South American and Oriental trade. An agency has also been established in Seattle to look after the interests of the trade in Washington, British Columbia and Alaska.

PURCHASE NEW WORLD FACTORY

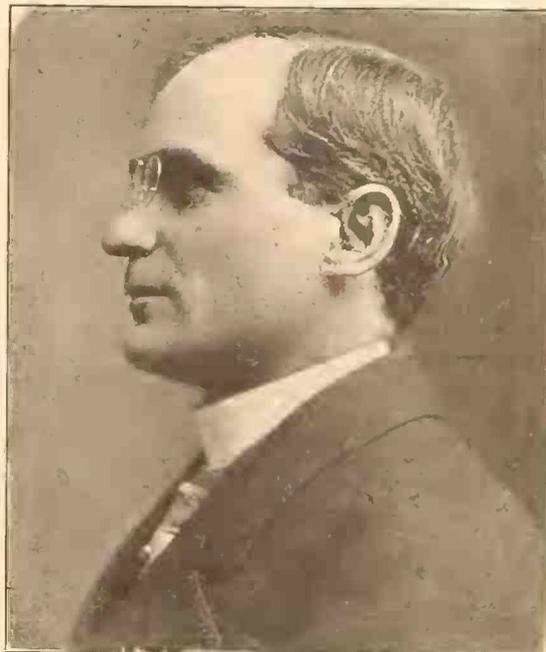
Chicago Concern Buys Factory Building on South Side—Increased Production of 200 Machines a Day Expected by Next Year

CHICAGO, Ill., November 6.—Ernest C. Cook, general manager of the World Phonograph Co., announces that a large additional factory has been purchased on the South Side for the manufacture of World talking machines. The new plant comprises over 150,000 square feet of floor space in a building of four stories. It is not expected that they can move until early spring, on account of necessary remodeling. However, when the addition is ready an increased output of World instruments of at least 200 per day is expected.

The growth of the World Phonograph Co. since its entry into the talking machine business a few years ago has convinced Mr. Cook of the necessity of the present move. Mr. Cook, like most of the manufacturers, feels that the business will continue at the pace of the past two years and that

next Fall will be a repetition of this Fall. He sees shortage ahead, and has made answer with the purchase of a new factory. After the first few months of the new year, however, this concern expects not only to be able to take care of all their present dealers in the best of shape, but will also put new men out upon the road with the end in view of establishing additional agencies.

The following are stockholders of the World Phonograph Co.: Frank Baackes, vice-president



Ernest C. Cook

and general manager of sales; American Steel & Wire Co.; Paul Dillon, secretary, Northwestern Barbed Wire Co.; A. J. Harris, president, Janesville Barbed Wire Co.; J. P. Sherlock, president, Illinois Nail Co.; James Brown, president, Brown Wire Fence Co.; A. H. Lance, treasurer, Simms Bed Co.; Z. G. Simmons, president, Simmons Bed Co.; W. W. Cook, president, Adrian Wire Fence Co.; P. L. Carter, president, Jackson Fence Co.; W. P. Herron, treasurer, Crawfordsville Wire & Nail Co.; Frank E. Morton, manager acoustic department, American Steel & Wire Co.; Ernest C. Cook, secretary and general manager, The World Phonograph Co., and Karl Baackes, treasurer, The World Phonograph Co.

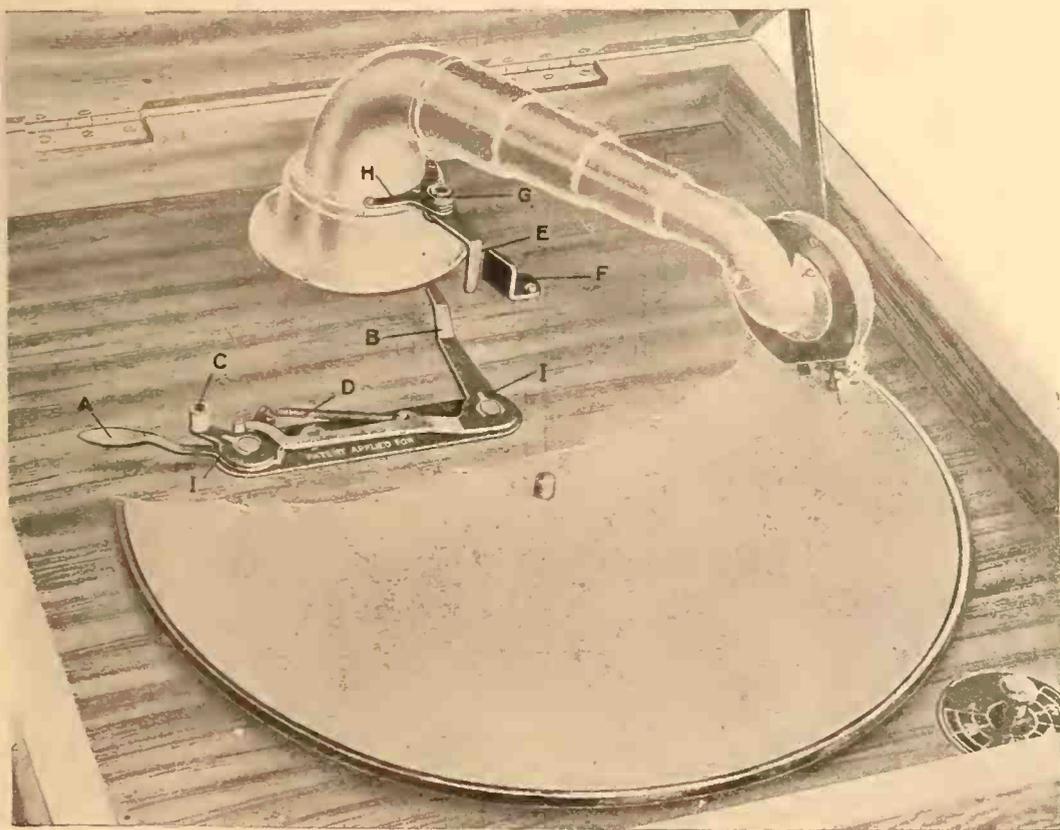
MANUFACTURING EDISON CABINETS

The Pullman Co. Plant Working at Top Speed—
Vice-President Maxwell Enthusiastic Over
Progress Made on Edison Work—Timely Chat

CHICAGO, Ill., November 2.—The Pullman Palace Car Co.'s wood working plant at Pullman, Ill., is humming along at top speed, turning out cabinets for Thomas A. Edison, Inc., according to William
(Continued on Page 136)

THE FERRO-STOP

IT STOPS WHERE YOU WANT IT TO STOP



At Last—a Perfect Automatic Stop!

The simplest automatic stop made. Has but two working parts. Designed to fit all makes of phonographs. Works every time. It performs properly—accurately.

Solves All Automatic Stop Troubles

Phonographs that are equipped with the "Ferro-Stop" will speak well for the instrument. Made of high-grade steel. No loose fitting joints. No wobbly mechanism.

Can Also be Used as Hand Brake

The Ferro-Stop is a combination hand brake and automatic stop. Works positively either way.

Manufacturers, Jobbers and Assemblers of phonographs should write today for full details and quantity prices.

CHICAGO FERROTYPE CO.

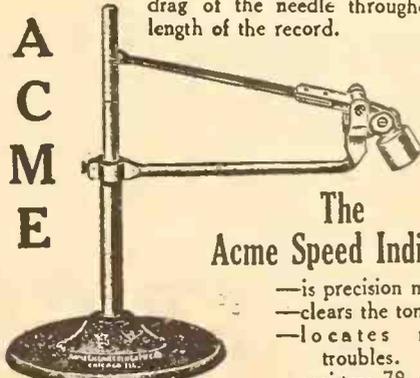
PHONOGRAPH PARTS DIVISION

1455 Congress St.,

Chicago, Illinois

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."

Made by

Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

Don't lose December sales for want of machines—Call on us NOW

STODART PHONOGRAPH CO. Inc.
119 West 42d St. New York City



MODEL 100
TRIANGLEPHONE

JOBBER — DEALER IMMEDIATE DELIVERIES

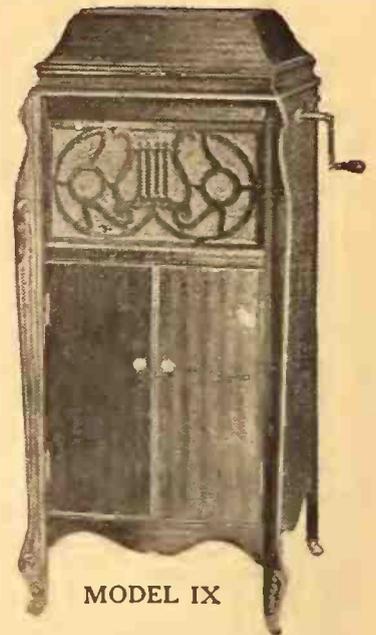
We are exclusive distributors for the
TRIANGLEPHONES
The only machine of its kind (patented in
U. S. A. Patent Office.) We are now assign-
ing exclusive territory to Jobbers and Deal-
ers.

Wire or Write for Our Proposition

THE MARVEL COMPANY

Dept. T1

333 S. Dearborn St., Chicago, Ill.



MODEL IX

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 135)

Maxwell, vice-president of Thomas A. Edison, Inc., who on his return trip from an extensive business tour of the West, stopped off at Chicago on his way back from the coast to learn the actual progress, at the Pullman plant.

Mr. Maxwell is enthusiastic over the progress at the Pullman plant. He says that cutting and assembly have reached even a higher point than he expected and that these departments are daily increasing their output and maintaining the highest character of workmanship demanded by Thomas A. Edison, Inc.

Mr. Maxwell met many hundred dealers, as well as jobbers in the territories of Chicago, Omaha, Minneapolis, Denver, Ogden, Los Angeles, San Francisco and Portland and was able to discuss various phases of the Edison business with them. In a number of instances, special meetings were arranged. The more notable of these meetings were held at Denver, Los Angeles, Portland, Seattle and Spokane. Mr. Maxwell's trip included a motor tour from Portland to Yakima, Wash.

TO REPRESENT THE PARLEPHONE

A. M. Druckman has been appointed Eastern distributor for the Parlephone Co., of St. Louis, Mo. Mr. Druckman will represent Parlephone in New York and other Eastern territory. He has received a shipment containing a number of Parlephones of all styles.

STARR CO. HANDLING TONOFONE

The Starr Piano Co., manufacturers of Starr phonographs and Gennett records, announce that they are now handling the "Tonofone" needle, manufactured by the R. C. Wade Co. The first order included eight cases which were to go to eight different distributors of the Starr Piano Co.

TONOFONE NEEDLES ARE INVADING OLD WORLD COUNTRIES

Herman Darewski, Ltd., of London, Eng., to Distribute Tonofone Needles Throughout the British Isles and Continental Europe

CHICAGO, November 10.—Herman Darewski, Ltd., of No. 148 Charing Cross Road, London, Eng., is now a wholesale distributor of Tonofone needles. This firm is one of the biggest and best

Ltd., gave their initial order which amounted to one hundred fifty-six thousand eight hundred Tonofone needles which, by the way, is said to be equivalent to eight million steel needles. The



Shipment of approximately 8,000,000 Tonofone steel needles being made to London, Eng.

known musical merchandise houses in the British Empire and continental Europe.

This is a happy alliance inasmuch as Darewski, Ltd., are fortunate in being the medium through which Tonofone is to be introduced to Great Britain and continental Europe in a big way. The manufacturers of Tonofone are likewise fortunate in securing such able representation.

When this deal was consummated Darewski,

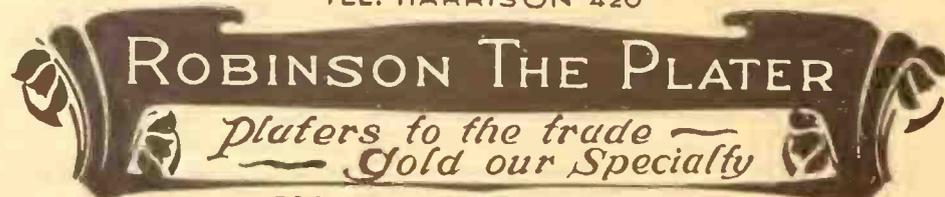
accompanying illustration shows the shipment packed in fourteen cases being placed aboard the express wagon. Just one year ago, on November 15, 1918, to be exact, Tonofone made its first public appearance through the columns of "The World". In that short time, Tonofone has achieved worldwide popularity which could scarcely have been obtained on any basis save that of merit.

J. E. ROBINSON

ESTABLISHED 1879
TEL. HARRISON 420

M. J. DECKER

Platers
to the
Trade



500 W. VAN BUREN STREET
CHICAGO

Gold
Our
Specialty

THE largest gold, silver and nickel platers in the Middle West, satisfactorily handling the work of foremost talking machine houses, announce that expanded facilities now permit the taking over of additional accounts.



Sterling Reproducer and attachment for Edisons in position for playing Victor, Columbia or other lateral records.

Large Edison Dealers Selling Hundreds of Sterling Reproducers

Orders are pouring in for Sterling Reproducers for sale to the Christmas trade. Large numbers are ordering Sterlings with the intention of selling one to every buyer of an Edison Phonograph.

When you hear the Sterling play you will order and recommend it to your customers. It

Plays All Records, Improves All Playing

A wonderful improvement, you'll say. Plays Victor, Columbia and other lateral records with more fullness and naturalness of tone. Plays Edison Records beautifully with less surface noise. Changes instantly for playing different records without changing elbows. Everything complete in the most handsome and durable reproducer and attachment ever produced.

Guaranteed for All Time
Sterling reproducers are guaranteed not for one year or any other limited time, but **Guaranteed for All Time** against defects in workmanship or material.
Order one—hear it play—and you'll recognize that it offers you an additional profit on every sale of a phonograph you make.

STERLING DEVICES CO.
469 E. Ontario St.
CHICAGO

JUST OUT

Sterling attachment for Victors. Permits Victor users to enjoy the gems among Edison and Pathé records. Plays Victor or Columbia records exquisitely.

Just send for one at dealer's price and hear the

Sterling Reproducers for Victors



Reference: Ft. Dearborn National Bank

which the receiving apparatus was located. A list of the latest Pathé records was posted on the wall and all that was necessary was a request for any one of the selections to hear it played via wireless. Of course, any amateur or professional wireless stations could "pick up" the music, and did so, as the many letters and telegrams from out-of-town stations attested. Sergeant W. A. Miller, U. S. Signal Corps, in charge of the station, received letters from amateurs in Milwaukee and even farther away, telling of their delight in the music. Quite an original method of popularizing a talking machine record, this. Every wireless telephone operator in the surrounding country is thoroughly familiar with the Pathé best sellers.

The Commonwealth Edison Co. exhibited their Federal Electric machine, with H. L. Flentye in charge. Throughout the show this gentleman was busy almost every moment demonstrating his instrument to prospective purchasers. The Federal exhibition was at the north end of the building, where in addition to demonstration of machines there was a life-sized reproduction of a model show window lighted by electricity in which the Federal talking machine was shown.

The W. W. Kimball Co. exhibited models of the Pathé Actuelle under the direction of Art Cullen, manager of the Kimball wholesale talking machine department. The Actuelle attracted large groups of people at all times and Mr. Cullen was kept one of the busiest persons at the show.

The Endless-Graph Co., headed by P. R. Gonsky, president, exhibited the "Fairy Phonograph Lamp." The musical lamp was a big attraction and the two in charge of demonstration, E. Sweeney and Miss E. Bernhardt, were occupied at all times. P. R. Gonsky found it necessary to leave the city upon a trip East during the latter half of the show and Mr. Sweeney was left in charge.

Shelton Electric Co. exhibited their talking machine motor under the direction of W. G. Shelton and J. M. Peacock, who explained the mysteries of the little motor which plays electrically any spring-equipped instrument by merely placing it against the turntable. From the standpoint of sales accomplished the Shelton exhibit was also much of a success, many of those visiting the show being unaware that such a motor ever existed.

The Ech-O-Nola Co., a Chicago concern, recently formed for the manufacture of talking machines, exhibited one of their electric models. R. Christianson was in charge.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

EXHIBITS AT ELECTRIC SHOW

Five Talking Machine Concerns Make Displays At Chicago Show—Large Attendance

CHICAGO, November 5.—The annual Chicago Electrical Show, recently closed, was a success in every way and particularly so far as it effects the exhibitors of talking machines. There were

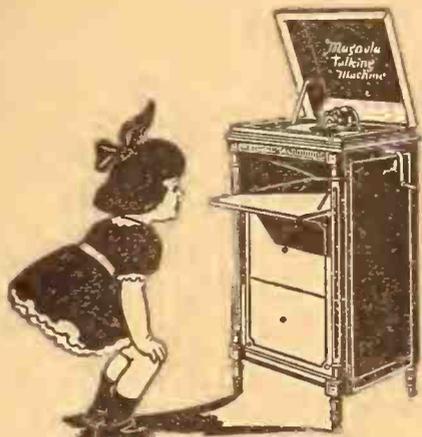
only five of these present, but from the sizes of the crowds and the optimistic stories of the booth managers, there ought to have been at least double this number in evidence.

The most interesting feature of the show was a wireless demonstration of a Pathé record, staged under the auspices of the Commonwealth Edison Co., manufacturers of the "Federal Electric" talking machine, the Western Electric Co. and the U. S. Army Signal Corps. Wireless apparatus located at the Transportation Building, over a mile distant from the Show, recorded the playing of Pathé records and transmitted the music by wireless to receiving apparatus located at the Show. Although in the evenings the reproduction was somewhat marred by that bugaboo of the wireless operator, "static," the playing was faithfully reproduced and in sufficient volume to be heard in all parts of the particular building in

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices: 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch: 1530 CANDLER BLDG. ATLANTA, GA.

HOLIDAY ORDERS

We can ship quick

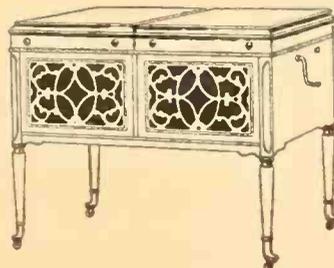
STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

Phonograph Supremacy

With the "Leader of them All"

The CHORISTER

These instruments, owing to their excellent equipment, will enable your trade to enjoy the music of any record to the fullest extent.



A De Luxe proposition made possible by this De Luxe line is now open to responsible agents.

Write for particulars

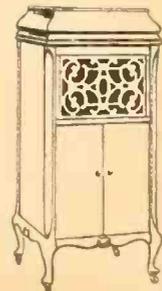
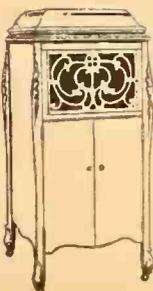
Our facilities enable us to supply complete machines in large quantities

Chorister Phonograph Co.

(INCORPORATED)

336 West 63rd Street CHICAGO, ILL.

Phone Englewood 1979



Get in on the
2 Big National Advertising
Campaigns on the
NEW EDISON DIAMOND
AMBEROLA
AND
AMBEROL RECORDS
NOW RUNNING

For dealership information write

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.

Happenings in Dominion of Canada

CANADIAN FARMERS ARE RAPIDLY BECOMING GOOD BUYERS

Increased Prosperity Causing Big Sales of Machines and Records—Depopulation of Rural Districts a Problem—Growing Knowledge of Machine Construction Shown

TORONTO, Can., November 5.—Depopulation of the rural districts in the older parts of Canada is discussed by talking machine dealers from country towns in a serious vein. Already in some Ontario towns, dealers report that retired people who find themselves unable to live in the cities on what was formerly an ample income are looking for homes in small towns. On the other hand, farmers' business, as far as the talking machine trade is concerned, has greatly improved. One retailer, discussing his territory with *The World* correspondent, said: "Our town is alive with farmers' autos on Saturday nights. You know as soon as a farmer buys a car, has a few tire and repair bills to pay, and becomes a regular customer for gasoline, he loosens his purse strings and becomes a better spender. To apply this to our business we find that after a farmer gets an auto it is easier to sell him a phonograph. Then, when he gets accustomed to filling up the gas tank with juice at thirty-five cents a gallon, he falls into the regular purchase of records for the phonograph as readily as a duck takes to water. Then, too, he has been getting good prices for everything he can produce, so we have little worry over his financial standing."

Retailers of talking machines have adopted many of the selling plans that have been successful in increasing the volume of piano sales. But with a few exceptions the retail trade does not appear to have featured the renting of machines in order to secure access to the homes of possible purchasers. Many a piano sent out on rental has sold itself or a better instrument, consequently some piano dealers have encouraged renters, always featuring the inducement that the amount paid in rental up to a couple of years would be applied on the price in the event of a purchase.

It may be that the talking machine dealer can get all the business he requires without renting machines, or it may be that he does not appreciate record sales to the extent that he would rent a machine in order to create a regular record buyer. Whether renting repossessed or "trade-in" machines in order to create customers is good business the dealer can decide for himself, but in relation to the selling price of an instrument the talking machine will command a greater rental than the piano, in addition to the advantage of making an opening for records which will only be sold on a cash basis.

All Toronto Victor dealers shared alike in the extra large demand created for Galli Curci records due to the appearance locally of this world-famed artiste.

"When it comes to planking down the cash or signing the agreement for the purchase of a talking machine the average buyer is a different person now from what he was a few years ago," remarked a dealer the other day.

"Just in what way do you mean?" he was asked.

"Well, a short time ago the typical buyer looked upon a talking machine as one of the seven wonders of the world. He did not know anything about the mechanism. He never discussed it for fear of showing his ignorance. Now he has read the advertising and sales literature of the various firms to such an extent that before buying he asks questions about the tone arm and sound box on the machine you are recommending to him. He often inquires what make of motor our particular machine is equipped with. He will frequently ask about automatic stops, record cleaners, the relative merit of steel needles, and other such accessories.

"My experience is that a man not well up in the latest phonograph parts and accessories is at a decided disadvantage in selling to-day. If he is poorly posted on these matters he will often be face to face with a customer who knows more than he himself does."

The College Book Store, Kingston, is an example

of how a music department may be most successfully conducted. The Saturday night sales of sheet music, records, needles, etc., are especially large, this being largely accounted for by the drawing attraction of a seven-piece orchestra which holds forth there each Saturday night.

The St. Thomas Cabinets, Ltd., have been incorporated at St. Thomas and will manufacture cabinets. They are capitalized at \$100,000.

NEW TALKING MACHINE STORES OPENING IN MONTREAL

Increased Trade Activity Causes Many Dealers to Enter Talking Machine Field—Teachers' Convention Advocates Talking Machines for Schools—Interesting News Items

MONTREAL, Can., November 3.—The use of a talking machine to teach music in the public schools was advocated before the Protestant Teachers' Convention recently by Duncan Mackenzie, instructor in the McGill Conservatory of Music and music master in the Montreal High School. Mr. Mackenzie pointed out that teaching of class singing ought to be part of the musical instruction given in the schools. As the teaching of English included the inculcating of an appreciation of the best literature, so the teaching of music should bring the pupil into familiarity with the best music. Pupils should become familiar with great music by use of the talking machine. They could also have before them examples of voices of a quality and rhythm which the ordinary class teacher could not approach. Using talking machine music to illustrate his points, Mr. Mackenzie showed the method by which a music lesson might be given to a class of children.

Through the efforts of N. H. Phinney, Ltd., Halifax, N. S., Alice Verlet, the famous Belgian singer, has been secured for a single evening and invitations have been issued by this firm to local musical lovers, and throughout the Province she will appear shortly in connection with an Edison tone test recital, put on by this firm.

Charles Culross, controlling the exclusive agency in Montreal for the Aeolian-Vocalion, is receiving considerable benefit from the large copy now appearing in the local dailies featuring Vocalion records of such artists as Florence Easton and Marie Sundelius. The Sonora, a line of which Mr. Culross is justly proud of, is coming in for more than usual attention, on account of the practical and educational newspaper copy now running in the Montreal newspapers.

V. Sgroi, the energetic Edison and Columbia dealer, has placed a handsome electric sign in front of his store featuring these two makes. The sign can be seen a long distance and this mode of publicity is already being felt in increased sales.

The Phonograph Shop of Montreal, Regd., (Geo. S. Pequegnat, Manager) has taken on the representation of "His Master's Voice" Records.

E. A. Wilson, manager of The Nova Scotia

The Musicphone Co., Hamilton, have opened new retail showrooms at 164 King Street West, where they are selling direct from the factory to the consumer their line of electric phonographs.

Miss Marie Morrissey, the popular Edison artist and concert contralto, recently appeared in person in an invitation concert held in the ballroom of the Chateau Laurier, Ottawa. She was assisted by William Reddick, pianist. This Edison tone test was held under the auspices of the Phonograph Shop, Ltd., of Ottawa.

Ottawa phonograph dealers recently ran a full page featuring "Mickey" records in conjunction with the appearance of this photo play at one of the leading motion picture theatres of that city.

Furnishings Co., Ltd., Halifax, N. S., large Pathé distributors, spent a few days in Montreal recently.

Arthur K. Kempton, talking machine specialist, has added the Canadian representation of the Bell Hood Semi-Permanent Needle to his already extensive list of specialties.

The Clariola Phonograph Co. have opened up at 1152 St. Denis street, where they are carrying a line of phonographs and records, and also doing an exchange business in records.

Ideal Regd. and the Phonograph Specialty Co., have registered in Montreal as dealers in phonographs, etc.

R. R. Leslie, of the General Phonograph Corporation of Toronto, Ont., has just returned from a trip to Montreal and points East. Mr. Leslie reports that he found the trade everywhere doing excellent business.

The Phonograph Sales Co., Pathé and Columbia dealers, have changed the name of their firm to the Phonograph & Supply Co.

New Montreal dealers handling the Brunswick include Phaneuf & Lauzon, 610 Mount Royal avenue, East, and Garceau & Fils, Quebec.

Gingras, Ltd., Montreal, are now handling "His Master's Voice" lines in Victrolas and records.

TRADE NOTES FROM WINNIPEG

Various Doings of Canadian Dealers—Several Prize Contests Held by Local Men

WINNIPEG, Man., November 5.—The Imperial Phonograph Co., Calgary, Alta., will hereafter be known as the "Recorderia," The House of Records. It is their intention to make a specialty of records, featuring Columbia and British Penn records, and Grafonolas. They have installed a most up-to-date and easy method of record selecting, the self-serving system, all records being placed in classified order. They have a stock of 15,000 records to select from. To advertise their new premises and method of selling they have organized a guessing competition and are giving away gratis three phonographs the value of \$245 to the three persons guessing nearest to the number. (Continued on Page 141)

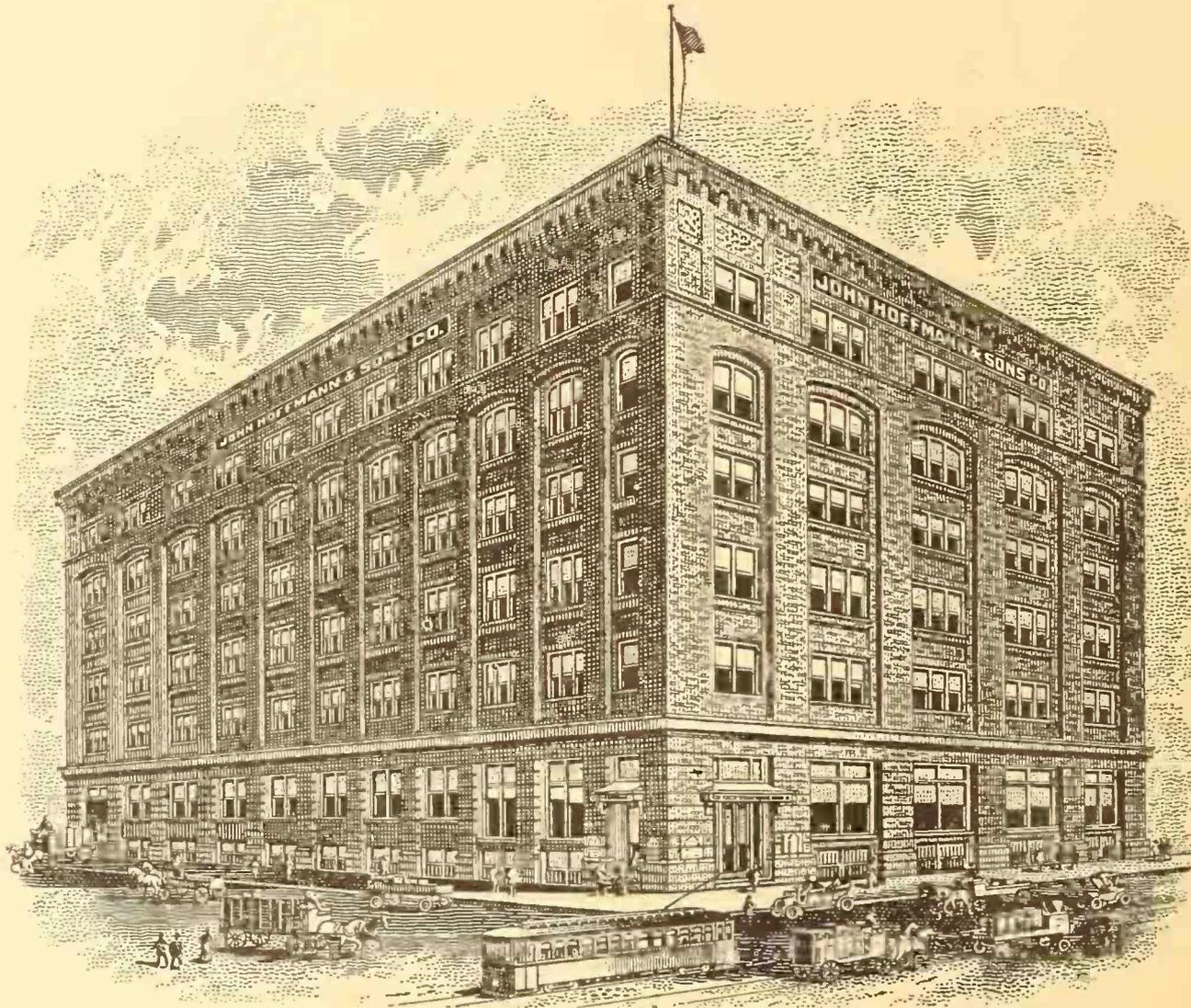
Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

John Hoffmann & Sons Co.

MILWAUKEE, WIS.



HOME OF THE JOHN HOFFMANN & SONS CO.

We are Distributors of the New

LATERAL CUT



Investigate Our Dealer Proposition!

TRADE HAPPENINGS IN WINNIPEG

(Continued from page 139)

ber of needles in the bottle which is now on exhibition in their show windows.

Geo. H. Suckling has been appointed sole representative in Calgary, Alta., for the Aeolian-Vocalion phonograph.

C. B. Clarke, Calgary, Alta., has opened new ground-floor record parlors with a number of sound-proof demonstration booths. He is featuring "His Master's Voice" machines and records.

The Lodge Piano House, Edmonton, Alta., have added the Brunswick line of phonographs to their list of agencies.

Among the capital prizes offered in the Winnipeg Telegram's circulation campaign is a Sherlock-Manning Baby Grand phonograph as second prize.

The Phonograph Shop, Ltd., have greatly enlarged their store and will have it they say more than ever "Your musical home."

Babson's have started their fall advertising campaign and in all the leading dailies of Western Canada are carrying full pages exploiting the Edison Amberola and Diamond Amberol records to excellent advantage.

CANADIAN DISCUSSES SHORTAGE

Dominion Market Bare of Solid Woods and Veneers for Cabinet Work—Interesting Talk on Important Trade Subjects.

WINNIPEG, Man., November 6.—That little more than fifty per cent. of deliveries will be made to Western hardware dealers who placed orders for talking machines for Fall delivery is the opinion of J. W. Poisson, manager of the Canadian Phonograph & Sapphire Disc Co., Ltd., of this city. Mr. Poisson stated to The World correspondent that all raw materials entering into the construction of talking machines, apart from mechanical apparatus, have been taken up since last June, and that the market is practically bare of the various solid woods and

veneers which are required by manufacturers of phonographs. There has been a marked scarcity of solid oak owing to the fact that there have practically been no lumbermen in the bush for the past two years. An indication of the heights to which the price of oak has risen is found in the fact that while oak is a Canadian grown wood, it is much higher in price to-day than mahogany, which is imported.

The present market quotation on undressed oak is \$337 per M. This quotation is more than double the price of two years ago, and is considerably higher than the ruling quotation per M. on mahogany. Mr. Poisson states that two and a half years ago he paid only \$165 per M. for select white oak.

While a marked scarcity of solid woods and veneers exists, it is significant that the mechanical apparatus used in phonographs is in good supply. Practically all such apparatus is manufactured in the United States.

OPEN NEW ACCESSORY ACCOUNTS

The Phoenix Trading Co. announce many new accounts opened for manufacturers of the various talking machine accessories which they represent. The R. H. Macy department store of New York is now handling the Jones-Motrola, John Wanamaker, in both the New York and Philadelphia stores, have taken on the New England Perfection tone arm, and the Knickerbocker Talking Machine Co. have taken on the Jones-Motrola and the repeatograph. The Phoenix Trading Co. report that a number of new agencies have been secured for Kaumann's all-in-one attachments, as well as Record Lites and Fibre Needle Cutters.

Paul Hayden, editor of the Columbia Record, returned recently from a trip to Chicago. Mr. Hayden makes the announcement that despite the printing difficulties which are encountered in New York at this time, he has been able to issue his dealer publicity on time.

EMERSON WINDOW DISPLAY SERVICE

November Service Aids Emerson Dealers To Turn Window Displays into Profit Producers

With the aid of the Emerson co-operative window display service, Emerson dealers are turning their windows into profit producers. The accompanying illustration shows the November Service.



A bit of "November Service"

The large card of this issue features the Six Brown Brothers, and other big hits of the month are featured on the smaller cards. The entire set is attractively constructed, yet in so simple a manner as to enable the dealer to trim his window with little trouble.

NOW SOLE OWNER OF BUSINESS

William A. Ritt is now the sole owner of the talking machine, automobile accessories and sporting goods business formerly connected by and under the name of Julius Ritt, at 500 South Minnesota avenue, St. Peter, Minn. Julius Ritt will devote his entire time in future to the electrical business exclusively.



November Announcement



Just Released — Our New SCANDINAVIAN Catalogue

These catalogues are your Profits —

- ITALIAN
- POLISH
- HEBREW-JEWISH
- RUSSIAN RUTHENIAN
- CZECHO-SLOVAK
- SPANISH

What people want
When they want it
The way they want it

Our INTERNATIONAL Records are Universal Sellers

Why don't YOU sell them?

Large Size — **Emerson Records** — Double Disc

EMERSON INTERNATIONAL Inc.,

45 West 34th Street, New York City

Export Office—160 Broadway, New York City

*The Greatest Combination in the
Phonograph Industry*

**Garford Service
AND
LATERAL CUT**

 **KEH
RECORDS**

Ask us for Agency Proposition Now

LIBERAL DEALER DISCOUNTS

**The Garford Manufacturing Company
ELYRIA, OHIO**

Some Reflections on How Easy It Is for an Inventor to Hypnotize Himself :: by N. A. Kurman

Consider the tone arm. It toils not, neither does it spin; yet, situated as it is, between the devil of the soundbox and the deep blue sea of the resonator, it has long been regarded as the abiding place of tonal evil, judging by the number and variety of patents that have been granted upon it.

The other day I looked through a few of the tone arm patents in my files and plowed through many a weary page of claims which, in one regard, were exactly alike. They damned everything heretofore conceived, and conclusively proved that the particular tone arm therein described was possessed of all the necessary virtues to proper reproduction. Some were instructive, others merely amusing. Some seemed to range between the depths of despair and the heights of imagination; others, like the peace of God, in that they passed all human understanding.

Even these were instructive. They show how successfully some men can hypnotise themselves. If you have ever been buttonholed by some wild eyed inventor whose enthusiasm is perhaps the most commendable thing about him, you will understand what I mean.

There seems to be a widespread belief that the patent office is a bureau of appraisals, and that because an idea has been officially regarded as new, it is therefore valuable. I have endeavored to combat this belief at every opportunity. A patent is nothing but a record of originality, and a license to fight upon stated grounds.

What a romantic and fascinating volume is the Patent Gazette, this living record of the scientific progress of our day. It sounds the gamut of emotions, from comedy to tragedy. Its humor is none the less potent because of its dryness. What has become of the 1,500 trolley wheel patents? Of the 1,800 rat and mouse trap patents? Echo answers what. How interesting to a lay observer would be a session of mouse trap inventors, each fired with a fine devotion to the cause of his brain-child. Imagination runs riot.

I have done a good deal of development work in vocal and musical reproduction, and have found that the hardest thing to do on earth is to give an impartial opinion of my own tests. The tendency to give oneself a shade the best of it is well-nigh impossible to overcome. I am so afraid of my judgment when making comparative tests that I always allow others to guide me whenever trying out any of my own apparatus.

To come back to the tone arm, which is, or should be, a comparatively simple thing. The requisites, from an acoustic standpoint, are few. Sufficient taper to avoid the chamber echoes of an ordinary tube, sufficient body to give it so low a resonance period that its own inherent harmonics will not cause foreign and disturbing vibrations, a straight passage with as few bends as possible.

To illustrate how easy it is for an inventor to hypnotize himself: I was called upon some time ago to value a tone arm for a client who considered its purchase. The inventor in this case was a tailor who had been badly bitten by the fonobug. He had done his experimental work on his own machine, talking, not sewing, and knew as much of sound reproduction as a horse knows of the Jugo Slavs. He had bored a few holes in the tone arm, and stretched coil springs therein, across the diameter. I listened to the reproduction, and really it was very good compared to another one he had that was untouched. The inventor huddled as inventors do, until I changed soundboxes and instruments. Hypnotism. The tone arm was almost as good as if it had not been touched. The springs were as useful in that tone arm as wings to a submarine.

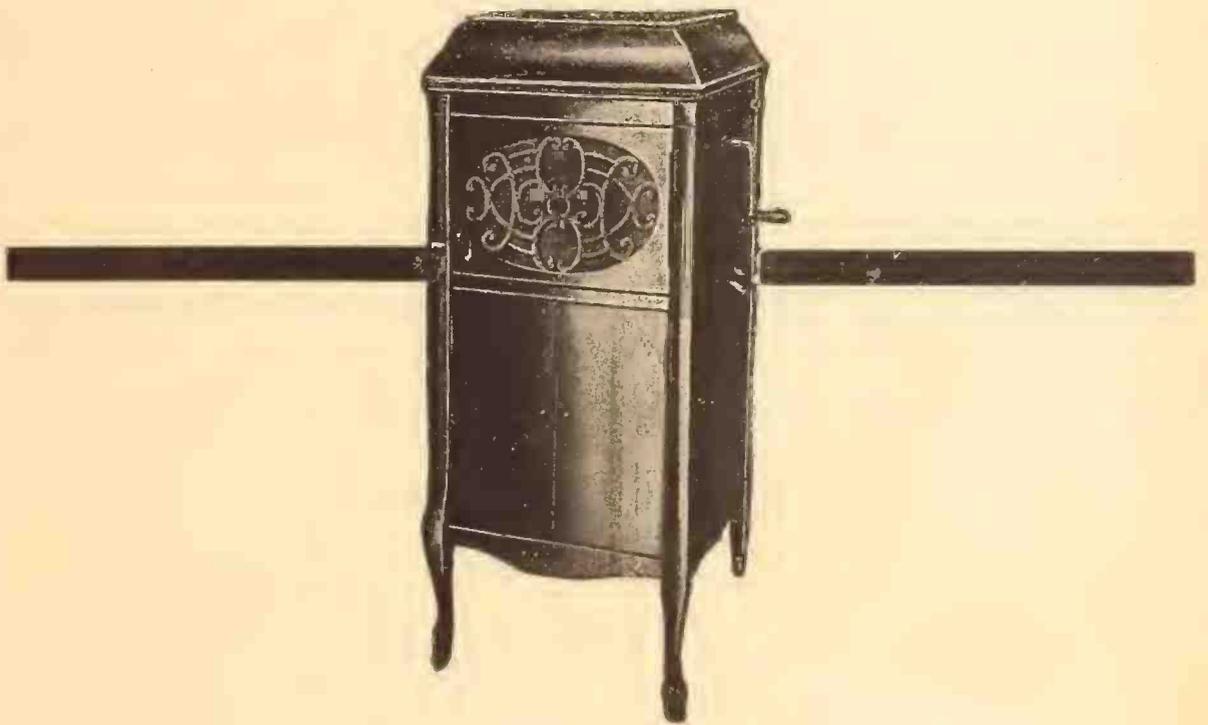
There's an old tale of the backwoods farmer who went to the county seat in the early days to

see the circus. It was his first circus, and many of the animals were new and strange to him. At last he came to the giraffe. Long he looked and long he pondered. At length he walked away, and as he did, taking a last lingering look at the long necked animal, he was heard to say, "There ain't no such goldurned animile". Hypnotism.

The point I wish to make clear in this regard is simple. When you get an idea, think it over. Don't rush into the patent office right away. Test it well and impartially. Don't hypnotise yourself. Treat it rough. Then stop, look and listen. Is it commercially practicable? What have you got when you get it? Then above all, go to a good patent attorney, one who is compe-

tent to advise you as to the extent of your protection. He can only do this after a careful search. Keep away from the griuder who guarantees you a patent the first time he sees you on anything you want patented. A good patent is a valuable thing, and a good defensive weapon is needed against the infringer who, cuckoo like, lays his financial eggs in the nest of your brain.

The talking machine field is a great one. We are endeavoring, by means of metal, wood and mica, to approximate the tones of God's own mechanisms, the mouth, the larynx, the nose. The art offers great inducements to inventors. And the nearer you can come to God's own tones, the sooner will men rise up and call you blessed.



—and We Can *Deliver*

We are prepared to deliver "hurry-up" orders for the famous Dusonto Phonograph NOW.



Albert J. Heath and
Chas. E. Gorham
24-28 S. 15th St.,
Philadelphia, Pa.
East Penn., So. New Jersey,
Delaware, Maryland, Vir-
ginia and Dist. of Columbia

Enterprise Music Supply Co.
145 W. 45th St.,
New York, N. Y.
New York Metropolitan
District

Bruner Greenup Piano Co.
325 West Walnut St.,
Louisville, Ky.
Western Kentucky

Stoffer & Stackhouse Co.,
Bourbon, Indiana
Southern Michigan and
Northern Indiana

Smith-Woodward Piano Co.,
1017 Capitol Ave.,
Houston, Tex.
Southern Texas

Manufacturers
BELCANTO CO.
132 West 42nd Street
New York, N. Y.



Van and Schenck sing "They're All Sweeties" and "Sweet Kisses" by H. and Al Von Tilzer. You'll need another van to get enough to supply the demand. A-2792.

Columbia Graphophone Co.
NEW YORK

TO DISCUSS WINDOW DISPLAYS

Binger Co., Advertising Specialists, to Entertain Talking Machine Men, Inc., at Next Meeting—To Listen to Interesting Lecture

An extremely interesting program is promised for the Talking Machine Men, Inc., at their November meeting. The meeting will be held at the Binger Advertising Co.'s offices at 43 West 13th street, New York, where L. S. Crone, president of the company, who is recognized as one of the best authorities and experts on window display arrangement and dressings, will address those assembled on the necessity of proper window display. After the address Mr. Crone will conduct the talking machine men through every department and show them how window displays are worked out by the Binger Co. from the first suggestive idea to the completed window display material. As the Binger Co. occupies eleven floors and as all production is done in the building, not only the lecture, but also the tour, promises to be

most interesting and educational. In the securing of such a firm as the Binger Co., and such an authority on window display work as L. S. Crone, the Service Bureau headed by J. Davin is certainly to be most highly complimented.

JOBBERS EXECUTIVES TO MEET

A meeting of the Executive Committee of the National Association of Talking Machine Jobbers will be held at the Ritz Carlton Hotel, Philadelphia on November 17th and 18th. There will be a number of important matters brought up before the meeting, chief among them being a discussion of the Stephens Bill in its present form, following the recommendations made by the Federal Trade Commission regarding price-maintenance legislation.

H. D. Orwig is now in charge of the talking machine department of the Bissell-Weisert Piano Co., Chicago, Ill., which handles the Aeolian-Vocalion line.

Stewart's

-jobbery
for the -
Victor
Talking
Machine
Company

Any Standard Phonograph and The Bliss Reproducer



"A Wonderful Musical Combination."

A Reproducer with a super-sensitive silk diaphragm that eliminates the thin, raucous, ear-straining "Talking Machine" effect.

The "BLISS" Reproducer plays all records with greater volume, less scratch, better tone balance, and a wonderfully human, natural quality. THE MUSIC IS PROJECTED INTO THE ROOM.

The "BLISS," used on any standard Phonograph, will not only help sales of instruments, but will increase your record trade through its extraordinary tone quality.

Send sample order and make your own tests with your favorite demonstration records. Give make and style of tone arm.

BLISS REPRODUCER, Inc.

80 FIFTH AVENUE
NEW YORK CITY

Indianapolis

T. AMSBURY GOULD TO MARRY

The announcement of the engagement of T. Amsbury Gould, of the firm of Gould Bros., Buffalo, N. Y., who is also president of the Talking Machine Dealers' Association of Buffalo, has been made recently. The lady in the case is Miss Hazel Smith, who belongs to the fashionable set of Buffalo. Rumor has it that they will be married shortly after the first of the year, and that Mr. Gould is much in favor of spending his honeymoon at Cambridge Springs, Pa.

ATTENTION

Kent Attachments

For Edison Disc Machines
WITH OUR C SOUND BOX
\$2.50 complete
FAVORITE MFG. CO.
1506 DeKalb Ave., Brooklyn, N. Y.

Don't wait for old orders to be shipped and lose sales—call on us—we can ship quick
STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

Immediate Deliveries

THE CHARMAPHONE

**The Quality Machine
At Popular Prices**



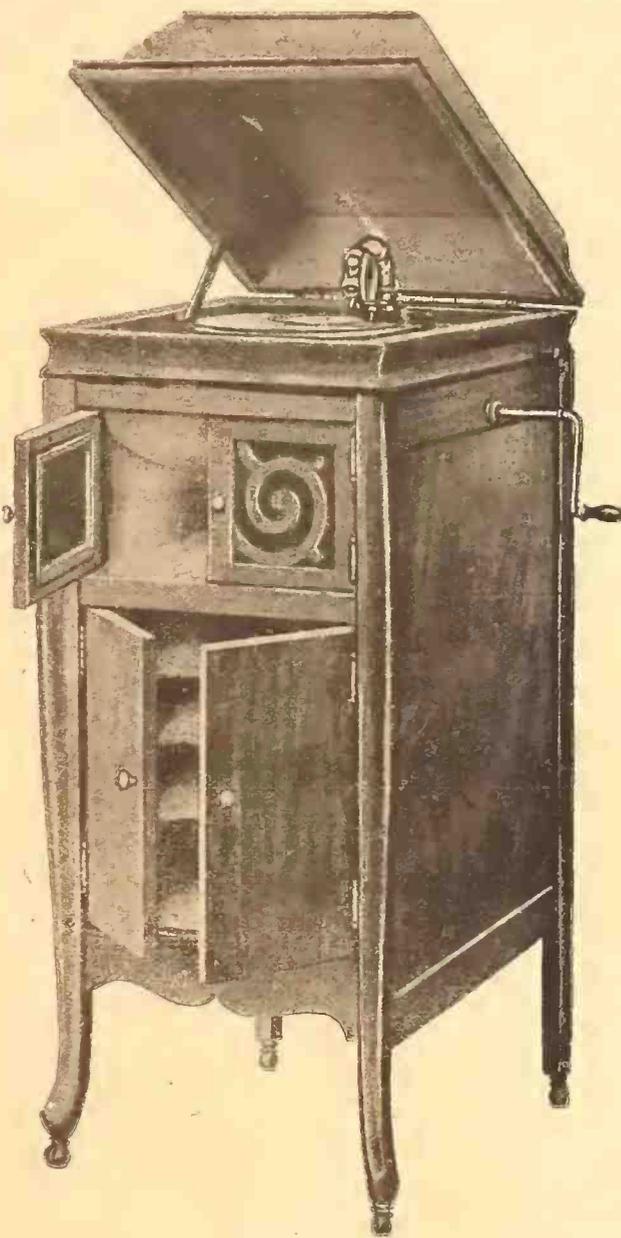
MODEL 10
48 in. high, 18 in.
wide, 20 in. deep,
Charmaphone tone-
arm and sound-box,
Heineman No. 33, dou-
ble-spring motor.
Wholesale Price \$62.50
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

THE CHARMAPHONE LINE IS EQUIPPED WITH UNIVERSAL TONE ARMS — SOUND BOXES OF THE BEST QUALITY. THE CABINETS ARE OF FINE VENEERED WOOD WITH QUALITY MAHOGANY FINISH

HEINEMAN DOUBLE SPRING MOTORS IN ALL MACHINES. ALL WOOD TONE AMPLIFIER — NICKEL TRIMMED THROUGHOUT



MODEL 8
44 in. high, 18 in. wide, 20 in. deep, Heineman No. 33 motor, Charmaphone Universal tone-arm and sound-box, tone modifier, casters.
Wholesale Price \$45.00
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

Write to-day---secure the agency of the best popular - priced machine on the market. A sample sent on order.

Charmaphones invite comparison with the best machines.



MODEL 6
42 in. high, 18 in.
wide, 20 in. deep,
Heineman No. 36 mo-
tor, Charmaphone
tone-arm and sound-
box.
Wholesale Price \$37.50
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

*You are going to be Short of Machines
ORDER NOW—ORDER NOW*

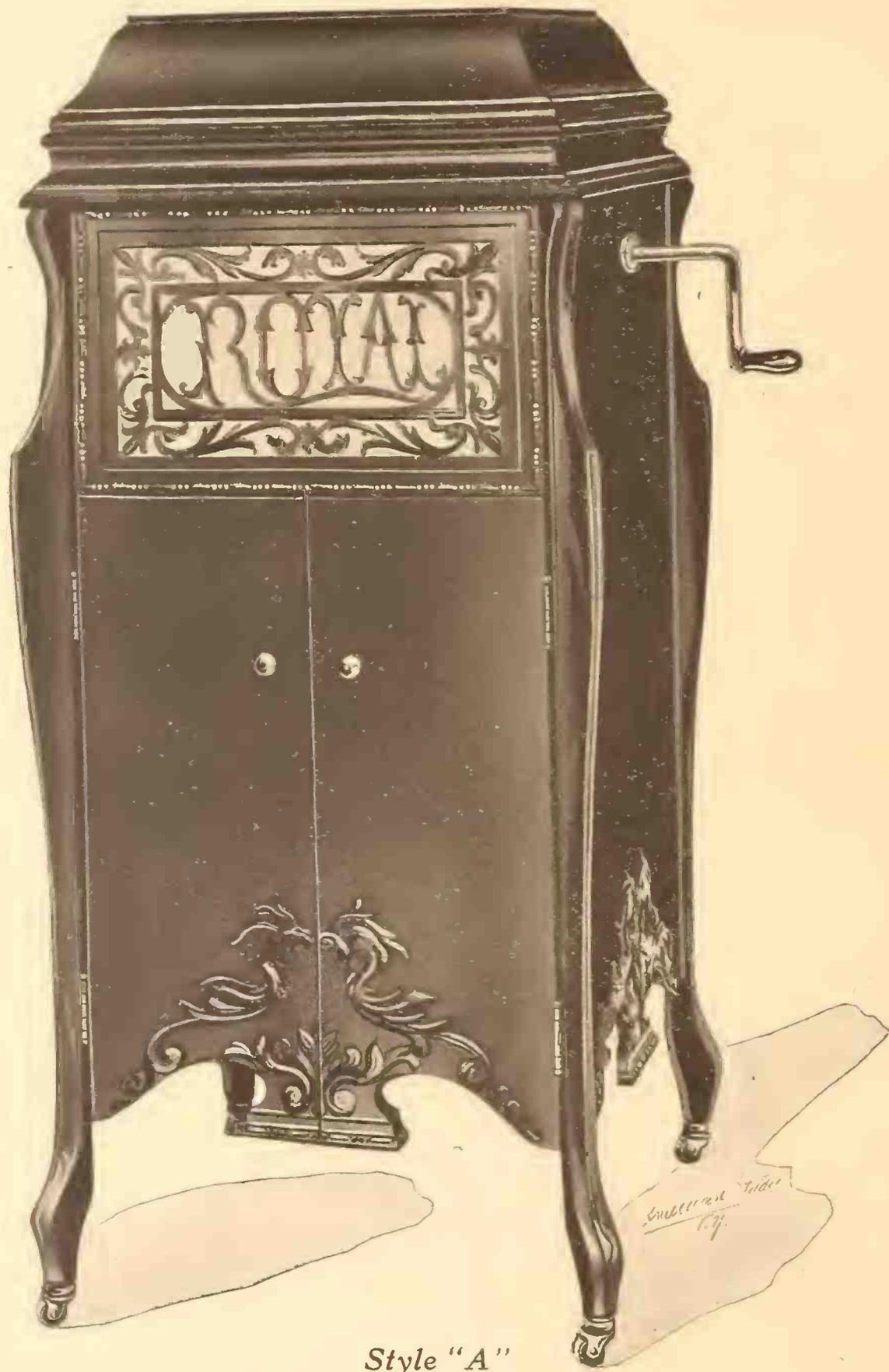
THE CHARMAPHONE COMPANY

Executive Offices and Show Rooms

39-41 West 32nd Street, New York, N. Y.

WE MANUFACTURE ALL OUR PHONOGRAPHS
AT OUR FACTORY, PULASKI, N. Y.

The Royal Is All That Its Name Suggests—
the KING Among Phonographs



ROYAL PHONOGRAPH CO., Inc.
606 Courtlandt Ave. New York City

Agencies Are Now Open—Write Today

The kiddies are not forgotten in this month's Columbia Records. Don't you forget to order a big supply of "The Kiddies Christmas Frolic." A=2800.

Columbia Graphophone Co.
NEW YORK



HAAG RECORD FILES POPULAR

Haag & Bissex, the Manufacturers, Tell of Increasing Appreciation of This Product on the Part of the Talking Machine Trade

PHILADELPHIA, Pa., November 8.—Haag & Bissex, of this city, although comparatively newly organized, are experiencing a tremendous demand for the Haag record file which they produce. The file, which consists of a number of models, is automatic in its mechanism, the mere touch of a key handing out the desired record. The company's factory is efficiently laid out and equipped with modern machinery and labor saving devices, which materially aid in keeping down the cost of production and in increasing production.

Those in charge of the affairs of the company have a wealth of experience behind them which is particularly valuable in the positions they now occupy. Alfred H. Haag, president and general manager of the company, is chief constructor of the United States Shipping Board Emergency

Fleet Corp.; president of the American Society of Marine Draftsmen; member of the Naval Architects and Marine Engineers and consulting editor of "Shipbuilding Cyclopedia".

Geo. E. Bissex, vice-president and general superintendent, was connected for nearly twenty-nine years with Stephen Greene & Co., publishers and book-binders of this city; during which time he was for over eleven years superintendent of the book-binding department. He is employing much of his experience in this line in the production of Haag record files.

Alfred Haag, president of the company, in speaking to The World said in part: "The talking machine has long been a source of pleasure to me, and about four years ago, on the accumulation of a large variety of records, I was impressed with the desirability of more adequate protection for the discs and greater facility of locating a desired record than that afforded by the record album then in vogue. Because of my professional duties I was not able at first to devote much attention to the development of the

file, but gradually, by applying principles of engineering and eliminating superfluities which so often find their way into the construction of a simple mechanism, I evolved a system whereby each record may be filed individually, protected against abrasion, and so indexed and arranged as to protrude from the cabinet upon the mere impression of the index key.

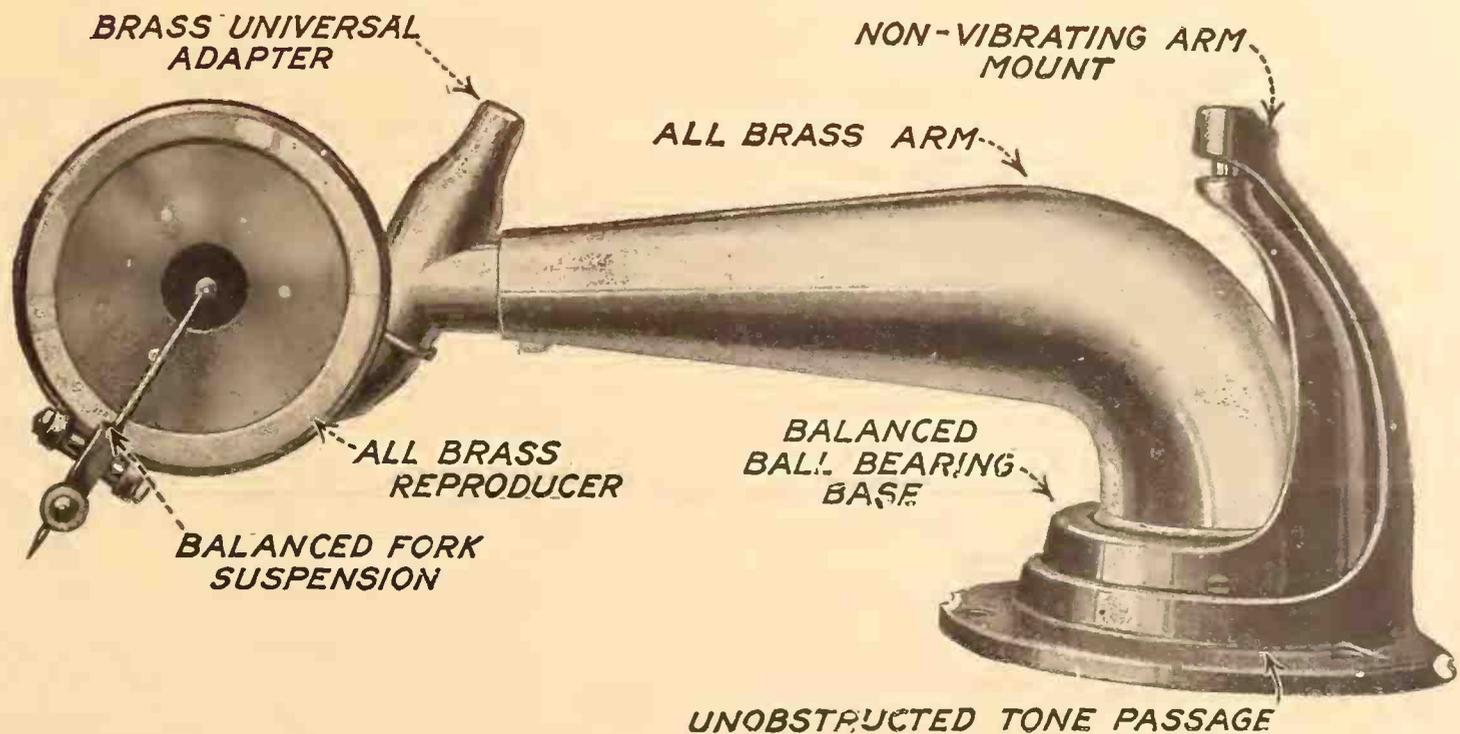
"Though simple in construction, our files will accommodate all makes of records and machines. The protection afforded and the facility of locating and refiling a record are the main features, and the success with which our files have already met denote their commendation by phonograph owners."

Blake & Burkart, Herbert E. Blake successor, of this city, have been appointed sole distributors of the Haag record files and intend instituting an active business campaign.

For advertising purposes in street crowds a Frenchman has mounted a phonograph in a case resembling a camera.

THE UNIVERSAL TONE ARM SUPREME

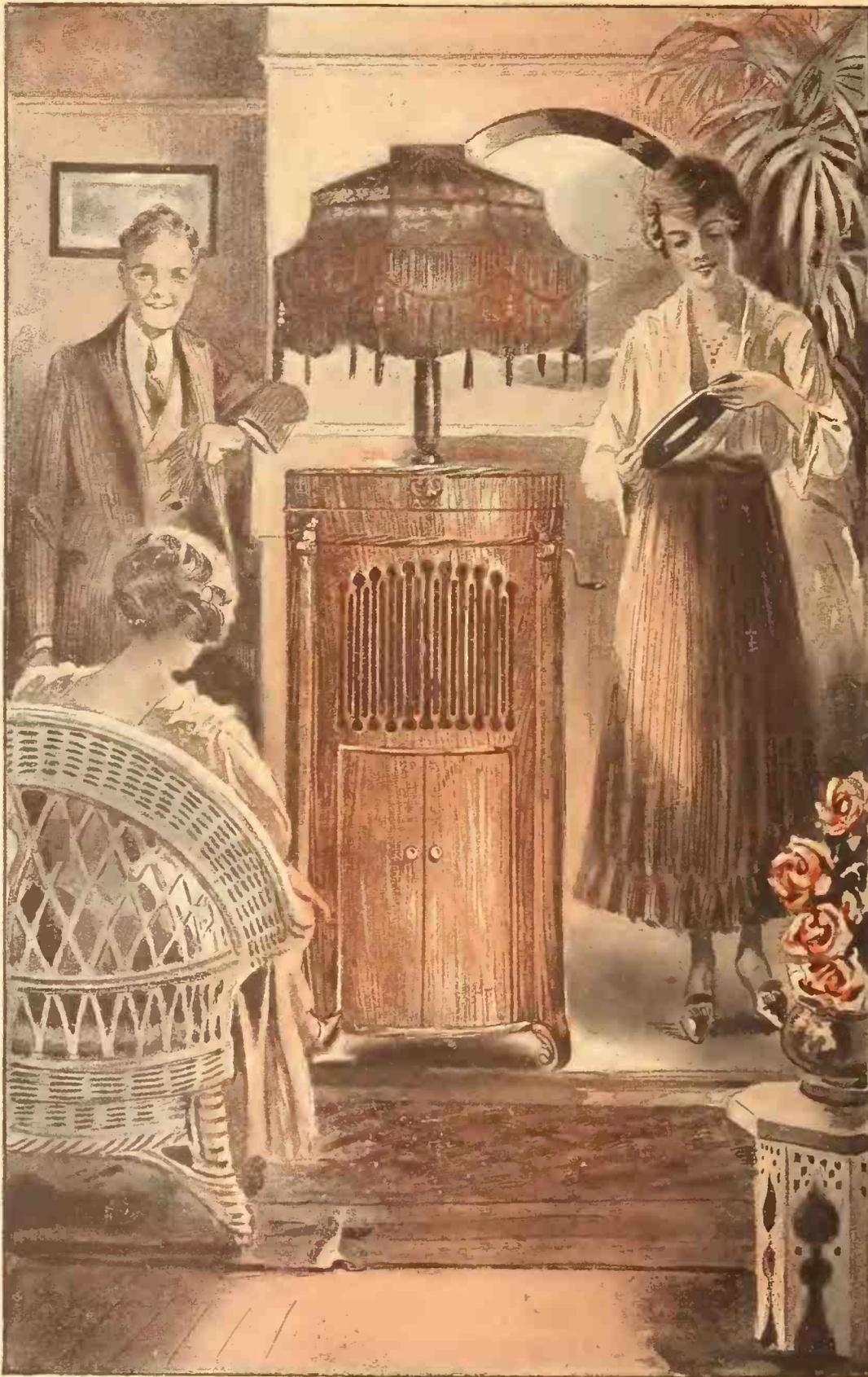
There are features to this new universal tone arm and reproducer that will be immediately recognized and enthusiastically endorsed.



"PRESTO" UNIVERSAL TONE ARM No. 11

This all-brass tone arm must be seen and heard to be appreciated.

PRESTO PHONO PARTS CORPORATION
124 PEARL STREET
BROOKLYN, NEW YORK



THE MODERNOLA

A Home Delight to Ear and Eye

A new, a more beautiful musical instrument—The Modernola. It harmonizes with art's highest conception—this wonderful circular instrument of exclusive designing. And its attractiveness is added to an hundred fold by its colorful lamp attachment.

The Modernola marks an advance step—a step ahead—in phonograph building. It's away from the commonplace—a happy innovation that wins the prospective buyer on sight. Prospective phonograph purchasers turn away from popularized instruments of conventional design to admire the more beautiful Modernola. And they buy it! The Modernola in Solid Mahogany, Solid Oak, Solid Walnut, Solid Chestnut—in finishes of wonderful richness.

Write Us About Modernola Sales Rights

The Modernola Company

JOHNSTOWN, PA.

LATERAL CUT



OKEH

RECORDS

The Most Popular of all Popular Records

OKEH RECORDS

Give the dealer an Excellent Opportunity to Develop a Profitable Record Business with Maximum Satisfaction.

OKEH RECORDS

Are doubled-faced and every record will "sell." The Okeh library has "hits" that your customers are asking for every day.

OKEH RECORDS

Retail for 85c. and we know from our experience that this line is by far the best selling record line in the industry.

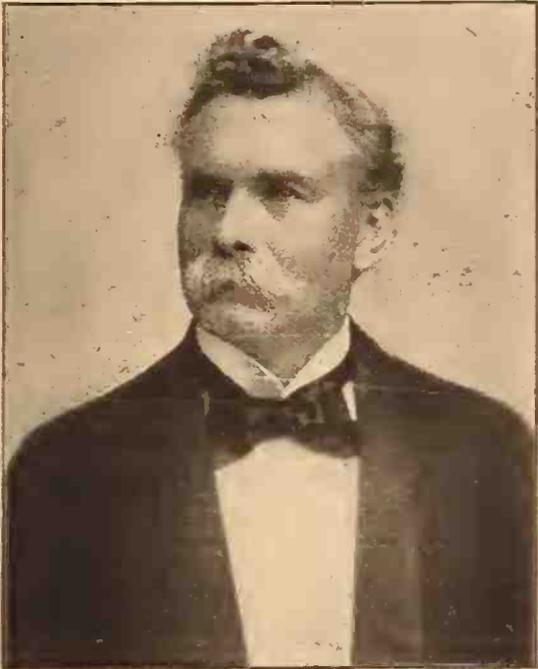
CONSOLIDATED TALKING MACHINE CO.

227-229 WEST WASHINGTON STREET, CHICAGO, ILL.

DEATH OF JAMES T. COUGHLIN

President of Talking Machine Men, Inc., Succumbs to Pneumonia in Seventy-fourth Year—He'd in High Esteem Throughout the Trade

Deep regret was caused in the talking machine trade in New York and vicinity last week by the news of the death of James T. Coughlin, president of the Talking Machine Men, Inc., and a successful dealer at 487 Eighth avenue, New York, which



James T. Coughlin

occurred on November 2d, following an attack of pneumonia.

Mr. Coughlin, who was 74 years old, was one of the veterans of the talking machine business, having entered the field in 1900 as an Edison cylinder dealer. During recent years he had confined his efforts to handling the Victor line. Mr. Coughlin had been educated for the bar and was recognized as a man of sound business judgment. His counsel was often relied upon by the talking machine men in solving the problems of their organization, and his ready wit and keen mind were always welcomed in any discussion. His popularity in trade circles was best indicated by the fact that he was twice elected president of the Talking Machine Men, Inc., and was in office at the time of his death.

The funeral services over Mr. Coughlin's remains were held at St. Michael's Church, 34th street and Ninth avenue, and were attended by over thirty members of the Talking Machine Men, Inc. The interment was in Calvary Cemetery, and a committee of that organization, consisting of John E. Hunt, Sol Lazarus, E. Leins and J. J. Davin accompanied the body to the grave.

Mr. Coughlin's business will be continued under the direction of his daughter Anna, who has long been in close touch with the details. The deceased is also survived by two sons, George and James Coughlin, and another daughter, Mrs. Nora Rhodes.

SONORA CO. ANNOUNCE THEIR OUTPUT WILL BE TRIPLED

Joseph Wolff, Secretary of the Company, Tells of Perfection of Plans to Meet Increased Demand for Their Product—Encouraging News for Sonora Dealers Throughout Country

Of paramount importance to Sonora dealers everywhere is the announcement just made by Joseph Wolff, secretary of the Sonora Phonograph Sales Co., that arrangements have been perfected for a tripled output, with shipments on this production basis to become effective early in 1920. In an interview with The World Mr. Wolff said:

"On account of the tremendous demand for the Sonora product, it has become necessary to increase our output considerably. Plans have been effected to increase the output during 1920 to a point three times as great as that of 1919, the new scale of production to commence January 1.

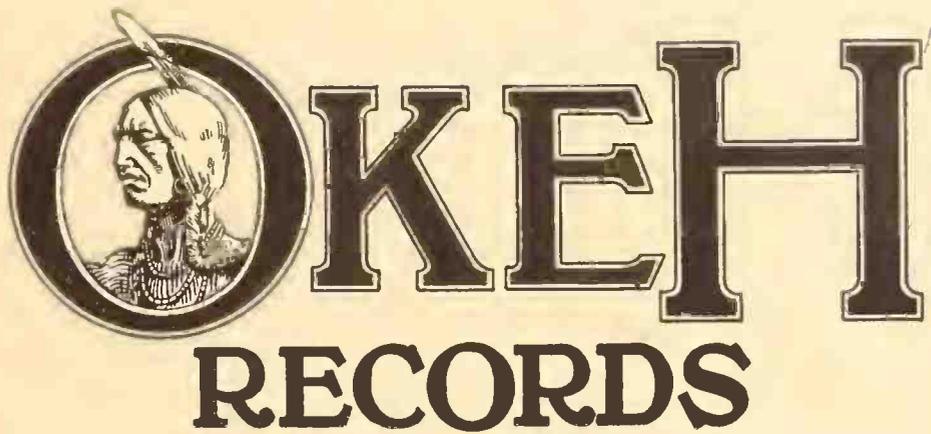
"Even this great increase will not be sufficient to take care of the enormous demand for Sonoras and we, therefore, have every intention of increasing the supply still further, just as soon as the necessary plans can be consummated.

"The announcement of a tripled output (or better) for the coming year should be encouraging news to Sonora dealers who, without exception, have remained faithful and loyal to the Sonora line in expectation of the increase in output now so soon to be realized."

MONTALVO IN NEW QUARTERS

R. Montalvo, the well-known talking machine, piano and music dealer of New Brunswick, N. J., has just occupied a large new building equipped to meet the particular needs of his business. The building is in the form of an ell, and among the features is a big recital hall, 40 x 80 feet. The extent of Mr. Montalvo's business is gauged from the fact that he now has eleven automobiles in service.

Lateral Cut



Is Your Record Business Growing?

OKEH Dealers are in a position now to expand and increase their record business month after month, for the new lists of Lateral Cut Records contain the records that are in active demand, everywhere.

OKEH Dealers Receive Liberal Discounts

Orchard & Wilhelm Co.
414-416-418 South 16th St., Omaha, Neb.

J. FRAME
340 SUPERIOR ST.
TOLEDO, OHIO.
ART JEWELER AND
VICTOR DEALER

A SOLID GOLD WATCH CHARM OR LADY'S BROOCH. \$4.00 EACH POST-PAID. AN EXCELLENT XMAS PRESENT FOR EMPLOYEES. ORDER QUICKLY FOR HOLIDAY DELIVERY.

"WHAT ARE YOU SHORT?"
Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.
PLEASING SOUND PHONOGRAPH CO.,
204-106 East 113th St., New York.

QUALITY LEADERS IN THE CABINET FIELD



Style 71. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 3/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records.
For Victrolas IV-A and VI-A; Columbia No. 25 and No. 35.



Style 24. — 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 12-inch Records.
For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 1/4 x 22 3/4 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



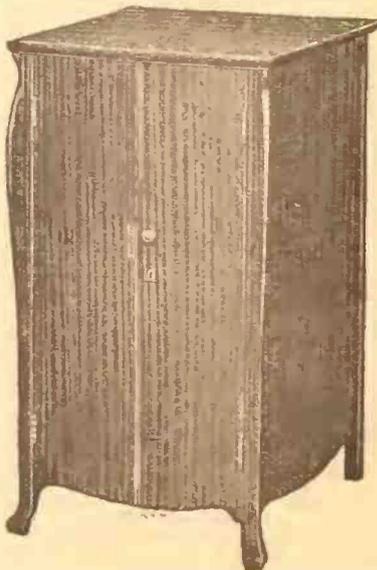
Style 32. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-inch Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

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

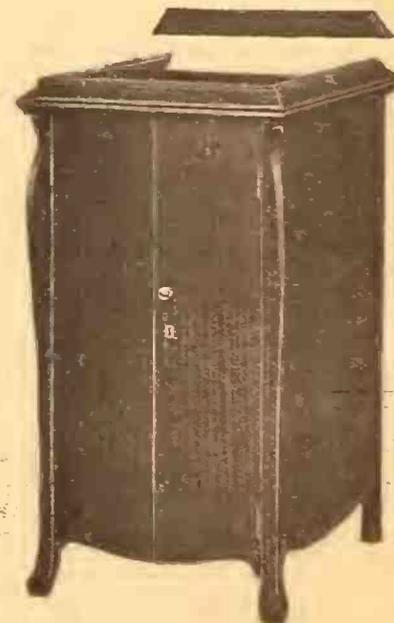
**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 76.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

TALKING MACHINE CONDITIONS IN THE DUTCH EAST INDIES

Absence of Printed Scale Makes Talking Machine a Necessity—New Methods Required to Record Oriental Music—Higher Prices Than in America—Interesting Resumé of Conditions

"Conditions in the talking machine industry in the Far East are very different from the conditions in this country and the peculiar status of Oriental music has made necessary many new and unusual methods in record manufacture and selling," said F. M. Prescott, of Riverdale, N. J., in a chat with *The World*. Mr. Prescott has had



Ready to Start to Record Plant

twenty years' experience in the export business in the Orient and has long been connected with the talking machine trade there. He established branch concerns in many principal countries and the branch of the Odeon Co. in Batavia, Dutch East Indies, is illustrated in this article. This branch is under the management of M. Stibbe, of Amsterdam, who has associated with him M. Nagel, of France, as recording engineer. Mr. Prescott outlined his experiences and the conditions in the Far East as follows:

"With the perfection of the lateral cut disk



Sample Room at Odeon Palace

record in 1900 and the simplicity with which it could be made anywhere in the world I decided that the thing to do was to put up factories abroad and make the records in the various languages right on the spot so as to have the latest hits and be able to deliver them as soon as they were out.

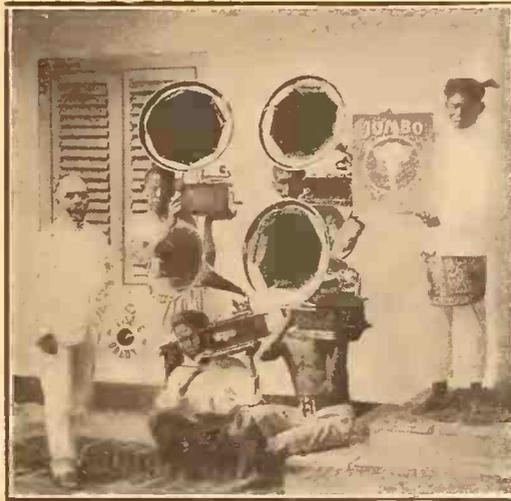
"Trying to sell American records in Europe, Asia, or Africa doesn't go, and to send a recording outfit and expert to any of those countries and ship the wax plates to America and manufacture the records here and then export them doesn't go either, too much time lost, anywhere from six months to a year before the records are on sale after they were recorded.

"I looked over the principal countries and decided that Germany offered the best advantages for a manufacturing plant and located in Berlin. With the increase of the business I found it advantageous to have permanent recording laboratories in other countries and soon had recording experts located the year round in London, Paris, Barcelona, Milan, Vienna, Constantinople, St. Petersburg, Rio de Janeiro and the Far East. These recording laboratories were soon augmented by complete pressing plants so that the records were manufactured in their entirety right on the spot where they were to be sold.

"The talking machine business offers limitless possibilities all through the Far East for the simple reason that there is no printed scale of music and consequently no sheet music or any way at all of selling music except through the medium of talking machine records. For centuries it has been the custom all through the East to compose music in the head and then transmit it orally from person to person, the composer teaching it to some one and that person to someone else and so on. Consequently the talking machine record of Oriental music came as a godsend to all the

inhabitants of Asia as it transmitted the music with absolute accuracy. While the music of the East is weird and not to the liking of Americans or Europeans, it nevertheless is tremendously popular with the natives of Eastern countries and is in fact almost their only means of amusement.

"You would probably be surprised to learn that there are high class artists in those countries so that many Red Seal records are possible. There are plenty of topical songs in all the Oriental languages, some of them live for a season and



Mr. Stibbe and Native Staff

some for a year. Big business can be done in all of them, but a plant must be right there to make the records as soon as the song appears, so as to fill the demand while the song is popular. On the other hand, there is almost no demand for American or European records, except in a few instrumental selections. So far as the Far East is concerned, it is almost still a virgin field for the talking machine business. So far as I know there is but one factory in Japan and two in

India and none in China and none in the East Indies or anywhere else over there.

"There is quite a knack in making Oriental records as the musical instruments are very different from our own, the voices and languages are very different and it takes a recording expert



The Odeon Palace

some little time to adjust all these differences so as to get perfect results. In the matter of machines every country has its own style and they only wish to buy the motors, tone arms and sound boxes and fit them to their own cabinets. The Japanese use bamboo to quite some extent in the manufacture of their cabinets while other countries have different styles and use their own native woods in the manufacture of the cabinets.

"Strange as it may seem the prices to be obtained in the Orient are about double the present ruling prices for records in America, because the demand greatly exceeds the supply. In fact record prices have always been better abroad than here at home; all the time when I was on the other side the retail price for ten-inch records in America was sixty cents for single and seventy-five cents for double sided records, whereas the price for double sided ten-inch records abroad was five marks and I have recently heard from friends abroad since the war was over that records are now selling in Germany at six marks for ten-inch double sided, which is equal to about \$1.44 at pre-war rate of exchange."

Automatic Change of Weight



(Patent Applied for)
An Exclusive Feature of
**Parr
Central
Universal
Tone Arm**

The Parr Central Universal Tone Arm marks a new departure in tone-arm construction and removes the principal objection heretofore existing in universal arms. The weight to play either vertical or lateral cut records is automatically and accurately changed. This is a very novel and important improvement in tone arm construction and should appeal to those who have wanted a tone arm that would not require the make-shift arrangements for doing what this tone arm does automatically. The first scientifically constructed universal tone arm, and the only one having this very important improvement.

OTHER IMPORTANT FEATURES

Needle change is facilitated by rotating sound box, which returns to normal position.

Needle always takes same position in playing any type of record, setting in direct center.

Supplied with either mica or Vibratone diaphragm, but the latter is recommended if superior tone quality and volume are desired.

Length of tone arm required should be specified when ordering.

OTHER PARR PRODUCTS:

Magnetic Reproducer Vibratone Diaphragm
PARR MANUFACTURING CORP.

Main Offices:

100-108 West 23rd St.,

NEW YORK

Factories: New York City—Latrobe, Pa.

RITE-TONE NEEDLES and DIAPHRAGMS

Formerly
PLA-RITE



Rite-tone needles carry a name that means a lot to the consumer, dealer and jobber, that is when the needle in reality has the right tone. We have spent a lot of money to convince the people, and as a result we are now extending our line to the foreign countries.

We still have some open territory in the United States for jobbers and dealers and those who are looking for a money-making proposition are the ones we want to represent our line. Write us and we will communicate with you.

A Few Words About the Rite-tone Diaphragm

The inventor of the Rite-tone Diaphragm has spent seven years experimenting and it is just a few weeks ago since he pronounced it perfect. We are now manufacturing them in large quantities and are so satisfied with the results of the invention that we will ship you any amount under positive guarantee that they will meet your requirements or you may return them to us at our expense.

No cementing where the stylus connects. No blasting nor metallic sound.

PLA-RITE MFG. WORKS
Galesburg, Ill., U. S. A.

NEW STEIN-BURN DISTRIBUTOR

A. M. Druckman Appointed Eastern Distributor of Stein-Burn Products—Places Order for 10,000 Machines in Various Models

A. M. Druckman, 140 West Twenty-third street, New York, has been appointed Eastern distributor for the products of the Stein-Burn Corp. Mr. Druckman placed an order for over 10,000 talking machines, four carloads of which will be ready for immediate delivery. The styles include two table models, ten upright models and three console table models.

The Stein-Burn Corp. has sent through the mails over 70,000 "broadsides" covering their present publicity campaign to the trade. Many of these have been forwarded to the district in which the A. M. Druckman Co. are the distributors. In addition, Mr. Druckman, head of the above concern, is forwarding a general letter to the trade announcing the acquisition of the Stein-Burn line and telling of his plans.



WHY The RE-CALL?

Because it recalls with accuracy the Masterpieces of all the great artists as well as all the musical and song hits of the season.

It plays any record made without changing the soundbox. Furthermore, the excellence of its finish makes it an ornament in any home.

Manufacturers of high-grade cabinet work for more than forty years.

We make cabinets for dealers having special designs, our factory being well equipped for this purpose.

Territory being allotted to active dealers. Write for particulars

The Huss Bros. Phonograph & Piano Co., 6-8-10 West Canal Boulevard, Cincinnati, Ohio

SOME LIVE EMERSON ADVERTISING

Turner Music Co. Conducting Effective Outdoor Campaign Using Large Signboards

The Emerson Phonograph Co., makers of the Gold Seal Emerson records, have received an interesting letter and photograph from their dealer,

The Turner Music Co., of Wichita, Kas. This enterprising dealer has scattered throughout his town several large signs ranging in size from 12½ to 30 feet in length and 6 to 12 feet in



One of the Turner Co.'s Attractive Signs height, featuring Emerson records, similar to the accompanying illustration.

Since beginning this outdoor advertising Mr. Turner writes, he has doubled his business on Emerson records. He is getting equally good results through large newspaper advertisements.

NEW COLUMBIA BOSTON BRANCH

Fred E. Mann, manager of the Columbia Co.'s branch in Boston, was a recent visitor to the executive offices. Mr. Mann conferred with the general sales department regarding details incidental to the new home that will be occupied by the Columbia Co. at 1000 Washington street.

Natural Voice Phonograph Co.

ONEIDA, N. Y.



Style 175



Style 125



Style 85.S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

GEIER & BLUHM

MANUFACTURERS OF SCIENTIFIC AND MECHANICAL INSTRUMENTS

We have up-to-date manufacturing Facilities for the accurate quantity production of all mechanical Phonograph Accessories.

- Dies and Die Castings.
- Automatic and other Machine Work.
- Nickel Plating and Gold Plating .
- Assembling, Up-to-date systematic production, rigid Inspection.
- Accuracy and prompt service since 1906

We have a force of skilled Instrument Makers used to just your kind of work and we can beat price and quality of your own production. Let us figure on your requirements. Write to

James Geier

G. & B. PHONOGRAPH DEPT.
TROY, N. Y.

MAIN SPRINGS

¾-in. Main Springs, suitable for Heineman No. 2, Markel, Columbia, etc, 37c each. Authorized distributors for all Heineman & Meisselbach Products. **EVERYBODY'S**, 38 N. 8th St., Philadelphia, Pa.

MONTH AFTER MONTH

Full-Page and Big-Space Advertisements in the most Important Magazines
Inserted by the A. J. STASNY MUSIC CO.



Sing Stasny Songs

Herewith is
Reproduced
the Full - Page
Ad Appearing
in the
November
Issues of
Cosmopolitan,
McClure's,
Red Book,
Photoplay,
Motion Picture

and
Collier's
Weekly

Co-operate
in this Big
Campaign
and Reap
the Profits

SING Stasny Songs because everybody likes to hear them. Wherever a dozen jolly young people are gathered about a piano for a "sing," you may be sure the new Stasny Song, "I'm Forever Thinking of You" is on the music rack. It's such a likable, friendly sort of song that everyone takes to it at once. Like all Stasny Songs it is clean and bright, equally good on the stage or in the home, just the sort you would like to sing to your sweetheart, or in the presence of your mother or sister.

On the stage, Blossom Seeley is making a big hit with the jazzy rag, "My Gal." Her audiences go wild over it at every performance. She wires: "Accept my congratulations on your wonderful number,

'My Gal.' It is a winner. No one can resist her. Everybody loves 'My Gal.' It is the biggest hit I have had in years."

If you want a simple ballad that will touch every heart, try "Lullaby Land," for it has made a big popular hit every time it has been sung. It should be on YOUR piano with the rest of your favorite Stasny Songs. They strike an answering chord in every heart, they are so simple and appealing, the melodies are touching, the words fresh and catchy. They are on the pianos of the nation.

You are always safe in buying Stasny Music, every piece is popular, every piece is worth singing. You will see Stasny Music on pianos wherever you go. Ask your dealer to show you Stasny Song Hits

OTHER STASNY HITS

- "Girl of Mine"
- "It's Never Too Late to be Sorry"
- "In China"
- "Tears Tell"
- "Rose Dreams"
- "Just You"

- "Evening Brings Love Dreams of You"
- "Just Like the Will o' the Wisp"
- "Somebody Misses Somebody's Kisses"
- "I'm Not Jealous But I Just Don't Like It"
- "Sweetheart Land"

- "Some Day"
- "Beautiful Dixieland"
- "Can You Imagine"
- "Jazzin' the Blues Away"
- "Dance of the Moon Birds" (Instrumental)

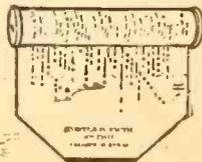
On Sale at any Music or Department Store and any Woolworth, Kresge, Kress, McCrory, Metropolitan, Grant or Kraft Store. If your dealer is out of these Stasny Song Hits, we will send them to you for 15c a copy, seven for \$1 postpaid; orchestra 25c each.



Get them from your dealer for your TALKING MACHINE



56 West 45th Street, New York



Get them from your dealer for your PLAYER-PIANO



Every chap knows a girl he'd like to sing this song to, every girl knows some chap she would like to have sing it to her. Get it for your piano today.



Sentimental, languorous and full of melody. "Lullaby Land" will carry you back in mind to your care-free childhood. You will be happy while you are singing it.

Stock and Display the Music, the Records and the Player Rolls.

A. J. STASNY MUSIC CO. 56 W. 45th St., New York City

Gleanings From the World of Music

CO-OPERATION OF PUBLISHERS WITH RECORD MAKERS HELPS

Music Publishers Carrying on a Great Campaign, Nationally and Locally, All Tending to an Increased Recognition of Both Music and Records—Analysis of Situation

A number of years ago the co-operation of sheet music publishers with mechanical reproduction companies was practically an unknown quantity. By degrees, however, as the publishers have recognized the value of talking machine records and player piano rolls as a factor in giving additional publicity to their hits and song successes, and have learned, with the increasing popularity of these two products, that the royalties from those sources are not small items, they have shown a spirit of ever increasing interest and co-operation until at the present time there is hardly a channel of publicity used by the progressive music pub-

lisher in which he does not in some way mention talking machine records and player piano rolls. Originally the back page of a song sheet was used for the purpose of acquainting the buyer of the music with the fact that the number was recorded in record and roll form, and often the numbers of the rolls or records were given. This idea, however, did not prove a big success inasmuch as it was hardly possible that all the leading record and roll companies would record the number at the same time, and the majority of the publishers then decided that it would be much better not to be specific. They found it better to generalize and

state that the music could be obtained in either talking machine record or player roll form. This led to the insertion of such material, often with an attractive cut illustrating the idea, on the title page itself. Practically all of the publishers are doing this to-day, and as far as the use of the sheet music itself is concerned it apparently is the best means of showing their co-operation.

With the inauguration of national advertising campaigns the publishers have used the same idea, in a somewhat different form, in all such publicity. This was followed by the insertion of the same statement in practically all circulars connected with such campaigns.

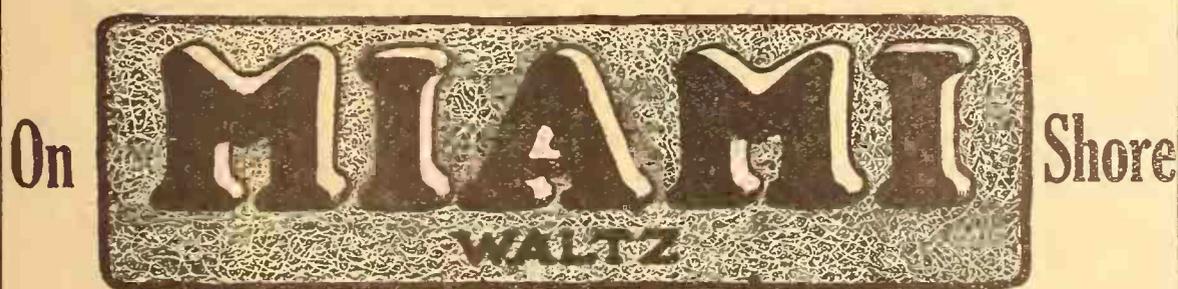
The above does not mean that the publishers do not show even greater co-operation on individual songs, for as a matter of fact it is quite customary with some publishers to still specify the name and number of the records, especially in getting out circulars. Then, too, the publishers often reproduce artistic title pages for specific records. These are generally in the form of hangers or are made with easel backs so that the same may be placed in conspicuous places.

Some of the publishers have spent thousands of dollars in this manner, but probably the most feasible and certainly the most economical way, and the one that covers the situation thoroughly and efficiently, is the method of getting out hangers and cut-outs, etc., so that the reading material is applicable to any roll or record as well as to the sheet music itself.

This is the form of co-operation and publicity that the publisher should really be encouraged to contribute to jobbers and dealers, inasmuch as it is the most economical and covers so many angles

(Continued on page 160)

Watch It Grow



WORDS BY
WILLIAM LE BARON

MUSIC BY
VICTOR JACOBI

CHAPPELL & CO., Ltd., New York, Toronto and Melbourne

ART MUSIC, Inc.

announces

the incomparable

MISS GRACE LARUE

Singing

“SAY IT WITH FLOWERS”

A MUSICAL SUCCESS by Albert Von Tilzer and Neville Fleson

SUCCESS IS DETERMINED BY RESULTS—*Watch the Demand*

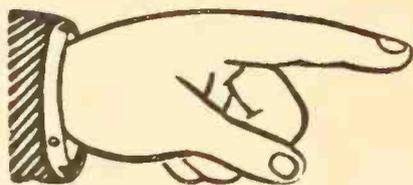
Retails for thirty cents

ART MUSIC, Inc.

145 West 45th St., New York City

THE FULL PAGE ADVERTISEMENT

Reproduced on Opposite Page



Will appear in the DECEMBER issues of practically all the leading American Magazines, such as

THE LADIES' HOME JOURNAL WOMAN'S HOME COMPANION

"American Magazine"

"Cosmopolitan Magazine"

"Pictorial Review"

"McClure's"

"Red Book"

"Photoplay"

*The above Magazines have more than
35,000,000 readers*

Just think what that means to you, Mr. Record Dealer, and the opportunity it gives you to "cash in" on this colossal campaign, by displaying the titles featured in this campaign.

Get your stock of records of these titles in good shape and

"Go to it"

Remember these are all Feist songs and "you can't go wrong with any "Feist Song."

LEO FEIST, Inc.

235 West 40th Street

NEW YORK



Get these new "Feist" song-hits for your piano, phonograph or player-piano

Wonderful New Song Hits from Song Headquarters

WINTER nights! How we love those nights at home!—with the friendly piano, the talking machine and player-piano that are always ready to lead the fun. Welcome, then, the wonderful new "Feist" song-hits listed on this page! They mean new delights for winter nights. They mean you can sing in your own home the new song-hits the stars are singing in theatres everywhere—you can dance in your own home the pet-numbers of jazz bands and orchestras. They are truly wonderful hits—famous at all song centers—the pride of Song Headquarters. Take this page to your piano and try them out.

"The Vamp"

"Great!" The most sensational dance-and-song hit in the memory of the oldest musician or singer. "The Vamp" is a fox-trot full of original pep-and-go that baffles description. "The Vamp" is a melody alluringly wonderful. "The Vamp" is full of fun, a laugh in every line of its lyric, a delight in every note of its music. Get a copy of this big hit now.

"Golden Gate"

"Beautiful!" "Golden Gate" by the writers of "Bubbles" is a golden song from start to finish. There's golden sunshine in its sweet waltz melody. There are golden dreams and golden memories in its simple, beautiful sentiment. There's no secret about "Golden Gate's" remarkable success—it's a wonderful song, alike for singing and dancing. Try it.

"In Siam"

"It's a Hit!" Luring—mysterious—truly oriental is the spirit of this new song hit. But it is polished with real live melody, sprinkled with real dance pep. And the mixture makes a supreme fox-trot—a wonderful song that you'll love to play on your piano, phonograph or player-piano, to sing, whistle and hum. Try it.

"On the Trail to Santa Fé"

"You'll Love It!" It *Had* to be a hit. That dreamy waltz melody, that beautiful homely sentiment of "On the Trail to Santa Fé" are a combination nobody with an ear for music, a heart for beauty and feet for dancing can get away from. "On the Trail to Santa Fé" is sweeping the country—a fascinating song-hit everybody is singing and dancing. Get it today.

Other Beautiful Feist Songs:

- | | |
|--------------------------------------|------------------------------|
| "Thank God You're Here, Mother Mine" | "The Radiance in Your Eyes" |
| "There's a Girl in Château-Thierry" | "The Land of Lullaby" |
| "Dreaming of a Sweet To-morrow" | "Your Heart Is Calling Mine" |
| "Sweet Love Dreams" | "Down Limerick Way" |
| "My Baby's Arms" | (Fiske O'Hara's Hit) |
| "Sand Dunes" | "Love, Here Is My Heart" |
| "Erin" | "Give Me All of You" |
| "Star of the East" | "Sing Me Love's Lullaby" |

Instrumental Numbers

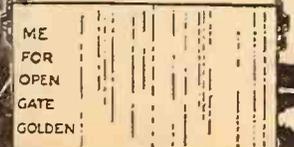
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|-------------------------------|-------------------------|----------------------|--------------------|
| "Aloma" | "Lazy Daddy" | "Orange Blossom Rag" | "Laughing Blues" |
| "Merci Beaucoup" (Thank You) | "Syria" | "Sensation" | "Fidgety Feet" |
| "Church Street Sobbin' Blues" | "Klondyke Blues" | "Bells of Bagdad" | "At the Jazz Ball" |
| "Star of the Sea" | "Heart of a Rose"—Waltz | "Djer-Kiss" | "Vamp"—Fox Trot |

On sale wherever music is sold, or we will supply you direct at 40c a copy, postpaid. Band or Orchestra, 25c each.

Get a Record for your Talking Machine

Ask your dealer for a copy of "Feist's Melody Ballads" A little booklet that will give you the words and music of the choruses of many of the beautiful song-hits listed above. If not at your dealer's, send us his name with a two-cent stamp and we will supply you direct.

Published by LEO FEIST, Inc., Feist Bldg., New York Canada: 193 Yonge Street, Toronto, Ont.



Get a Roll for your Player Piano

Golden Gate



"Give Me All of You"

"The Vamp"
CHORUS by Byron Gay
Vamp... and swing a - long, Keep a-do-ing it,
Vamp... and sing a song, don't you ru-in it,
Do a - nif - ty step, with lots of
"pep," And watch your rep - a - ta - tion.
Do - a "Bum - ble Bee" buzz a - round a bit,
© Leo Feist, Inc. N. Y.

"On the Trail to Santa Fé"
CHORUS By Cliff Hess
On the trail to San - ta Fé, Where the
sun - kissed shad - ows play,
I still re - call the mount - ains so tall,
Where we made love by the old wa - ter - fall
I can hear the breez - es sigh - ing,
© Leo Feist, Inc. N. Y.

"Golden Gate"
by Kendis and Brockman
Gold - en - gate Gold - en - gate, by the sea, Some - o - nes
wait - ing, wait - ing there for me. When my good
ship comes a - sail - ing, Hap - py I will
be,
© Leo Feist, Inc. N. Y. Op - en wide, swing a - side, Gold - en - gate

"In Siam"
by A. Burden and Johnny Cooper
CHORUS
Dim - led shadows that play
spray,
Neath the cool maun - tains
Mocks the light in her eyes,
Find - ing there a sweet par - e - dise With her soft jeweled
hands,
She is weav - ing the strads,
That shall blind loves de - mands, When I am in Si - am,
© Leo Feist, Inc. N. Y.

You can't go wrong with any Feist Song

GLEANINGS FROM WORLD OF MUSIC
(Continued from Page 157)

and fields and a much larger appropriation can be expended in that direction. More elaborate material can be devised, and, as advertising that is worth doing at all is worth doing well, the encouragement of the use of such material is a move in the right direction—a move for permanence.

The publishers, especially the smaller publishers, are likely to get over-optimistic on a song which they believe has tremendous possibilities. Often they get over enthusiastic in regard to the amount of royalties they will probably receive. Sometimes they are justified and sometimes they are not. This leads them to get out expensive material where it is wholly uncalled for. This is not good co-operation, and this does not make for permanence. The publishers and the recording companies should only encourage co-operation in the form of publicity material that is an investment, material that will bring returns both to the record manufacturer and to the publisher.

Ordinarily hangers or material reading "Hear This Song," "Get This Song," "Have You Heard This Wonderful Waltz Number?" covers the individual dealer's wants thoroughly, and at the same time it is applicable to the sheet music, to the talking machine record, no matter of what name, and the player roll in the same manner.

Of course where the record is sung by a star, there is no doubt that the publisher may be justified in getting out special material. If it is played in piano form in a novel way, or by certain artists, they probably are again justified. But for the ordinary song this sort of publicity is too expensive and it is probably unnecessary.

Linking up with the publisher's campaign and encouraging his co-operation where a number is featured by the mechanical manufacturer without doubt brings substantial returns. But to induce a publisher to get out an elaborate hanger on a poor selling record is not encouragement in the long run. He is not justified in the expenditure and if

GET READY!
For Holiday Business and a Big Demand for
"STERN" RECORDS—PLAYER ROLLS—SHEET MUSIC
"You Can Sell More Than You Order"

**T
H
E
B
I
G
6**

**T
H
E
B
I
G
6**

"NOW I KNOW"

WILL SELL LIKE WILDFIRE

"KENTUCKY DREAM"

BEST LITTLE "REPEATER" IN THE WORLD

"YOU DIDN'T WANT ME WHEN YOU HAD ME"

(SO WHY DO YOU WANT ME NOW) "YOU KNO' ME AL"

"HONEYMOON WALTZ"

THE MORE YOU PLAY IT—THE MORE YOU'LL SELL

"BLUES"—MY NAUGHTY SWEETIE GIVES TO ME

IT'S IRRESISTIBLE—"A JAZZ FEET-SURE"

"GOOD NIGHT DEARIE"

YOU'LL LIKE THIS ONE, ALWAYS



FREE—Send your name and address to Dept. R. R. and we will mail you at once—Postage Paid—a complete handy reference chart of all the latest hits, giving their numbers and showing by which record and roll company they are made. A Big Time Saver.

JOS. W. STERN & COMPANY

102-4 W. 38th Street, New York

he knows his costs he will probably discontinue co-operation in such cases. Having the concert and vaudeville star, the orchestra, moving picture theatres, the record and roll people behind a number is what makes a good melody or song popular. All these features contribute towards its success. It is hard to analyze and say just how much value any one of them has been in assisting the song or instrumental selection in gathering momentum that leads to its acceptance as a hit. But the

larger publishers are watching these mediums more closely than ever before and each and every one must justify the expenditure placed in these channels. This means, then, that the sales organizations of the various talking machine and player roll companies should only encourage co-operation on a large scale on campaigns or songs where they feel the return to the publisher will be substantial. This makes for permanent co-operation and produces satisfactory results for all concerned.



DEAR HEART



THE BALLAD SENSATION OF THE YEAR — THE MELODY YOU CAN'T FORGET

This song has created a sensation, but best of all it will live many months. **BE SURE** to have the phonograph records and word rolls of this number in stock.

**VICTOR RECORD
PATHE RECORD
EMERSON RECORD**

**Q. R. S. ROLL
CONNORIZED ROLL
UNIVERSAL ROLL**

**IMPERIAL ROLL
REPUBLIC ROLL
VOCALSTYLE ROLL**

AND ALL OTHER RECORDS AND ROLLS

PUBLISHED BY

C. C. CHURCH AND COMPANY

NEW YORK

HARTFORD

LONDON

PARIS

SYDNEY

GLEANINGS FROM WORLD OF MUSIC

(Continued from page 160)

Men Who Make Popular Songs

No. 7—Robert A. King

One of the real veterans among the composers of the day is Robert A. King, who has been writing popular songs successfully for over thirty years, and who has contributed many numbers of the better class to the standard catalogs of various publishing houses, numbers that have proven good



Robert A. King

sellers over long periods. After three decades of effort, Mr. King is still contributing musical works of undoubted merit for the approval of the public. That his name is not more generally known is due to the fact that some of his most successful numbers have appeared under a nom de plume.

Listed among Mr. King's best known works are such numbers as "Anona," "Karoma," "Golden Rod," "Venetian Moonlight Waltz," and "Star of Hope." He has also written a particularly meritorious sacred song in "Beyond the Gates of Paradise." "Fashion Caprice" is probably the best known of any of his standard compositions. Victor Herbert included this number in the book he compiled some years ago on the world's best music. Among Mr. King's more recent compositions are "Apple Blossoms," "Hearts," "Beautiful Ohio Blues," and "Castles in the Air."

After three decades of successful song writing, Mr. King is still a young man, and so far as his popular songs are concerned, they are sellers.

J. WILL CALLAHAN
 Author of "Smiles" and "Tell me" and
 FRANK H. GREY
 Composer of "Think Love of Me" and other successes, have collaborated
 in the exquisite ballad

"IN THE AFTER GLOW"

Programmed by America's Foremost Concert Artists

Published by

Hinds, Hayden & Eldredge, Inc.

11 UNION SQUARE, NEW YORK CITY

WALDORF ASTORIA ORCHESTRA POPULAR FOR DANCE MUSIC

One of the most popular dance orchestras now recording for the various talking machine companies is the Waldorf Astoria orchestra conducted by Jos. Knecht. With the great popularity of dance music at the present time and with the demands for records from dance enthusiasts constantly increasing, the Waldorf Astoria orchestra has proven one of the most popular of any of the orchestras making a specialty of dance music. Herewith is

action. The men comprising this orchestra are specially selected, and it is considered one of the best organizations in the country. While it is true that they have made a specialty of dance music they have also won laurels in orchestra endeavors.

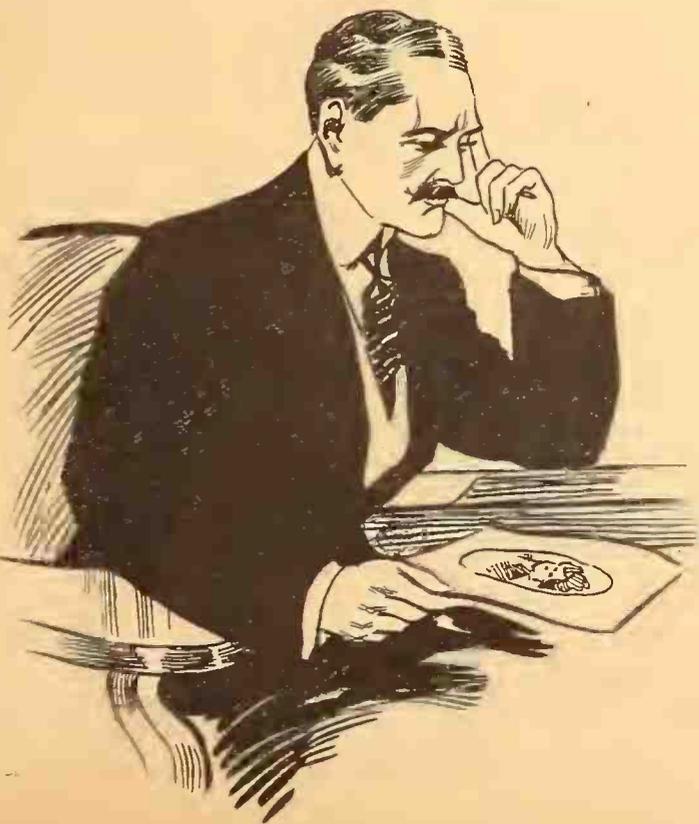
Jos. Knecht whose picture appears in the left hand corner of the reproduced photograph is recognized as a leader of rare ability, and the dance rhythm rendered by his organization has met the



Knecht's Waldorf Astoria Orchestra

Waldorf Astoria is the successful number "Tents of Arabs," which they made for both the Columbia Graphophone Co. and the General Phonograph Corp., manufacturers of Okeh records.

created a large following for itself in exclusive dancing circles. Recent dance recordings by the shown a recent photograph of this orchestra in approval of many musical critics, and certainly has



The Fox Trot of the Season

"When You're Alone"

Art Music, Inc., 145 W. 45th St.

New York



Olga Bibor's Gypsy Orchestra plays the Novelty Record this month. A big supply of their Gypsy music will cross your palm with silver. E-4404.

Columbia Graphophone Co.
NEW YORK

GLEANINGS FROM THE WORLD OF MUSIC (Continued from page 161)

“MIAMI” CAMPAIGN UNDER WAY

Great Waltz Success Is Making the Florida Town Famous—Philpitt a Booster

“On Miami Shore,” the waltz song success, has become so popular that the title has been shortened by many orchestra leaders and others interested in that sort of music into “Miami Waltz.” One of the leaders, in describing the number, stated that it had sky-rocketed its way into public favor.

This number, by the way, has had a lyric written for it by Wm. Le Baron. It was published just before the opening of this year's “Ziegfeld Follies” and was introduced in that production at the Atlantic City opening. This was followed by a tremendous interest in the number everywhere.

The publishers are now starting on a big campaign covering every channel of publicity, and everything is being done to encourage the momentum it has already shown and make it one of the biggest waltz hits in years.

The municipal authorities of Miami, Fla., who evidently are right up to date, consider the coming popularity of this waltz will prove desirable publicity for Miami and naturally are doing everything they can to boost the number.

One of the chief boosters is Ernest Philpitt,

the Victor dealer, who operates music stores in Washington, Jacksonville, Tampa and Miami and who recently reported that the sales in his territory have created a record for waltz numbers; of course, with the exception of “Missouri.”

TEACHING CROXTON TO SING

How Peerless Record Makers Co-operate with Dealers in the Territory in Which They Travel

The Peerless Record Makers, who are now touring the Southern part of the country, have among their members Frank Croxton and Johnny Meyers. Meyers, by the way, is one of the most popular members of the team and he is personally acquainted with hundreds of dealers in various parts of the country. The Record Makers work in close co-operation with the dealers in the various cities and their method of meeting the song-loving public does much to add to the sales of their records in the territory visited. The photograph reproduced herewith was taken when the boys had some leisure moments and we get from very good authority that it represents Johnny Meyers teaching Frank Croxton to sing baritone. From all indications it does not appear that he is having a hard task.

One of the songs the Peerless Record Makers

are featuring on their present trip is an Indian love song entitled “Arizona Mona.” Frank Crox-



Frank Croxton and Johnny Meyers recently stated that it was one of the best numbers which he ever had the pleasure of singing.

Talking machines in period designs are attracting much attention in the Baltimore trade.

Everyone SINGS	FIFER SONGS	Everyone SELLS
-------------------	--------------------	-------------------

WONDERLOVE
Waltz—Serenade

“I've Got A Little Home in the Country”—Double Song. Fox Trot.
“When You're Lonely, So Lonely, Just Drifting”—Beautiful Duet. Syn-copated ballad.
“Clovertime”—A tingling tune.
“There's a Time and Place For Everything”—Sung by Billy Beard in Field's Minstrels.
“The Only Sweetheart I Ever Had”—The ballad hit of Field's Minstrels.
“I'm a Dancing Fool”—By Al Bernard, “The Boy From Dixie,” and J. Russel Robinson.
“The Busted Blues”—A funny “no money” blues.
“Just for a Place in Your Heart”—Waltz.
“Sailing Down Manila Bay”—Oriental Fox-trot.

You'll be delighted with these songs in the sheet, on record or player roll Order today.

C. ARTHUR FIFER MUSIC CO., Inc.
Quincy, Ill., U. S. A.

Ask Your Manufacturer or Jobber for These Records

“Arizona Mona”
Indian Song and Fox Trot
—BY MILO REGA—

“Here's to the Waltz”
(That Dreamy Dance of Love)
Instrumental
By Lew Hays

Also on the Leading Player Rolls

Published by

Gabriel Music Co.
GILBERT DODGE, Mgr.
154 West 45th Street, New York

Watch for Talking Machine Record and Player Roll of

“Tents of Arabs”

“Wond'ring”

“Romance”

All by LEE DAVID

HERE ARE NUMBERS THAT SELL

B. D. NICE & CO.
1544 Broadway New York

Supertone DELIVERIES and HOLIDAY PROFITS

Unless you have machines on hand, you will lose sales and profit.

We are still able to deliver to a limited extent.

Remember, please, that the Supertone is strictly a quality product. It is equal to the finest talking machines in the world, and consequently can be sold with fullest confidence.

Act Quickly --- the time is short.



Model No. 1

Supertone Talking Machine Co.

18 West 20th Street, New York

DISTRIBUTORS

THE ROUNTREE CORP., RICHMOND, VA.
Virginia West Virginia No. Carolina

SOUTHERN SUPERTONE T. M. CO., SELMA, ALA.
So. Carolina Alabama Georgia
Florida Louisiana Mississippi

SUPERTONE T. M. CO., NEW YORK, N. Y.
New York New Jersey Pennsylvania
Maryland District of Columbia



Model No. 2

Distributing rights for unallotted territory are now available.



Period Model No. 10



Model No. 4



Model No. 3



Ponselle, the great dramatic soprano, sings the great hymn "Abide With Me" as a duet with Barbara Maurel. The hymn is a universal favorite. The singers are famous stars. Order big. Columbia Record 78557.

Columbia Graphophone Co.
NEW YORK

THE NEW MANDEL DISPLAY SIGN IS ONE OF THE LATEST DEALER HELPS

The Mandel Mfg. Co., Chicago, are always on the lookout for any new and novel feature that a metal window display sign, beautifully lithographed in ten colors. The size of the sign is



will act as a dealer's help in bringing the Mandel phonographs to the attention of prospective purchasers. Their latest dealer help is in the form of 14x20 inches and makes an attractive display for the counter or window. The picture is a photograph of the original

drawing and gives a fair conception of the home-like atmosphere surrounding the Mandel phonograph which is shown in the foreground of the picture. The machine itself is finished in mahogany, and the blue background sets off the instrument very prominently. The sign is given free to every Mandel dealer.

ROYAL PHONOGRAPH INTRODUCED

The Royal phonograph, made by the Royal Phonograph Co., 606 Courtlandt avenue, Bronx, N. Y., has made its initial appearance in the trade in time for the dealer to take on the line in anticipation of his holiday and 1920 needs. The Royal phonograph was originally produced four years ago and in that time has been tested and improved upon, bringing it to its present perfect state. Clemente Liscio, president of the company, reports that the dealers who have taken on the line so far are well pleased with their choice. He is opening agencies throughout the country at the present time that will assure national distribution during 1920.

FEATURING SONORA FOR XMAS

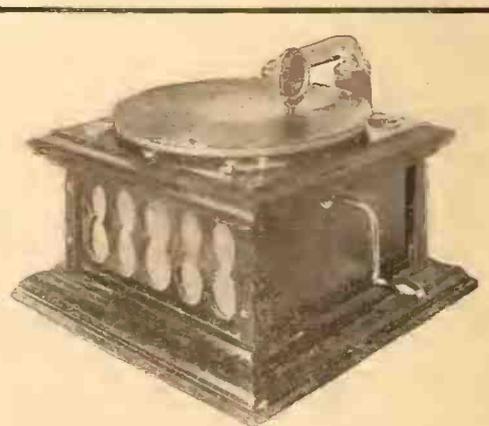
The Binghamton Phonograph Co, Inc., Binghamton, N. Y., Sonora dealers, are making a strong drive on that instrument for holiday trade. Carroll G. Smythe, vice-president and general manager of the concern, has been in the music business for the past forty-five years and has built up a large trade in the Sonora during the last seven years. A line of records is also carried by the Binghamton Phonograph Co., Inc. Artistic displays are a specialty of this house.

THE HOUSE OF HOSPE
FOR VICTOR DEALERS
"Out Where the West Begins"

FASTEST SERVICE TO OUR RETAILERS
SERVI
SERVI
CTOR

Location—Organization—Stock
Have You Tried Us?

A. HOSPE CO. 1614 Izard St.
OMAHA, NEBR.



MELOTONE (Model 50)
With Cover

Mahogany, 17 x 19 x 13-in., double spring motor, Universal Tone-arm.
Sample Price \$16.00.
True-tone and Cleartone Needles, in metal boxes or packages at lowest prices.
Universal double and triple spring Motors. Tone-arms, Auto Stops, etc.
Phono parts and accessories, as Motor, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.
Records—Standard make, lateral cut, at \$40.00 per 100.

CASH WITH ORDER

FULTON TALKING MACHINE CO.,
640 Broadway, New York, N. Y.

HORNING TO OPEN BOSTON STORE

Former Victor Co. Representative to Enter Retail Field in a Big Way

BOSTON, Mass., November 10.—Frank S. Horning, traveling representative of the Victor Co. throughout Boston and New England, has decided to go into business for himself, and has selected this city as his center of interest. Mr. Horning, who has many friends here, has taken over the talking machine accounts of the Navin & Kelly Co. on Washington street and the Brookline Talking Machine Co. and has amalgamated these in the store that he is to open on Boylston street early in December.

Mr. Horning in his New England territory for the Victor will be succeeded by James A. Frye, who is pleasantly remembered by the New England trade, as he was in this territory in a similar capacity three years ago. Mr. Frye lately had been covering California for the Victor Co.

PLA-RITE MFG. WORKS SOLD

Nathan Nelson Disposes of His Business to Geo. Kummer—May Re-enter Trade Soon

GALESBURG, Ill., November 10.—Nathan Nelson, head of the Pla-Rite Mfg. Works, has sold his business to Geo. Kummer of this city. Although at the present time Mr. Nelson has no definite plans concerning his future connection with the talking machine trade, he expects to be back in the field before long. The Pla-Rite Mfg. Works are makers of the Rite-Tone needles for talking machines, and also makers of electric stops and novelties.

Howard J. Dudley has established a new Victrola store in the downtown district of Camden, N. J., at 1125 Broadway. The store has been improved and now has eight soundproof demonstration booths.

REFLEX PRODUCTS CO. ORGANIZED

Sol Young, New York Photographer, Heads New Organization to Distribute Polishes, Motor Oil and Other Accessories to Trade

The Reflexo Products Co., New York, N. Y., has been recently organized and at a meeting held at the offices of the Brilliantone Steel Needle Co., Marbridge building, New York, several of the Brilliantone officials were identified with the new company. The Reflexo Products Co., will supply cabinet polishes, motor oil and similar commodities to the trade. The Reflexo's executive staff and directors include a number of men well known in the talking machine line.

Sol Young, well-known photographer of New York City, has been elected president, Stephen Dennis vice-president, Harry W. Acton, secretary and Byron R. Forster treasurer. In addition to the foregoing officers the directors are: Fred Houseman, Frank Russek, Irving Isaacs, W. H. Bagshaw and B. S. Duclos. It is announced that several important merchandising connections have already been secured for the new company.

R. W. KNOX LEAVES COLUMBIA CO.

R. W. Knox, who for a considerable time has occupied the position of advertising manager for the Columbia Graphophone Co., has severed his connection with that house. Mr. Knox will in a short time become the advertising manager of the Hudson Motor Car Corp.

ORLEMANN COMES TO NEW YORK

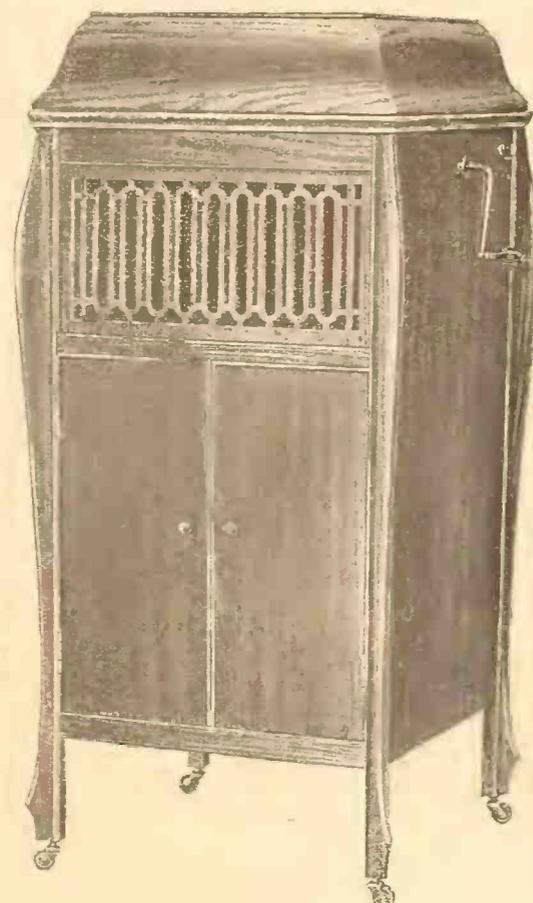
Harry J. Orlemann has resigned as manager of the piano department of Frank E. Bolway & Son, Inc., of Rochester, N. Y., in order to come to New York and assume charge of the piano and talking machine department to be opened in the store of the Adams-Flanigan Co., the prominent merchants of the Bronx section of the metropolis.

Immediate Delivery

Peerless Talking Machines

Four Models Ranging in Price from \$110.00 to \$195.00

Cabinets of best Woods and Finest Workmanship, Quality Motors. Universal Tone Arms, Sound Boxes and Metal Parts.



Model C \$150.00

Mahogany: Antique brown or red, dull finish. Oak: Golden wax or fumed. Height, 46 inches; depth, 20 1/2 inches; width, 19 1/2 inches. Trimmings: Nickel plated. Universal tone arm and reproducer. Double spring silent motor. Patented suspended tone chamber.

The tone of these instruments is one of rare beauty; the sound box, tone arm and amplifier reproducing every detail of the record.



A Complete Line of LYRIC RECORDS (Lateral Cut)

Call, Write or Wire at once and protect yourself for holiday sales

A. M. DRUCKMAN

140 W. 23rd St

New York City

PHONOGRAPH CASES

Reinforced 3 ply veneer THE STANDARD CASE for Talking Machine and Records



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.

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 build cases suitable for export.

Let us figure on your requirements.

1920 WILL BE A BANNER YEAR

M. M. Roemer, Head of the Roemer Sales Corp., Predicts Great Season Ahead of the Talking Machine Trade—National Advertising of Vitonola Steadily Increasing Sales

M. M. Roemer, president and general manager of the M. M. Roemer Sales Corp., New York City, expressed himself as being very optimistic over the prospects for the talking machine trade in general, and particularly as it affects the Vitonola dealers for the coming year.

"I believe that in 1920 there will be nearly 500,000 more families which can be considered as prospects than in the year just passed," remarked Mr. Roemer. "The losses due to the influenza epidemic and the war eliminated many people as prospects. These families will now realize their need for music more than ever and a large percentage of them will naturally consider the talking machine and it is my belief that each and every talking machine dealer throughout the country is going to receive the benefit from this new and heretofore unknown prospects.

"Any dealer can assure you of the fact that the business during the summer of 1919 was just as large as the business done during the last Christmas season, and it is becoming a case of less season and more business all the year round than ever before.

"The Vitonola Talking Machine Co. is working to the very limit of its output, and my organization now numbers as its dealers 168 of the finest accounts in the metropolitan district. The list is headed by two of the largest department stores in the country and their advertising will begin immediately. We have so far been able to bring 6,000 machines into New York during the months of September and October, and expect to more than double this amount before the end of 1919. Our salesmen are continually on the go to take care of our present accounts, and we have found it necessary to take on two new men in this territory. J. Josephsburg, who heretofore covered a section of the Brooklyn territory, is now

manager of that borough, and we have appointed another one of our salesmen, B. F. Endel, to the post of assistant sales manager for the M. M. Roemer Sales Corp.

"We are getting all the business we can conveniently handle and except in certain sections of the metropolitan district where we are not properly represented, we are not taking on any more new accounts for the present, but trust with the increased Vitonola production for the next year, that we will be able to add fifty more accounts to our already large list.

"The advertising now so successfully carried on by the Vitonola Talking Machine Co. in the Sat-

urday Evening Post, Collier's and Literary Digest, coupled with local advertising in all of the largest cities of this country, will undoubtedly bring the Vitonola talking machine to the place it deserves. The success that has come to the Vitonola dealers in the past will be multiplied many times under the sales stimulus of this far-reaching appeal. The merchant who has a Vitonola agency now will benefit by the extensive advertising campaign now being instituted.

"We only ask our dealers," continued Mr. Roemer, "to bear with us should we not be able to take care of their demands as quickly as they may hope for, but we know that 1920 will be a banner Vitonola year, with shipments coming along so steadily that each and every Vitonola dealer will get 100 per cent of the orders placed."

EMERSON RECORDS IN MICHIGAN

F. W. Wyatt, Who Travels That Territory, Makes a Most Interesting Report

F. W. Wyatt, who covers the State of Michigan for C. L. Marshall & Co., Detroit, distributors for Emerson records, has forwarded to the New York offices of the Emerson Phonograph Co. a most interesting report regarding conditions in his territory. He states that he has opened a number of fine accounts during the month and has placed Emerson records with some of the leading music, talking machine and department stores in the state. In the course of his letter Mr. Wyatt says: "I find the dealers are waiting for us and want our goods. There is only one thing I find against me, and that is that the days are not long enough. Each day I find it more of a pleasure to approach high grade dealers with the Emerson records, because they all seem to know them so well, and are all so anxious to have them. It is no longer a matter of selling, but a matter of service. The record has stamped itself securely with the best trade in the state."

Among the visitors to the Vocalion department of the Aeolian Co., New York, last week was L. S. McCarthy, manager of the talking machine department of Gimbel Bros., Philadelphia, who declared that the Vocalion was showing up very strongly among the eight lines of machines now handled by the Gimbel store.

Wire us for phonographs for the holiday trade.
STODART PHONOGRAPH CO. Inc.
119 West 42d St. - - - New York City

THE DIRECT LINE
PHOENIX TRADING COMPANY
1265-69 BROADWAY, NEW YORK CITY

Quality Merchandise *Service the Best*

Manufacturer's Representatives

Import Domestic Export

Representing

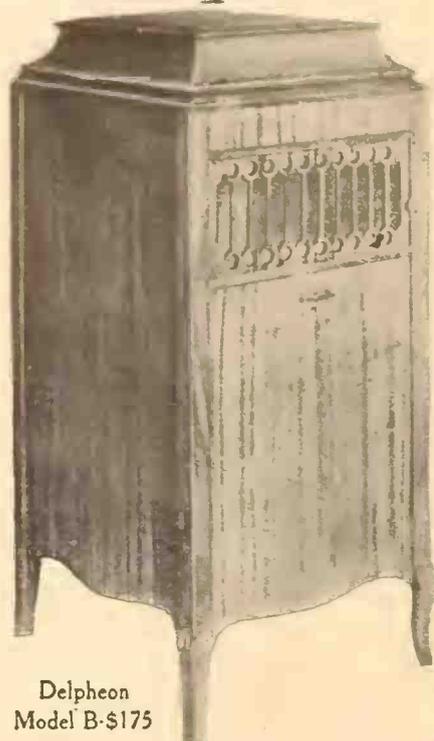
Jones Motrola, Brilliantone Steel Needles, Repeatograph, Pla-rite Needle, Ever Ready File for Victrolas, Peerless Record Album, Wall Kane Needle, National Toys, Violaphone Needle, Haag Files for Edison Phonographs, Lansing Covers for Piano & Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags & Supplement Envelopes, New England Talking Machine Co., "Perfection & Universal" Tone Arms for Edison Phonographs, Globe Decalcomanie Supplies and Diamond Points.

NEW ENGLAND
PERFECTION TONE ARMS AND REPRODUCERS

Delpheon
the
Incomparable

A tone that is ineffably exquisite—not phonographic

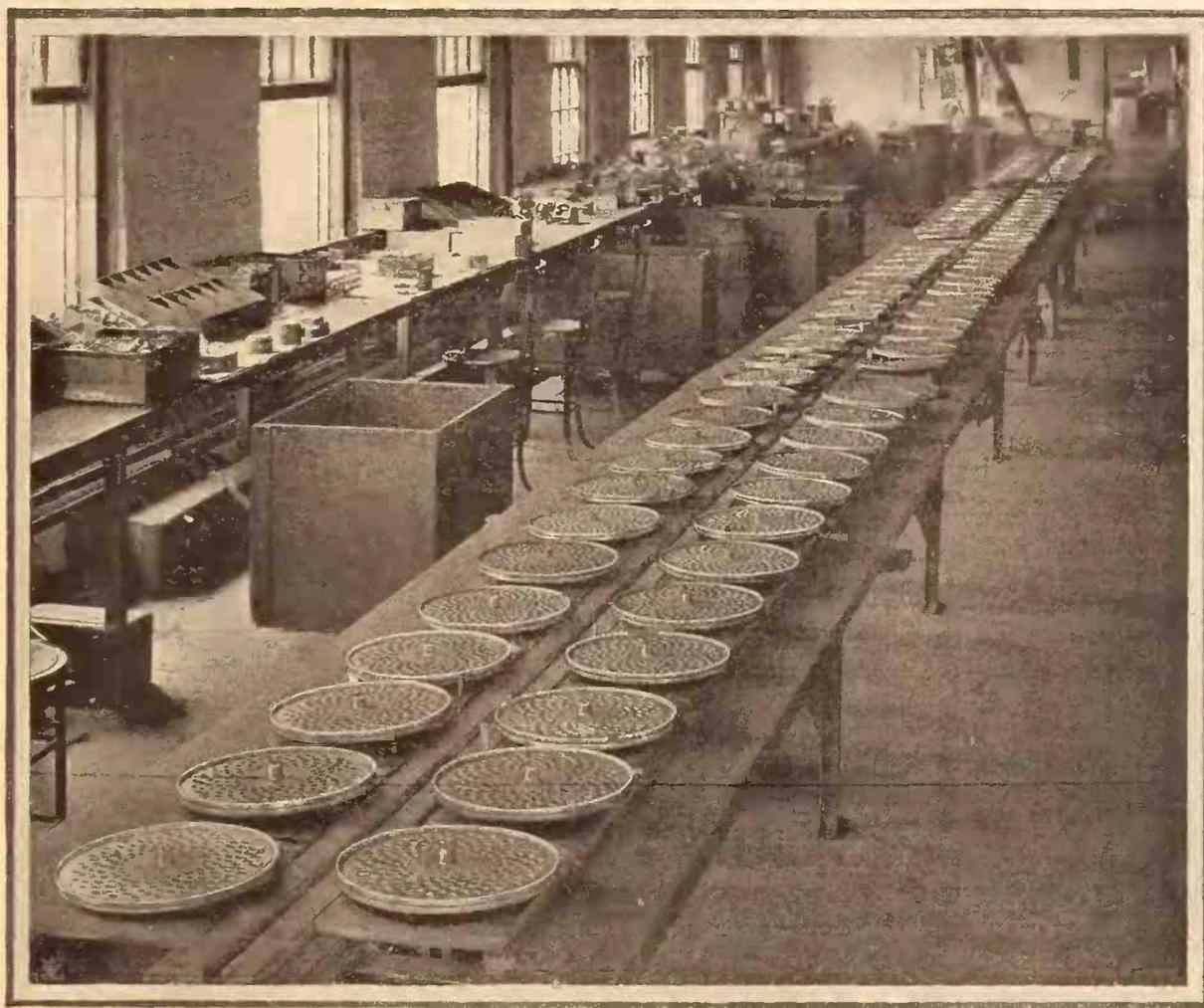
STEADILY INCREASING PRODUCTION ASSURES DELIVERIES.



Delpheon Model B-\$175

THE DELPHEON COMPANY
Bay City, Michigan

The Delpheon Sales Co., 25 Church St., New York
Rosen Phono. Sales Co., 28 Court Square, Boston, Mass.
Walter Verhalen, 703 Bush Building, Dallas, Texas



Rigid Inspection *and a Precision Product*

EVERY Stephenson Precision-Made Motor, before shipment, receives what is equivalent to a month's actual service. Every motor, in turn, is mounted on this table, where it is operated for twelve hours, power keeping the springs tightly wound.

Thus the springs are subjected to a severe test and the motor is thoroughly run in.

Rigid inspection keeps the Stephenson Motor a Precision-Made Motor.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City



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.

DEBUT OF THE CRAFTS PHONOGRAPH

New Product of the A. J. Crafts Co. of Richmond Wins Praise—Capital Increased from \$15,000 to \$100,000—Extensive Plans to Be Pursued.

RICHMOND, Va., November 8.—The new line of phonographs produced by the A. J. Crafts



Tone Committee Approves Crafts Phonograph.

Piano Co. of this city made its initial appearance at the North Carolina State Fair held at Raleigh, N. C., during the last week of October. Model "C" was exhibited and enthusiastically received. The three styles which constitute the line, known

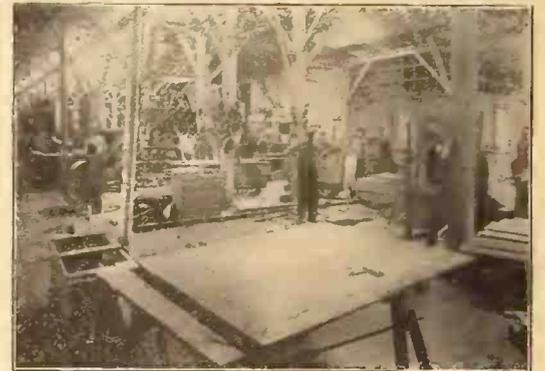
as Models "A", "B" and "C", give the talking machine dealer a wide range of prices and styles.

The A. J. Crafts Piano Co. are going into this business in a large way. Announcement has been made of an increase of the capital of the company from \$15,000 to \$100,000, the officers of which are: A. J. Crafts, president; Theodore H. Bower, vice-president and district manager for North Carolina; H. N. Barriger, vice-president and sales manager of the wholesale department; A. E. Roerber, treasurer; Richard Riley, secretary; F. M. Wilson, assistant secretary, and Money Davis, assistant treasurer. All the officers of the company are men of exceptional executive ability, and they have perfected extensive plans for merchandising this new line of talking machines. Deliveries of instruments are to commence on December 1st.

The manufacturing facilities for production are extensive and a large output is planned. An idea of the extent of the facilities may be seen in the accompanying photograph of a corner of the cabinet department. Through the foresight of the company a large stock of lumber and other supplies are on hand. The factory is already running on schedule and production is being speeded up. The production of the Crafts phonograph from beginning to end is under personal supervision, and every instrument is carefully tested before leaving the factory, as may be seen from the accompany-

ing photograph. "The Tone Committee" from left to right are Superintendent Andrews, A. J. Crafts, president of the company, A. E. Roerber, treasurer, and H. N. Barriger, vice-president.

The A. J. Crafts Piano Co. also produce the



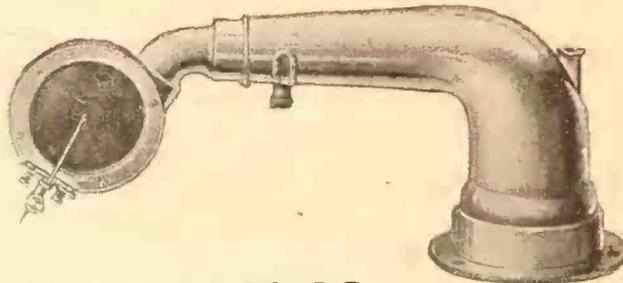
Mill Room of the Crafts Co.

Lowland phonograph in their large plant, which is also announced to the trade this month. They are making immediate deliveries. They will produce pianos in a large way next year.

THE "LEWIS" TONE ARM

Universal Feature
— Spring Balance

Your tone arms—do the castings show cracks—or perhaps poor nickel plating—Are they assembled in a haphazard fashion? If so, then try the "Lewis".



THE LEWIS TONE ARM CO.

154 Nassau Street

New York City

GOLD PLATING of Tone Arms, Sound Boxes and Phonograph Parts

OUR SPECIALTY

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc. 20-22 JACOB STREET
NEW YORK CITY

"MAGNET" DECALCOMANIE NAMEPLATES

FROM THE DORAN CO. 45 MICHIGAN AVE. DETROIT

SOLD BY HURTEAU, WILLIAMS & CO. MONTREAL OTTAWA

Kunkel Piano Co. BALTIMORE

FOR TALKING MACHINE CABINETS ETC.

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

SMITH-SCHIFFLIN CO. 126 Liberty Street New York City

FROM THE PHONOGRAPH CO. 1240 HURON ROAD (1st and Huron) CLEVELAND

SOLD BY WALTER D. MOSES & CO. Oldest Music House in VA and N.C. 103 E BROAD STREET RICHMOND, VA.

SOLD BY J. E. STRATFORD AUGUSTA, GA.

Main Springs

2 in. x 0.22 x 16 ft. for Meisselbach Motor	Each	\$1.25
1 1/4 in. x 0.22 x 17 ft., regular Victor	Each	0.75
1 in. x 0.28 x 10 ft., for Columbia	Each	0.50
3/4 in. x 0.23 x 10 ft., for Blick motor	Each	0.38
3/8 in. x 0.23 x 10 ft., oval hole	Each	0.35
5/8 in. x 0.22 x 8 ft., for Swiss motor	Each	0.27
5/8 in. x 0.25 x 11 ft., for Edison	Each	0.27

MICA DIAPHRAGMS

1 1/8 in. Victor Ex. Box, with or without center hole	Each	0.15
1 7/8 in., for new Victor No. 2, very best, with or without center hole	Each	0.18
1 1/2 in., for Sonora and all standard sound-boxes	Each	0.20
2 1/8 in., for Columbia No. 6, very best	Each	0.25
2 1/8 in., for Pathé or Brunswick	Each	0.45

SAPPHIRES

Pathé, very best, loud tone, genuine sapphire	Each	0.27
Pathé, soft tone	Each	0.27
Edison, very best, medium tone	Each	0.27
Edison, very best, loud tone	Each	0.27
Edison, genuine diamond	Each	2.50

ATTACHMENTS

Kent attachments for Victor Arm	Each	0.25
Kent attachments for Columbia Arm	Each	0.25
Kent attachments for Edison, with C Soundbox	Each	2.50
Kent attachments for Edison, without Soundbox	Each	1.60

REPAIR PARTS

Columbia driving shaft, No. 11778	Each	0.70
Columbia cranks (short)	Each	0.25
Columbia governor shaft, No. 3004	Each	0.40
	Per Doz.	4.00
Columbia gov'r bearing, No. 11923	Each	0.25
	Per Doz.	2.50
Columbia governor springs	Each	0.02
	Per 100	1.00
Columbia governor screws	Each	0.01
	Per 100	0.75
Columbia barrel screws, No. 2621	Each	1 1/2c
	Per 100	1.00
Columbia soundbox thumb screws	Each	1.50
No. 3943	Per 100	1.50
Victor soundbox thumb screw	Each	1 1/2c
	Per 100	1.00
Victor Stylus bar (needle arm)	Each	0.35
Victor governor springs	Each	1 1/2c
	Per 100	1.00
Victor governor screws	Each	0.01
	Per 100	0.75
Turn-table felts, 10 in. square and round	Each	0.15
Turn-table felts, 12 in. square and round	Each	0.20
Victor governor balls, new style	Each	0.10

FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N. Y.

PHIL BAKER ON EMERSON RECORDS

Wizard of Organ-Accordeon Makes Novel Jazz Records for Emerson Phonograph Co.

Phil Baker, supreme in jazz and the art of syncopated harmony, is now recording his melodic gymnastics on Emerson records. His playing is



Phil Baker; Vaudeville Star

both novel and distinctive and contains some real harmony along with snappy syncopation. With his first two numbers on Emerson records, "St. Swithin Blues", fox-trot, and "Just for Today", one-step, Phil Baker brings with him the atmosphere of the famous "Century Midnight Whirl," and the rare individuality which has made him a prime favorite with vaudeville goers everywhere.

DEFINITION OF TERMS NEEDED

Australian Merchants Want Explanation of American Shipping Terms—Meaning of "F. O. B. New York" Not Clear in All Cases

The Trade Commissioner of the Bureau of Foreign and Domestic Commerce at Melbourne, Australia, has recently called to the attention of the bureau several cases which indicate an element of uncertainty in quotations made by exporters. Several Australian importers have requested his interpretation of "f. o. b. New York." In every case the American exporter has held that "f. o. b. New York" meant only prepayment of freight to the City of New York; that is, cartage, warehouse and other incidental charges are for the account of the importer. Where goods have been shipped promptly, the question has not been important, but with the long delays due to unsettled shipping conditions, the securing of export licenses and other causes of delay the question as to who was to bear these charges has become serious.

It would seem from the investigations that have been made by the bureau from its New York office that there is an element of uncertainty and a varying practice among American firms as to their method of quoting "f. o. b. New York." With inland firms it appears to be the general practice to quote in this way, while with professional exporters in New York quotations are usually made "f. o. b. vessel New York." The latter quotation is, of course, preferable from the stand-

point of the foreign importer, and also because of its eliminating any possibility of misunderstanding.

It is suggested that firms quoting "f. o. b. New York" should take pains to explain that all charges after arrival in New York City, or other ports, are for the account of the importer.

OPENS BRUNSWICK DEPARTMENT

FITCHBURG, Mass., November 2.—Nichols & Frost of this city, who have an exclusive Brunswick department in their large establishment, have



Nichols and Frost Warerooms

been doing one big business ever since the department was opened a few weeks ago. F. E. Warren is the manager and in announcing his opening he used liberal space in the local newspapers. From the start there has been a big call for high priced machines. The interior of the store is handsomely arranged with an eye to comfort and convenience and the music lovers of the city are visiting the warerooms regularly.

The Motrola way is the only way to wind your phonograph

Hence the reason why the following phonograph jobbers are acting as Motrola Distributors

VICTOR DISTRIBUTORS

- Cohen & Hughes, Washington, D. C.
- Florida Talking Machine Co., Jacksonville, Fla.
- Leon & Pealy, Chicago, Ill.
- Cohen & Hughes, Baltimore, Md.
- E. F. Droop & Sons Co., Baltimore, Md.
- Eastern Talking Machine Co., Boston, Mass.
- Reed & O'Neil Co., Minneapolis, Minn.
- J. W. Jenkins' Sons Music Co., Kansas City, Mo.
- Schmelzer Arms Co., Kansas City, Mo.
- W. D. & C. N. Andrews, Buffalo, N. Y.
- Perry B. Whitsit Co., Columbus, Ohio.
- Penn Phonograph Co., Philadelphia, Pa.
- Bauer Talking Machine Co., Milwaukee, Wis.
- Stewart Talking Machine Co., Indianapolis, Ind.
- Eclipse Musical Co., Cleveland, Ohio.
- The Grand Music House, Mobile, Ala.
- Talking Machine Co., Birmingham, Ala.
- H. A. Weymann & Son, Philadelphia, Pa.
- Geo. D. Ornstein Co., Philadelphia, Pa.
- Cleveland Talking Machine Co., Cleveland, Ohio.
- Rudolph Wurlitzer Co., Chicago, Ill.
- W. J. Dyer & Bro., St. Paul, Minn.
- Knickerbocker Talking Machine Co., New York City.
- W. D. Andrews Co., Syracuse, N. Y.
- J. Samuels & Bro., Inc., Providence, R. I.

EDISON DISTRIBUTORS

- Denver Dry Goods Co., Denver, Colo.
- Pardee Ellenberger Co., New Haven, Conn.
- Phonographs, Inc., Atlanta, Ga.
- Diamond Music Co., New Orleans, La.
- Pardee Ellenberger Co., Boston, Mass.

COLUMBIA WHOLESALERS Everywhere

- Lawrence H. Lucker, Minneapolis, Minn.
- Silverstone Music Co., St. Louis, Mo.
- Phonograph Co., Cincinnati, Ohio.
- Phonograph Co., Cleveland, Ohio.
- Girard Phonograph Co., Philadelphia, Pa.
- Buehn Phonograph Co., Pittsburgh, Pa.
- Proudfit Sporting Goods Co., Ogden, Utah.
- Kipp Phonograph Co., Indianapolis, Ind.
- Harger & Blish, Des Moines, Iowa.
- American Phonograph Co., Gloversville, N. Y.
- Phonograph Co. of Milwaukee, Milwaukee, Wis.

PATHE DISTRIBUTORS

- John A. Futch Co., Jacksonville, Fla.
- Fuller Morrison Co., Chicago, Ill.
- Hallet & Davis Piano Co., Chicago, Ill.
- W. W. Kimball Co., Chicago, Ill.
- National Piano Co., Baltimore, Md.
- Hallet & Davis Piano Co., Boston, Mass.
- Wm. Volker Co., Kansas City, Mo.
- Wright & Wilhelmy Co., Omaha, Nebr.
- Pathe Freres Phonograph Co., New York City.
- Fischer Co., Cleveland, Ohio.
- Philadelphia Pathephone Co., Philadelphia, Pa.
- Pittsburgh Pathephone Co., Pittsburgh, Pa.
- Buffalo Wholesale Hardware Co., Buffalo, N. Y.
- Harbour Longmire Phonograph Co., Oklahoma City, Okla.
- Salt Lake Hardware Co., Salt Lake City, Utah.
- R. B. Broyles Furniture Co., Birmingham, Ala.

STARBUCK PIANO COMPANY—All Branches and Distributors

BRUNSWICK DISTRIBUTORS

- Kraft, Bates & Spencer, Inc., Boston, Mass.
 - Butler Bros., Chicago, Ill.
 - Brunswick Balke Collender Co., Seattle, Wash.
 - Wallace Brown, Inc., Detroit, Mich.
- SONORA DISTRIBUTORS**
- Western Jobbing & Trading Co., Los Angeles, Cal.
 - Minneapolis Drug Co., Minneapolis, Minn.
 - Smith, Kline & French Co., Philadelphia, Pa.
 - Yahr & Lange Drug Co., Milwaukee, Wis.
 - Hessig Ellis Drug Co., Memphis, Tenn.
 - Strevell-Paterson Hardware Co., Salt Lake City, Utah.

MISCELLANEOUS

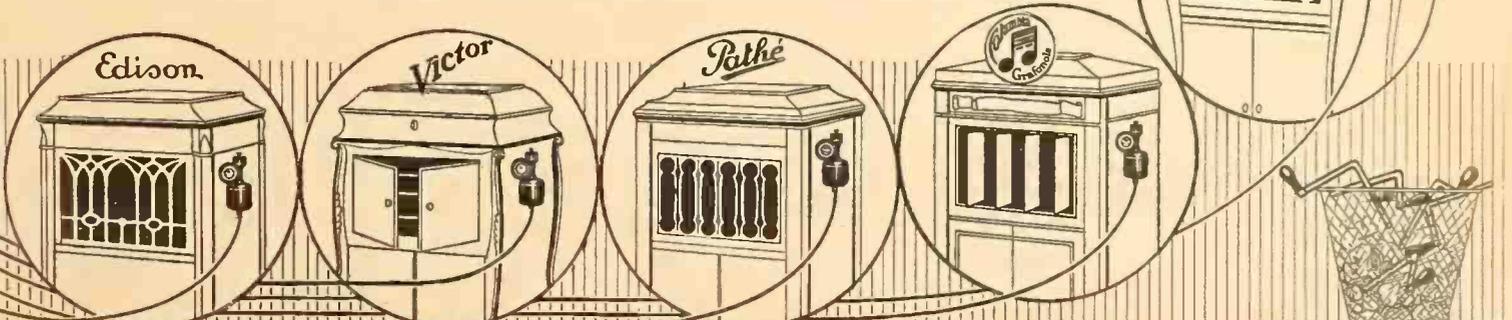
- A. C. Becker Co., Chicago, Ill.
 - Empire Talking Machine Co., Chicago, Ill.
 - A. Burdwise, Baltimore, Md.
 - F. C. Henderson Co., Boston, Mass.
 - National Phonograph Co., Pittsburgh, Pa.
 - Hoeffler Piano Co., Milwaukee, Wis.
 - American Phonograph Co., Burlington, Vt.
 - E. R. Godfrey & Sons Co., Milwaukee, Wis.
 - Gilbert Bros. Mfg. Co., Wichita, Kansas
 - B. J. Sheppard Co., Savannah, Ga.
 - Associated Furniture Manufacturers, St. Louis, Mo.
 - Wiley B. Allen Co., San Francisco, Cal., and branches.
 - Pacific Accessory & Supply Co., Portland, Oregon.
 - Cabinet & Accessories Co., New York City.
 - Plaza Music Company, New York City.
- BROOKS MFG. CO., Saginaw, Mich.**

CANADIAN DISTRIBUTOR—His Masters Voice, Ltd., Toronto, Canada

29 W 35th St., New York **JONES-MOTROLA, Inc.** 315 So. Broadway, Los Angeles
57 E. Jackson Blvd., Chicago

PHOENIX TRADING CO., 1265 Broadway, New York City

Jobbers—Write us—We have a wonderful proposition to offer you



The Paris Conservatory Symphony Orchestra conveys in its playing all the mad abandon of Saint-Saen's "Danse Bacchanale" from Samson and Delila. A-6122

Columbia Graphophone Co.
NEW YORK



MUSIC TO CLEAR FIFTH AVENUE

Plan to Have Band Concerts in Parks to Draw Crowds Away from Thoroughfare at Noon Hour —But Why Not Talking Machines?

Plans for keeping Fifth avenue clean and for upholding its reputation as the greatest retail thoroughfare in the world were made last week at a luncheon and special meeting of the Fifth Avenue Association, held in the Holland House, at which Robert Grier Cooke presided. It was decided that a committee would take steps to provide music in the parks below Thirty-fourth street during the lunch hours, as a means of attracting the factory workers from the avenue where they are accustomed to congregate and block the sidewalks.

The committee will seek the co-operation of the mayor, aldermen and police commissioner in its efforts to rid Fifth avenue of these assemblages. Mr. Cooke, who is president of the association,

announced that the fight would be renewed for the amendment of the zoning ordinance limiting the height of buildings on the avenue. The association decided to conduct a drive for new members beginning early this month, with the slogan: "Whatever helps Fifth avenue helps New York."

FOREIGN CREDIT RATINGS READY

These Ratings Can Be Obtained by Merchants if Proper Methods Are Followed

The Far Eastern Division of the Bureau of Foreign and Domestic Commerce recently had called to its attention a case which showed that manufacturers outside of New York are not familiar with the methods of obtaining credit information concerning foreign customers. A firm in Penang gave as their reference two British banks and advised the manufacturer to refer to these banks for their financial standing. The manufacturer was unable to get a credit rating from either of

the New York offices of these banks and advised the Chinese firm to request their bankers to place a report on them with their branches here.

When the matter was called to the attention of the Bureau of Foreign and Domestic Commerce, it was immediately taken up with an American bank that maintains a branch in Singapore and the information was given that, if the manufacturer had called on his own bank or written to the Bureau for the names of American banks specializing in the financing of foreign trade, not only the necessary credit data would have been obtained, but also the details of how shipments of the kind should be handled.

In this case the American bank's New York office had a complete report on the Chinese importer in the Straits Settlements and would have been willing to purchase the manufacturer's draft on the merchant.

W. R. Bass, of Oklahoma City, has arranged to handle Puritan talking machines and Paramount records.

This is Style C

of the new line of

Crafts Phonographs

Ready for Delivery
December 1st

The Crafts Phonograph is produced in three models, A, B and C, offering the dealer a variety of styles with which he will be able to meet the competition of many higher priced lines.

Equipment, Construction, Finish -- everything about the Crafts Phonograph is of exceptional quality.

The excellence of the line plus the attractive discounts will make it worth your while to write *Today* for Dealer's Proposition.

Made by

A. J. CRAFTS PIANO CO.

218-220 North Second Street

RICHMOND, VA.



Crafts Phonographs carry the Crafts unlimited guaranty---a big selling argument!

For Your Christmas Trade

SANTA CLAUS
AND THE HOLLIKIDS
"A TALKING BOOK"



PRICE \$1.25

Put this wonderful seller in your windows and on your counters. It opens to you an additional market—the Children. And just think what an enormous buying power their fathers and mothers, aunts and uncles, represent. If you order at once the goods will be in your hands in time for your Christmas trade. Don't miss the opportunity to stock.



PRICE 25 CENTS

TALKING BOOKS

A phonograph record in a new guise. It is a story book brilliantly illustrated to appeal to the juvenile taste and contains a newly invented "semi-flexible" disc record which tells the tale; book, pictures and all being put on the talking machine.

Order Talking Books now, and you'll be making the same wise move as so many of the leading dealers throughout the county.

Attractive discounts according to quantity. Window and counter display material goes with your shipment.

**Send in your
Christmas Orders
Today**



THE HOLLIKID

PRICE 25 CENTS

New Issues Every Month

This is a partial list of heavy sellers:

- The Mocking Bird... 25 cents
- The Talking Parrot... 25 cents
- The Roaring Lion... 25 cents
- Uncle Sam... 25 cents
- The Dancing Girl... 25 cents
- The Tired Baby... 25 cents
- The Little Hieland
Mon... 25 cents
- Watermelon Coon... 25 cents
- The Tiger Hunt... 25 cents
- The Battle of the
Marne... 50 cents
- The Submarine
Attack... 50 cents
- Mother Goose... \$1.00
- The Victory Book... 1.50
- Twilight and Dawn
in Birdland... 2.00

Send for complete illustrated catalog.

TALKING BOOK CORPORATION

One West 34th Street, at Fifth Ave., New York City
Sole Distributors for the Dominion of Canada

TALKING BOOK COMPANY, Ltd., 95 King St., East, Toronto, Canada

Ohio Talking Machine Co.
27 Taylor Arcade,
CLEVELAND, Ohio

Talking Book Corp.
(Western Division)
608 S. Dearborn St.,
CHICAGO, Ill.

(Exclusive Export Distrib.)
Emerson International, Inc.
180 Broadway,
NEW YORK CITY

SOME NEW EDISON ARTISTS WHO ARE GREAT FAVORITES WITH AMERICA'S MUSIC LOVING PUBLIC



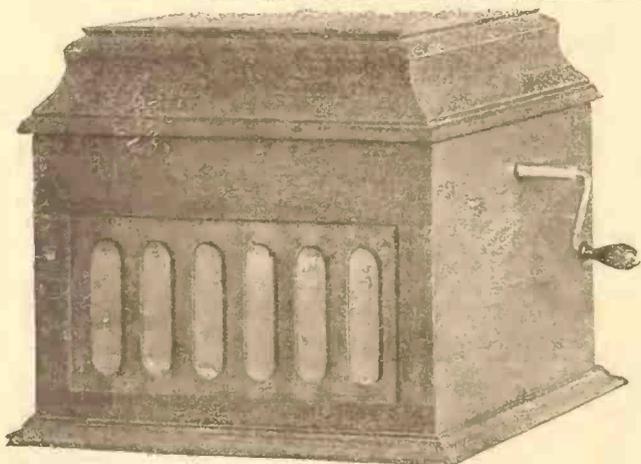
- | | |
|-------------------------|--------------------|
| 1 Leola Lucey | 6 Charles Hart |
| 2 Patrick Conway | 7 Louisiana Five |
| 3 Lewis James | 8 Ernest Hare |
| 4 Sibyl Sanderson Fagan | 9 Al Bernard |
| 5 All Star Trio | 10 Julius Lenzberg |
| | 11 Fred Hillebrand |

Among the new Edison artists who are becoming more popular every day with Edison audiences are Leola Lucey, Patrick Conway, Lewis James, Sibyl Sanderson Fagan, All Star Trio, Charles Hart,

Louisiana Five, Ernest Hare, Al Bernard, Julius Lenzberg and Fred Hillebrand. Leola Lucey is now appearing in tone test recitals for Thomas A. Edison, Inc., and is as great a favor-

ite with tone test audiences as she was when a featured star in Broadway musical comedy. Captain Patrick Conway is the director of the excellent band organization which bears his name and which was featured last season at the Atlantic City Steel Pier. Lewis James is a sweet voiced ballad singer, who had the novel experience of not knowing that he had a singing voice until he was 18 years old. Sibyl Sanderson Fagan, the girl whistler, is pleasing thousands with her remarkable whistling exhibitions. She also is engaged in tone test recitals. The All Star Trio, since their first Re-Creation was issued by Thomas A. Edison, Inc., have become a popular instrumental trio with lovers of the dance. Charles Hart has an excellent voice of the ballad type. He and Miss Lucey have sung several admirably harmonized numbers for the New Edison. The Louisiana Five, born in the Picayune State, the original American home of jazz, are premier in interpreting the weird jungle jazz music. Ernest Hare, of Winter Garden fame, and Al Bernard, as creators of laughter, are popular. Julius Lenzberg and his Riverside Orchestra, are featured at Keith's Theatre, New York.

SPECIAL OFFER



WONDROLA No. 28

14 INCHES HIGH 17 INCHES WIDE 19 1/2 INCHES DEEP

Table Phonographs
FUMED AND GOLDEN OAK

Nickel Plated Double
Spring Swiss Motor

Universal Tone Arm
and Reproducer

PLAYS ALL RECORDS

Marvelous Power of Reproduc-
ing the Original Record as
Faithfully as When Recorded

SINGLE SPRING MOTORS

Our Model No. WE1—Pressed Steel, worm gear, 2 10-inch record capacity, complete with turnable—\$2.25.

FOUR OTHER MODELS

We have two other single spring and two double spring models, all ready for immediate delivery. Write for quantity prices. Manufactured complete in our own factory.

WONDER TALKING MACHINE CO., Inc.
109 East 12th St., New York City

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a highclass production, manufactured by

International Machine & Mfg. Co., Ltd.
111 Adelaide St. W. Toronto, Canada

Why lose Holiday sales when we can ship
you machines

STODART PHONOGRAPH CO. Inc.
119 West 42d St. New York City

THE VISION

Devoted to the Interests of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

Word is received from every portion of the country that in the adoption of music appreciation courses by the public and private schools of the nation the necessity for trained specialists in presenting recorded music is making itself more and more felt. Training schools, such as music conservatories and normal institutions, realizing this need, are now interesting themselves in seeing that every graduate they send forth has a thorough knowledge of the recorded music available for educational uses.

The broad acceptance of the supreme educational value of the talking machine is evidenced by a statement recently issued by the California State Board of Education to the effect that they intend to employ the talking machine for the purpose of teaching music to a very great extent. According to Doctor Margaret S. McNaught, State Commissioner of Elementary Schools, it is the hope of the authorities to have installed before long a talking machine in every school in California, no matter how remote the district. Thus the talking machine will be a great agency for breaking down the barriers in music as exists today between the boys and girls of the city and the boys and girls of the country. In no other way will it be possible to make the study of music so universal, even democratic, as can be accomplished by using the talking machine, for with this invention the very finest in music can be brought to the door of the remotest schoolroom.

The staff of the educational department of the Victor Talking Machine Co., Camden, N. J., now traveling over the entire country, includes Miss Grace Barr, Miss Ella M. Brownell, Miss Donzella

Cross, Mrs. Henrietta Heaton, Miss Elizabeth O'Connor, Miss Edith M. Rhett, Miss Emily Rice, Miss Matel Rich, Miss Margaret Streeter, S. Dana Townsend, David Walsh and Miss Charlotte Wells, all trained supervisors of music and specialists in teaching music appreciation.

Pathé Freres Phonograph Co., Brooklyn, N. Y., have introduced an inexpensive type of talking machine for use in the public schools. This is an initial step toward recognizing the vast field opened up to reproducing instruments and records for educational uses.

Mrs. Frances E. Clark, educational director of the Victor Talking Machine Co., Camden, N. J., has just completed a tour of state and national conventions.

Princess Watahwaso, a Victor artist of exceptionally wide acquaintance, has successfully given concerts in Indian song and tribal lore in the public schools of New York City, and is solidly booked for the entire fall season. The Princess is under the management of the educational department of Landay Bros.

New Columbia recordings by the educational forces of the company include American Country Dances, made under the direction of Miss Emily O'Keefe, an instructor in physical education in the New York City school system.

Mrs. Anne Shaw Faulkner-Oberndorfer, author of "What We Hear in Music," published by the educational department of the Victor Talking Machine Co., has contributed a leading article to the November issue of the Ladies' Home Journal on "Community Music."

The Department of the Interior at Washington recently conducted a National Conference on rural education and country life at Sioux Falls, S. D. Miss Margaret Streeter and S. Dana Townsend of the Victor educational department appeared at

every session of this conference, demonstrating the educational and community possibilities of the talking machine in rural life.

A publication the Landay (New York City) educational department is issuing is the monthly "Newest Recordings for Schools," which not only lists all new Victor records for school uses, but also suggests the presentation method and grade each record is adapted to.

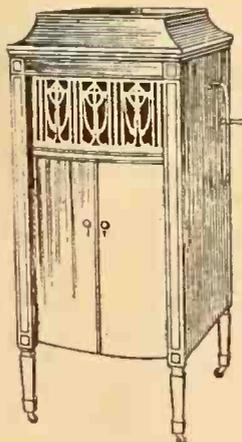
Two type XXV Victrolas (school design) were recently sold to the music and English departments of the University of Kobe—"Kwansei Gakium," Kobe, Japan, with a complete teaching equipment of records by the Landay Bros. (New York City) educational department.

The success of the "Orchestra by Light, Sound and Story," a set of accurately designed instrument charts, with Victor records 35670 and 35671, has been so remarkable that they are now standard equipment in practically all high schools maintaining orchestras.

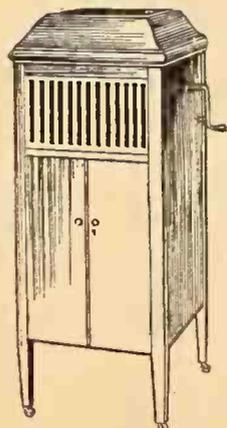
Detroit (Mich.) public schools have now adopted the Minneapolis method of co-operating with the local symphony orchestra in producing children's programs of symphonic music. Mrs. Laura H. Meeker, supervisor of music appreciation, has arranged with the Detroit Symphony Orchestra to prepare the programs presented at the concerts in the work of the classroom appreciation lessons.

Miss Indiana M. Thomas, educational director for the J. A. V. Thomas Co., of Meriden, Conn., writes of an interesting use of the Victrola as follows: "The teacher of the Fresh Air School, where all the poor, ill-nourished children are fed and taught, telephoned me today in great glee: 'For the first time (two years) since the school opened, every child slept at the rest period as a result of playing the "Lullaby" (Bredt-Verne, Victor record 17844).' She deemed it a real con-

(Continued on Page 174)



Model 14
\$170.00
H. 50", W. 21½",
D. 24"
Mah. or Oak



Model 11½
\$110.00
H. 46¾", W. 19½",
D. 22"
Mah. or Oak

CHIMONOLA

SWEET AS THE CHIMES OF
NORMANDIE

THE REASONS WHY CHIMONOLAS win in competition the country over:

CHIMONOLA is a high-grade musical instrument, clear and resonant in reproduction.

CHIMONOLA phonographs have stood the test. The mechanical outfit (Heineman-Meisselbach) guarantees absolute satisfaction to every owner.

CHIMONOLA values offer not only favorable, but very remarkable OPPORTUNITIES.

CHIMONOLA makers are furniture builders for nearly a quarter of a century and have gained fame in the furniture world.

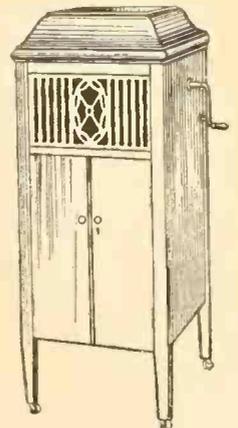
A FINISHED PRODUCT which assures the dealer of a steady flow of sales.

LIBERAL DISCOUNTS. Send in SAMPLE ORDER at once to assure immediate shipment. Write to SALES DEPARTMENT

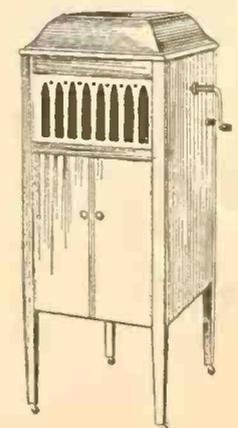
CHIMONOLA COMPANY

131 The Arcade

Cleveland O.



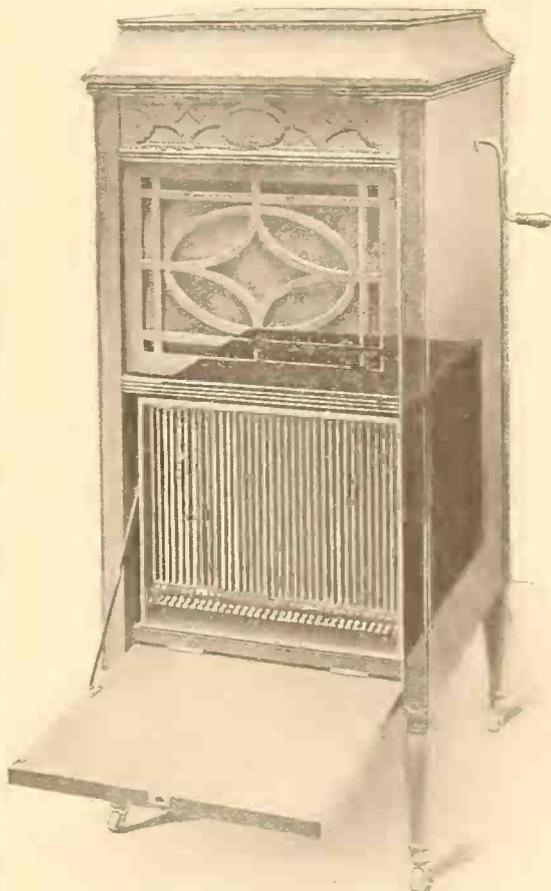
Model 12
\$125.00
H. 47¼", W. 19¾",
D. 22¼"
Mah. or Oak



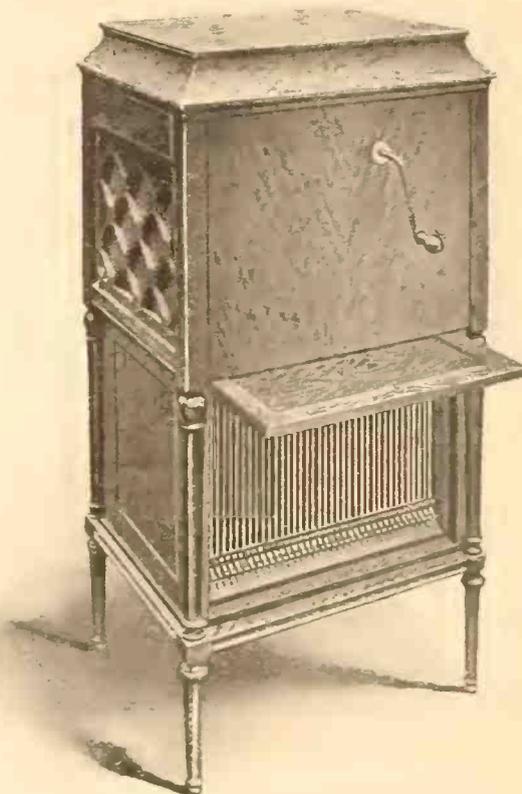
Model 11
\$90.00
H. 45", W. 18½",
D. 20"
Mah. or Oak

Haag Record Files

Fill the Demand for a Satisfactory Record File in Any Phonograph



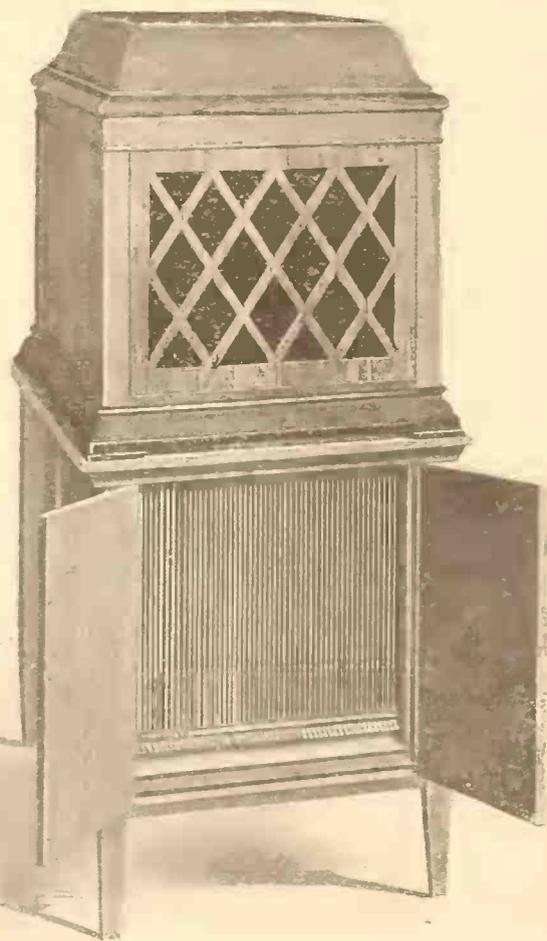
THE HAAG "A" FILE
With or Without Ejecting Keys
for the Edison Model C 150
Capacity 34 Edison Records



THE HAAG "C" FILE
With or Without Ejecting Keys
For the Edison Model A 100
Capacity 38 Edison Records
Furnished in Mahogany, Fumed Oak,
Golden Oak, Weathered Oak



THE HAAG "E" FILE
for the
Edison Model W 250 or C 250
Capacity 34 Edison Records



The Haag "G" File
With or without Ejecting Keys
Rouge or Natural Finish
For use with the popular Edison
"Chalet" Model

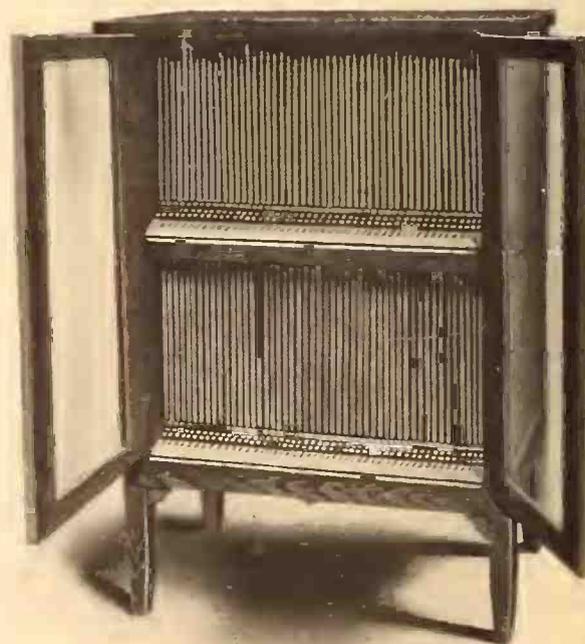
SOME HAAG FEATURES

Can be adapted to all makes of records and machines.

Satisfactory — Attractive — Convenient.

Automatic in its action—a slight pressure on the key hands you the desired record instantly from non-binding compartments. Records roll back by gravity.

A strong and visible talking point in selling any phonograph.



The Haag "F 100" File
With Ejector Keys
Files any 10 or 12-inch record
Mahogany or Oak finish

Manufactured Exclusively by
**Haag & Bissex
Company**
Philadelphia, Pa.

Blake & Burkart
Herbert E. Blake, Successor
DISTRIBUTORS
1100-1102 Walnut St., Philadelphia, Pa.

THE VISION

(Continued from page 173)

quest, as she had never had more than five asleep at one time before. 'It looks very simple to you,' she said, 'but the task of getting forty asleep at once is a task.'"

John Geiger of Indiana University is teaching a course of eighteen lessons in music appreciation. This course is being given with the Victrola and Victor records together with "What We Hear in Music," by Anne Shaw Faulkner; "Listening Lessons in Music," by Agnes Moore Fryberger; and a syllabus of twelve lectures as given by Miss Edith Rhett at Columbia University during the summer session of 1919. Sixty-seven students have also enrolled for a class in opera study this year at Indiana University, given with the Victrola.

The article on "The Victrola in the Public Library" in the October issue of The World was contributed by Franklin G. Dunham, educational director of Landay Bros., New York, who was the pioneer in introducing Victrolas in public libraries throughout the country.

Columbia University graduates in the music course are now thoroughly equipped in presenting musical illustrations by means of the talking machine and record. The summer session course given by Miss Edith Rhett, of the Victor educational department, has resulted in a complete recognition of this means of conducting the regular work of the curriculum.

STATEMENT OF THE OWNERSHIP, MANAGEMENT, CIRCULATION, ETC., REQUIRED BY THE ACT OF CONGRESS OF AUGUST 24, 1912.

Of The Talking Machine World, published monthly at New York, N. Y., for October 1, 1919. State of New York, County of New York, ss.

Before me, a Notary Public, in and for the State and county aforesaid, personally appeared J. B. Spillane, who, having been duly sworn according to law, deposes and says that he is the Editor of The Talking Machine World, and that the following is, to the best of his knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in section 443, Postal Laws and Regulations, printed on the reverse of this form, to wit:

1. That the names and addresses of the publisher, editor, managing editor, and business managers are:
 Publisher—Edward Lyman Bill, Inc., 373 Fourth avenue, New York City.
 Editor—J. B. Spillane, 373 Fourth avenue, New York City.
 Managing Editor—J. B. Spillane, 373 Fourth avenue, New York City.
 Associate Editors—J. Raymond Bill, B. B. Wilson, 373 Fourth avenue, New York City.
 Business Manager—None.

2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of stockholders owning or holding 1 per cent. or more of the total amount of stock): Edward Lyman Bill, Inc., 373 Fourth avenue, New York City; Caroline L. Bill, New Rochelle, N. Y.; J. B. Spillane, 373 Fourth avenue, New York City; J. Raymond Bill, 373 Fourth avenue, New York City; B. B. Wilson, 373 Fourth avenue, New York City; Carleton Chace, 373 Fourth avenue, New York City; E. P. Van Harlingen, 209 South State street, Chicago, Ill.

3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of the total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. That the two paragraphs next above, giving the names of the owners, stockholders, and security holders, if any, contained not only the list of stockholders and security holders as they appear upon the books of the company but also, in cases where the stockholders or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is given; also that the said two paragraphs contain statements embracing affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any interest direct or indirect in the said stock, bonds, or other securities than as so stated by him.

5. That the average number of copies of each issue of this publication sold or distributed, through the mails or otherwise; to paid subscribers during the six months preceding the date shown above is.....(This information is required from daily publications only.)

J. B. SPILLANE, Editor.

Sworn to and subscribed before me this 30th day of September, 1919.

(Seal) EUGENE R. FALCK,
 Notary Public, No. 6,
 New York City.

(My commission expires March 30, 1920.)

UNIQUE JONES MOTROLA DISPLAY

Rudolph Wurlitzer Co. Make Striking Exhibition of Their Products in Their Chicago Warerooms

CHICAGO, Ill., November 10. — The Rudolph Wurlitzer Co. have met with much success with the lines of Jones-Motrolas which they carry.



Display of Jones Motrolas in Wurlitzer's.

They have been featuring them in an energetic manner which has borne fruit in large sales. A strong display of Jones-Motrolas was recently made in the Wurlitzer warerooms in this city, as shown in the accompanying photograph. Victrola VI's equipped with Jones-Motrolas were placed at close intervals on the entire length of the

record counter. As may be seen, it was impossible for any purchaser to approach the counter at any point without seeing the Motrola. Much interest in this electrically operated rewinding device was manifested by the customers, demonstrations were asked for, and large sales resulted.

NOW THE M. J. WAX CO.

Successor to Wax-Wilson Co. Will Be Under Management of M. J. Wax

The M. J. Wax Co. will succeed the Wax-Wilson Co., manufacturers of "Tone-Clear." The transaction will be completed shortly and the new company will carry on its business at the same address, 204 Fenton building, Portland, Ore.

The new concern will be under the direct management of Moute J. Wax, who in a chat with The World said: "We expect to extend our field of operations materially. 'Tone-Clear' is proving to be one of the greatest accessories on the market and it is growing in favor throughout the country."



The Ludlow

A New High-Class Phonograph

here to stay—but produced just in time to build up your holiday profits.

Listed at \$135

Large stock now ready for immediate delivery.

Very Attractive Discounts to Dealers.

Write To-Day

STYLE W MAHOGANY ONLY

Made by **A. J. CRAFTS PIANO COMPANY**

218-220 North Second Street

RICHMOND, VA.

— five months ago



*You Don't Have to
Take Our Word for
It—Read What the
Dealers Say.*

"We want to commend you on your splendid monthly service." is the answer from a Syracuse, N. Y. client.

From Uniontown, Pa., our client writes, "Our first ad brought a \$150 sale in less than three hours."

Our dealer in Elizabeth, N. J. thinks "The service for October is bully."

From our Springfield, Mass., dealer comes this remark. "Your ads are right to the point."

I asked you "WHY don't you do better advertising?"

I asked, "Why don't you do better advertising -- use better cuts -- make your store windows sell more goods -- use more up-to-date sales methods?"

About two hundred talking machine dealers wrote to me, saying, "We want to," and asked me to show them how. I have shown them.

These dealers have put their advertising on a basis where it pays its way in immediate sales and builds up prestige for the future at the same time.

They were live enough to recognize a good thing when they saw it, and they got aboard, bag and baggage.

How about you? Are you satisfied to be just a spot on the map -- with a business that doesn't grow? If you are not willing to sleep like Rip Van Winkle -- if you want to be a live merchant with a GROWING business and get the best trade and the biggest clientele in your town, just follow the example of the dealers who have gone before you. Clip and mail the coupon that you see under your right thumb, and you will be on your way up the slope toward Success, Profits and Power.

How You Save Money

The Talking Machine World Service costs less than the services of your office boy. Yet it represents the brains of highly paid specialists, and the best artists in New York. The reason is that the cost is divided into many small portions or shares, each client contributing only a small part of the total. This is the syndicate plan, like the Associated Press -- maximum service at minimum cost.

Live Dealers in these cities (some large and some small as you will note) are getting increased profits from our advertising and merchandising service.

- | | |
|-------------------|---------------------|
| Philadelphia, Pa. | Brooklyn, N. Y. |
| Newark, N. J. | Seattle, Washington |
| Del Rio, Texas | Cherokee, Canada |
| Corry, Pa. | Newport, R. I. |
| New York City | Los Angeles, Cal. |
| Chester, Ill. | Springfield, Mass. |
| Akron, Ohio | Globe, Arizona |
| Brockton, Mass. | Detroit, Mich. |
| Hartford, Conn. | Memphis, Tenn. |
| Greenwich, Mich. | |

and in half a hundred other cities scattered from Maine to California progressive retail merchants are reaping the benefits of this BUSINESS BUILDER

Talking Machine Service Means--

-- a syndicated advertising and merchandising service. It means the reading matter for your advertising written by men who have spent a lifetime learning how to prepare ads that can and do sell talking machines and records.

It means illustrations for your advertising -- the best product of famous magazine artists, cartoonists and designers -- the kind of work that has charm and human appeal, along with the punch.

It means prepared layouts for your advertising that stand right up on the printed page and talk out loud.

It means merchandising ideas, plans for window displays, form letters that bring results -- a new set each month, every month, twelve months in the year, and with special attention to your own problems about which you write us.

One Dealer in Each City

FIRST COME—FIRST SERVED

The Talking Machine World Service is open to any one dealer, large or small, regardless of what make of talking machines he handles. This is not "canned advertising." We prepare the material to suit your own wishes. Our service is arranged so that you can get personal attention for your individual problems.

Timely, catchy material, suited to the season or the day: Christmas, New Years, Moving Day, June Weddings, Election Time, etc. And this service represents the vast fund of experience and knowledge gathered throughout the industry by the Talking Machine World.

Robert Gordon

TALKING
MACHINE
WORLD SERVICE
373 4th Ave., N. Y.

HERE'S YOUR TICKET TO SUCCESS!

You say other dealers have got big results with your advertising. If that's so, I want to see it. Send me a sample copy of the service, showing your kind of cuts, ads, form letters, etc., without obligation on my part. Tell me what it will cost a month, for exclusive use, in my territory.

The population of my city is.....
 I handle these machines.....
 My firm name is.....
 By.....
 My address.....

Profitable Accessories

FOR HOLIDAY TRADE

ALL FROM ONE SOURCE

Every new machine owner is a live prospect for accessories.

The easiest time to make these sales is when the machine is purchased.

You must have stock on hand, however, or you won't be able to deliver the goods.

This means lost profits.

Better replenish your stock now from the following list:

Record Albums	Record Cleaners
Steel Needles	Delivery Envelopes
Magnedo Needles	Stock Envelopes
Sapphire Needles	Fibre Needles
Diamond Point Needles	Fibre Needle Cutters
Jones Motrolas	Edison Attachments
	Repair Parts

Plaza Music Company

18 West 20th Street, New York City

Attention of Subscribers

We wish to herewith advise the trade that W. C. BROWER no longer represents The Talking Machine World or The Music Trade Review in any capacity, and that we cannot recognize new subscription orders for either of these publications placed with him, or allow credit on subscription renewals when money for same is paid to said Mr. Brower.

EDWARD LYMAN BILL, Inc.,
373 Fourth Avenue,
New York City

PLAY BIG ADVERTISING CAMPAIGN

Milwaukee Talking Machine Co. Complimented on Completeness of Plant and Beauty of Product—Extensive Plans Perfected for the Dalion

Milwaukee, Wis., November 11.—Visitors to the Milwaukee Talking Machine Co. at 243-7 East Water street, which was described in last month's World, are very enthusiastic regarding its completeness of equipment and the superb cabinet work and finish of the Dalion being turned out under new conditions.

President C. F. Romadka, who has a knack of securing competent assistants, evidently ran true to form when he secured a couple of months ago, Frank Macey as superintendent of the plant. Mr. Macey with his brother, the late Fred Macey, founded the Macey Co., of Grand Rapids, many years ago and he is known as one of the best production men in the country.

A. Roelke, the company's sales and advertising manager announces that the Dalion advertising campaign for 1920 will be a most extensive one embracing full pages in a number of leading national publications. Splendid results are being obtained by the dealers from an excellent plan of direct to consumer circularization from prospect lists furnished by the dealers. The company's advertising department is prolific in dealers' helps of various kinds and their effectiveness is greatly appreciated by Dalion dealers.

T. L. POWELL AS A NIMROD

T. L. Powell, of the Duleitone Phonograph Co., Chicago and South Hasa, Mich., early in November hied himself away from the business cares incidental to conducting a phonograph business and went duck hunting along the Illinois river. Seeing that Mr. Powell had not returned up to the moment of going to press, we are not informed whether he has had as much success hunting duck as he has had hunting dealers for the Duleitone phonograph.

We Will Make Records for You

If you wish to make vocal or instrumental records of solos, quartets, choruses, orchestras, bands, etc., either for your own use or to sell, we are at your service.

Ask Us About It

American Recording Laboratories

56 W. 45th St.

New York, N. Y.

BELGIAN QUEEN PAYS SECOND VISIT TO AEOLIAN HALL

Attends Private Recital by Maurice Dambois, Noted Belgian 'Cellist, Who Accompanies on 'Cello His Own Recordings—Queen Selects Duo-Art Grand for Own Use

Queen Elizabeth of Belgium, who recently while on her first visit to New York, called at Aeolian Hall to thank the officials of the Aeolian Co. for their thoughtfulness in installing on the S. S. "George Washington," for her benefit, a handsome Duo-Art piano, again came to Aeolian Hall on her second visit to New York to listen to a private recital in the Aeolian Salon by Maurice Dambois, the famous Belgian 'cellist," who accompanied on the 'cello his own recordings on the Duo-Art piano.

The Queen was accompanied by Lt. George Baron Jacques, Lt. Colonel Nolf, her physician, Prince Reginald de Croy, of the Belgian Embassy in Washington, and the Countess Caraman-Chimay, her lady-in-waiting. The numbers Mr. Dambois played for her were: Boellman's "Symphonic Variations," Saint Saens' "The Swan," and Popper's "Harlequin." The Queen and party were tremendously impressed by the performance, expressing their approval of Mr. Dambois' play-

ing and the wonderful accompaniment given by the Duo-Art, in most enthusiastic terms, fully realizing the extraordinary combination of hearing the famous 'cellist play both instruments at the same time as it were.

The Queen then selected a Duo-Art grand for her own use in Brussels, and directed Mr. Dambois to make records for the accompaniment of violin selections which she most enjoys playing, the Queen herself being a talented violinist. She was so pleased with the performance that she requested Mr. Dambois to repeat in her palace, upon his return to Brussels in the Spring.

Clarendon Pfeiffer, of the Aeolian Co., received the Queen and her party on behalf of the officials, the Queen expressing her pleasure with the affair in most gracious terms, stating that it would be one of many pleasant recollections of America.

During her visits to Aeolian Hall Queen Elizabeth was also much interested in the Aeolian Vocalion—the phonograph made by the company.

PRAISES STEGER ADVERTISING

Advertising and Selling Make Favorable Comment on Phonograph Publicity

The artistic and effective character of the Steger & Sons Piano Mfg. Co. advertising has been the constant subject of comment in both the piano and talking machine trades. In its annual review of the one hundred best advertisements of the year "Advertising and Selling," made extended comment on the advertising of the Steger phonograph, and reproduced some of the advertisements which appeared in The Talking Machine World, the Music Trade Review and other papers. A large number of Steger dealers have either stocked or re-ordered on the basis of these advertisements.

"Advertising & Selling" makes the following comments: "While no attempt was made in securing these ads to choose the best export ads, because of the limited possibilities of returns that would permit of correct choice, it would be noted here that the consensus of opinion of old experienced exporters that any firm wishing to enter the export field and use the trade papers should use a style of advertisement somewhat similar to the Steger advertisement: i. e., showing a number of the styles, prices and as complete details as possible. 'This Steger advertisement might well be taken as a model for many export advertisements for trade paper use,' remarked the editor of a long established export trade publication when it was called to his attention a few days ago."

*The
Fundamental
Factor of a
Successful
Service
is
Personal
Co-operation*



C. BRUNO & SON

INCORPORATED

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

WE DO NOT RETAIL

IMPORTANT NOTICE

TO THE AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By **Mermod Freres** St. Croix Switzerland

WONDERFUL MECHANISM

These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND

LUCKY 13 CO. TO HANDLE ROLLS

New Product To Be Distributed Under Name of "Cleartone"—Mr. Bartelstone Closes Deal for 100,000,000 Japanese Steel Needles.

Lucky 13 Phonograph Co., New York, have just closed negotiations whereby they will distribute player rolls in addition to their other musical products and supplies which will be marketed under the trade mark name "Cleartone."

The decision to enter in the player roll field was made by D. B. Bartelstone, head of the Lucky 13 Co., after a thorough study of the music roll situation from the manufacturing, distributing and retail sales end. He is convinced that such a roll will have a big demand in the trade.

The catalog will be comprised of dependable selections of fast selling numbers and monthly and semi-monthly rolls will be issued. All the publicity put out by the company in behalf of the new roll "Cleartone" will be prominently featured. In addition to the above the same firm has recently closed a deal whereby after the submission of samples they received an order for one hundred million Japanese steel needles. This contract was placed in their hands by one of the leading talking machine companies of the country.

SOUTH AMERICAN EXPORTS GROW

Total Exports for Calendar Year of 1919 Will Exceed All Previous Totals by Fully \$100,000,000 Says Statement by National City Bank

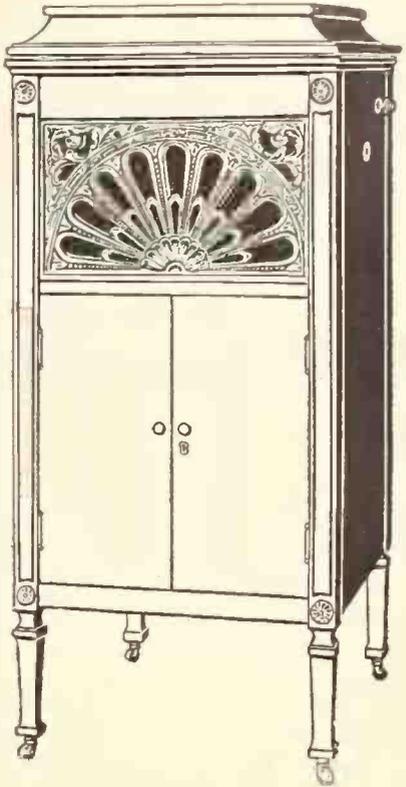
Published reports to the effect that South American buyers of merchandise from the United States were canceling orders seem to have been at least greatly exaggerated, according to official reports of the export trade to that continent. Exports to South America in the calendar year 1919, says a statement by the National City Bank of New York, will exceed those of any earlier year by more than \$100,000,000.

The largest total ever shown in any full calendar year in exports to South America was that of 1917 and amounted in that year to \$311,893,000, and as the total in the first nine monthsh of 1919 is \$337,746,000, and running at the rate of over \$30,000,000 a month, it is quite apparent that the total exports to South America in the full calendar year 1919 will approximate \$425,000,000, as against the former high record of \$311,893,000. In the single month of September, the latest for which exact figures are available, the total is \$32,401,000, against \$24,792,000 in September of the preceding year, while for the nine months ending with September the total is \$337,746,000, against \$226,279,000 in the same months of last year.

In fact, the exports to South America show a much greater gain proportionately than those to any other part of the world except Asia. For the month of September the exports to Europe show but a slight gain, those to North America a fall



REGINA
Phonograph



*Distributed in
New York State
and New Jersey
by---*

BROWN McMANUS & CO.
(Opposite the Grand Central Station)
51 East 42nd Street NEW YORK CITY

off, those to Oceania a reduction, the only continents to which the exports show a material gain being South America and Asia. To South America the increase for the single month is about \$8,000,000 and to Asia about \$26,000,000. The total to South America for the full calendar year will apparently be about three times as much in value as in the year before the war.

SCHWAB AN APOSTLE OF MUSIC

Steel King Writes Booklet on Value of Music in Business Life—Noted for His Knowledge of Music and Musical Instruments of All Kinds

Charles M. Schwab, who is almost as well known as a patron of music and a lover of musical instruments as he is in his official position as head of the Bethlehem Steel Co., has just issued an interesting pamphlet called "Where Business Men Are Wrong." This pamphlet is devoted to the everyday life of business men and women. He says: "It is a saying among men that 'music is for women.' But is it? Why are not the refining influences of this wonderful art just as much needed by men and as applicable to men? Some men seem to think they lose a part of their masculinity if they confess to a love for music. Well, I love music and I think I have held on pretty

well to the masculine side of my nature. In fact, music has meant much to me in my life of affairs. Again and again it has refreshed me when I was dog-tired, taken me out of myself and away from the problems of business. A book can do that, too. So can a painting. But not so surely as does music.

"There is a 'reach' to music that the other arts have not. Of course, much depends upon a man's nature, or his temperament. But speaking broadly, and knowing men as I do, I cannot help but feel that the average business man would be benefited more than he dreams of if he exposed himself to music. It need not be a long opera at first. Let him select the shorter concert. But few men immersed in business are right in turning their backs upon music, as a means of absolute refreshment, mental and physical."

WM. PHILLIPS VISITING THE WEST

Chicago, Ill., November 9.—William Phillips, president and treasurer of the Mutual Talking Machine Co., Inc., Supreme Phonoparts Co., Inc., Manhattan Phonoparts Co., Inc., and Century Plating Co., Inc., all of New York, was a visitor in Chicago this week. Mr. Phillips, in company with H. Engel, western representative of these companies, is making a call on the western trade.

**VICTOR DEALERS!
REMEMBER**

Our location and tremendous railroad facilities, and the fact that we are

Exclusively Wholesale

Buffalo Talking Machine Company, Inc.

Buffalo, New York

A helping hand always for the exclusive Victor Dealer.



HOW TO INCREASE THE SALESMAN'S EFFICIENCY

Some Timely Remarks of a Personal Nature Written by One of the Profession

How to reduce the high cost of salesmanship is a problem for which many manufacturers and dealers are seeking a solution. With the soaring cost of almost everything at the present time it is imperative in all lines of industry to reduce the overhead expense to a minimum. In order to do this it is necessary to make two sales grow where only one grew before. This can be accomplished only by better methods of salesmanship and these methods in turn must be drilled into the individual salesman. The whole problem centers down to the man himself, for self-instruction and personal effort are the means by which the desired end can be obtained. The purpose of this article is not to generalize, but to lay down certain very specific ways in which the salesman can increase his efficiency not only in the matter of sales, but also increase his general education and intelligence—a thing which everyone should always be ready to do. In dealing with any personal problem the first essential is an analysis of the situation, and in this case it is the task of the salesman to analyze himself, his merchandise and his customer.

In analyzing himself there are four things which must be considered, and these are appearance, language, intellectual ability and social life. It is unfortunately true that the average salesman does not realize his own handicaps or his own assets. By studying these four things he can form an exact idea as to just where he stands and what he must do in case he finds himself deficient in any one of them. The matter of personal appearance is of paramount importance, for we inevitably form our first impressions of individuals largely from their appearance. Even after a short passing contact with any individual we come away with a certain impression upon which future relations are in a

IMMEDIATE DELIVERY

The Best Christmas Bet



A perfect Home Phonograph adaptable for any occasion. Has record container attached. Plays any record with perfect tone. Unsurpassed two-spring motor. No scratch—no noise. A quality Phonograph.

Handsome leatherette case, chemically treated.

THE PORTOPHONE
High-Grade—Fully Guaranteed.

The Tri-Sales Company

616 Victoria Building, St. Louis, Mo.

measure based. If we see a salesman who is neat in appearance and shows an evident attention to his personal well being we are bound to form a good opinion at once and if we are interested in the class of product he is selling we are ready to listen to anything he may have to say.

Language is the medium through which thought is made intelligible in an interchange of ideas and consequently is of the utmost importance. A pleasing voice, together with well-chosen words, makes an irresistible appeal in any argument. The salesman must depend to a great extent on what he says

and the way he says it to put the selling points across. We all admire good English even if we do not use it ourselves and the use of correct language inspires confidence. Many a good salesman could be a better one if he improved himself in his manner of speaking, and to do this he should study grammar, practice writing as often as possible, read constantly in order to increase his vocabulary and above all cultivate the association of educated people from whom the best things are to be learned. In the study of grammar, in which so few people are really proficient when it comes to speaking rapidly and without preparation, the salesman can greatly improve himself by a few minutes' study each day. The regularity of this study is an advantage in itself, and, though it may at first seem hardly worth while to devote fifteen or twenty minutes every night to the grammar book, it will pay in the end, as the experience of many people has shown.

The practice of writing is very important, for it both puts into practice the points gained from the study of grammar and makes it easier to co-ordinate thoughts and ideas by putting them down on paper. Most of us have had the experience of being called on for a speech at one time or another and some of us have hastened to scribble on the back of an envelope our ideas in an effort to get them in order. Once down on paper, everything seems to take on order and precision and the practice of writing often is of value. But the written word must not be depended upon too much by the salesman, for he must learn to speak as he would write.

Besides reading all the trade journals and business papers bearing on his own industry in order to keep informed as to what is going on, the sales-

EASTERN DISTRIBUTORS

for

Steinburn

CHICAGO



We have been appointed distributors for this well known quality machine, backed by a tremendous local and national advertising campaign

10,000 Machines for Immediate Delivery

2 Table Models—10 Upright Models
3 Console Table Models

Ranging in Price from \$32.50 to \$300.00

Call, write or wire at once and protect yourself for Holiday sales—DO IT NOW!

DISTRIBUTORS
LYRIC RECORDS
(Lateral Cut)

A. M. DRUCKMAN 140 West 23rd St.
New York City



The Perfect Tone Phonograph Attachment

SOMETHING NEW

THE TONE YOU ARE WAITING FOR
Every Victrola Owner Should Have One

A device improving phonographic tones by the absorption of mechanical vibrations due to the motor, etc. Will give the correct intervals of time between notes without mixing, takes away the metallic sound and separates the accompaniment from vocalist or instrument, clears up the sharp edges in the records without rebound.

Does not disfigure the machine—being out of sight. Will last for years.

Dealers and Distributors solicited.
No. 1 Sample sent \$4.00. Retail price \$ 8.00.
No. 2 Sample sent \$5.00. Retail price \$10.00.

A. W. PEVARE

Patentee and Manufacturer
P. O. Box 2233 BOSTON, MASS.

man who seeks to improve himself should use some of his spare time in reading standard literature and thus get acquainted with the better methods of speaking and writing. Autobiographies of famous men offer good examples of selling personality and this may well be used to advantage by anyone, whether he be a salesman or not. A good vocabulary is a prize, and the man who has the best command of language is the man who can make anyone see his point of view. Persuasion requires that your ideas must be explained so clearly to the customer or whoever it may be that they will become his own and he will be urged on to act as you would have him. This means making a sale. Reading will increase the vocabulary and thus make it easier for the salesman to put over his ideas. It will save time, effort and secure better and more lasting results.

In discussing the social life of salesmen many feel that by so doing you are taking a slap at their personal liberty. This is the wrong attitude and comes through a misunderstanding of purposes. By advocating the best social conditions for the salesman the employer is doing no more than one man ought to do for some one in whom he is interested. The employer is not laying down prescribed rules for his salesmen, but he is offering them a chance to improve themselves and to be better human beings. This in return makes them better salesmen and increases their personal efficiency without any regard to the business itself.

Imagination is necessary for any line of work if it is work that is constructive and not passive. Cultivate an imagination to the skyscraper type which rises above the ground and gazes down upon the world below. This gives perspective and enables the salesman who has it to look into the future and see what the possibilities are. The imagination which cannot get beyond certain narrow limits is no imagination at all. The real imagination makes possible growth and expansion and the salesman who has it will rise on the ladder of success. But he must cultivate it himself and no one can do it for him. Others can show him the way in which they have done it, but the actual hard work must come from the individual himself. The self-analysis requires some imagination to begin with and might well be discussed first instead of last.

After the salesman has analyzed himself according to the above methods, and has begun to improve himself along the lines laid down, there is one thing more to do. That is to analyze the customers according to their social position, vocations, position in the community, their possibilities as prospects,

A MESSAGE

TO

JOBBER AND DEALERS

Who are awake to the possibilities in the talking machine business. If you have a product that can stand the acid test.

The Parlephone

CAN MEET THE TEST
No Matter How Severe.

Designed by men with years of experience in the talking machine industry. Built by master craftsmen. Designed and constructed to compete with the highest class talking machines on the market.

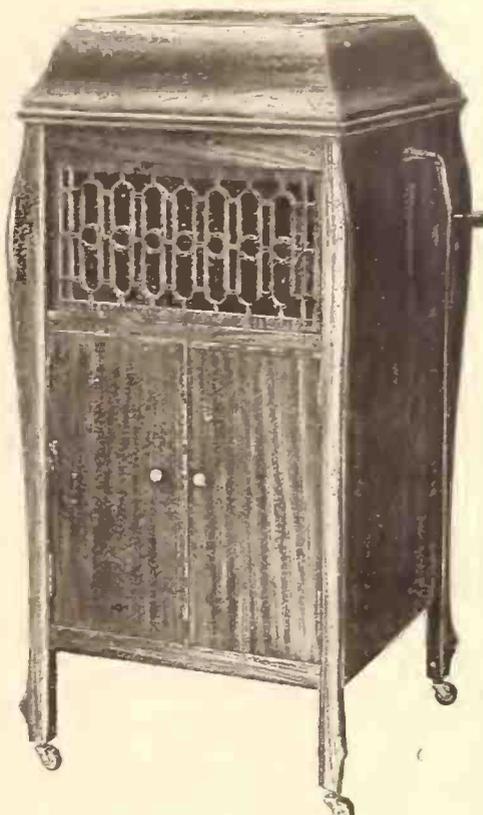
Suspended Tone Chamber Permitting Full Vibration for Resonant Tone. Plays all Records. Quality Construction rather than Quantity Production.

Now Making Carload Shipments!

FRANCIS S. MOORE
Chicago Sales Manager
218 So. Wabash Ave.
CHICAGO, ILLS.

The Parlephone Co.
St. Joseph, Mo.
Manufacturers

A. M. DRUCKMAN
Eastern Distributor
NEW YORK CITY



and the like. He must analyze the period of attention and determine just how long it is wise to press any one point. While much might be said on this point at another time it can be seen that in order to do all these things the salesman must be of a high order of intelligence. In order to be of a high order of intelligence he must first have educated himself by hard and continued application to work. After that the desired results will come of themselves, and come in a manner both pleasing and profitable.

WINDSOR CO. IS WELL STOCKED

Chicago, Ill., Nov. 9.—The Windsor Furniture Co. is particularly fortunate this fall in the matter of increased output, owing to the fact that they stocked a large quantity of talking machine material many months ago. This company anticipated the present unusual business and so are not bothered by a scarcity of material or supplies. Notwithstanding, however, the Windsor dealers are keeping them hustling with orders.

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



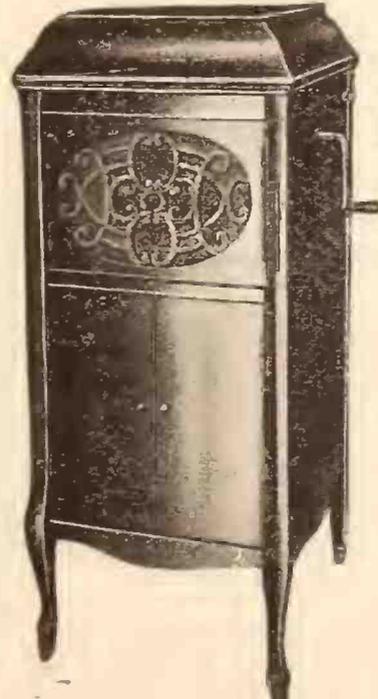
Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President

General Office
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



TO THE DEALERS IN

Eastern Pennsylvania, South New Jersey,
Delaware, Maryland, District of Columbia
and Virginia

WE HAVE SECURED
EXCLUSIVE DISTRIBUTING RIGHTS
FOR THE



TO ALL PHONOGRAPH
DISC RECORDS

Immediate Deliveries
of the Dusonto---The Instrument
Without a Peer

HEATH & GORHAM
24-28 South 15th St. Philadelphia, Pa.

opportunity knocks

THE life of a hit may be long or short. The business-like thing for you is to cash in on hits while they are hits. Emerson hits are longer lived than most, because they come out first. Buy Emerson hits and extend your period of profits.

We carry all the current Emerson releases. We can fill any size order at any time. What do you need for immediate delivery?

Emerson Record Sales Company, INC.

Exclusive Metropolitan Distributors

6 West 48th Street, New York City



WIDENS THE BUSINESS SCOPE

The Success Achieved by Wholesalers and Retailers of Player-Piano Rolls in the Talking Machine Industry Arouses Considerable Interest

Those in the talking machine trade who have not kept their ear to the ground have been surprised, doubtless, at the remarkable success

achieved by those who in the wholesale and retail domains have assumed the merchandising of player-piano rolls. In the east as in the west the distribution of this product increases, dealers apparently appreciating the value and importance of handling a side line that fits in so admirably with their business. Obviously they benefit materially from the consumer demand which has been so well established by the national publicity

campaigns of the player roll manufacturers and the various service helps furnished in the way of window displays and other mediums that tend to augment business.

The talking machine store, with its established line of customers, is a particularly fitting center for the sale and display of player-piano rolls. Thousands of people who have "talkers" also have player-pianos in their homes and they can buy the latest "hits" for both instruments at their favorite store. And those who haven't "talkers" in their homes can be counted upon as good prospects.

A prominent talking machine man who recently realized the great possibilities, in a business and financial way, that centered in the wholesale distribution of player-piano rolls among retailers of talking machines, remarked: "I have been long enough in this field now to know that the player roll is destined to figure as a potential factor in making money for the talking machine dealer. It is opening—in fact, has opened—a new source of income that promises to pan out big, provided the line is given proper consideration. There are men in the retail talking machine field, as there are in other industries, who take on new lines but who fail to analyze the basic essentials to win success in presenting and building up a roster of customers. The task should be easy. The output of piano-players is increasing every day. People like to be able on their own initiative to reproduce the works of the great masters or the popular numbers of the day. This is possible with the player piano roll. The handling of music rolls widens the scope of the enterprising dealer's talking points. It widens his business vision. The manufacturers of player-piano rolls by their educational and well presented national advertising have given the business such stability that music rolls sell without demonstration—they are universal, being standardized to play on any instrument on the market. Many talking machine dealers who have, on my suggestion, taken on player-piano rolls have found the move most advantageous not only in a monetary way but also in developing record and talking machine sales."

To Phonograph Manufacturers

The Speed Problem solved for Electrically driven Phonographs

The Marsh Regulator is a device constructed upon a principle hitherto unused.

All attempts heretofore have been directed toward controlling the current, or through the governors. The Marsh regulator is purely mechanical, simple and inexpensive, and absolutely positive and accurate under all conditions. Under this new principle, the turn-table maintains a constant speed, regardless of variations in voltage.

When once installed the Marsh Regulator needs no further attention, and no adjustments or repairs.

The electrically driven phonograph is made practical by the Marsh Regulator, and upon the adoption of this regulator by manufacturers, electric phonographs will increase enormously in popularity.

The Marsh Regulator can be seen by those interested by calling on MR. WILLIAM DUNCAN at 1735 REPUBLIC BLDG., CHICAGO, ILL., or a competent representative will visit those at a distance upon request.

FIFTY ARTISTS TO GIVE EDISON TONE TESTS IN 1920

Thos. A. Edison, Inc., Perfects Plans for Continuous Campaign—New Albany Tribune Featured Tone Test More Strongly Than National Game

New Albany, Ind., is situated only eighty miles from Cincinnati, and its citizens were, of course, intensely interested in the recent fight for baseball supremacy between Cincinnati and Chicago. The editor of the "Tribune" in that city, however, considered an Edison tone test recital at the "Kerrigan" by the Ellerman-Fleming Sisters Trio sufficiently important to feature it even more prominently than a victory by the Cincinnati ball team. This might surely be considered a rare acknowledgement of the importance and value of these tone-test recitals.

Between the middle of August and Christmas of this year more than one million people will have been inspired to a knowledge of better music by the tone-test recitals of Thomas A. Edison, Inc. Thus Mr. Edison's ambition that every American may learn to appreciate artists who enunciate clearly and who inspire audiences by their excellent interpretation of good music, is being satisfied.

"The popularity of the tone-test recitals is best attested by the fact that we have many applications from dealers requesting that artists be booked for certain dates one year from now," says Arthur Walsh, manager of the recital department of Thomas A. Edison, Inc. "Heretofore we have had two seasons for tone-test recitals, a fall and a spring season. The urgent demand of the American people for tone tests has caused us to inaugurate a new plan for 1920. Immediately after the Christmas holiday season our many artists will enter upon a most pretentious tone-test program. More than fifty artists will give tone tests in every community in America during 1920. The 1920 season will be continuous—through the year.

"We are receiving many newspaper clippings, which refer to these recitals as most important annual events. But, best of all, we are receiving many letters from humble homes in America, homes where opportunity had never before allowed the cheery sunlight of good music to lighten and cheer the heart of the home. These letters mean the most to us, because they are unstinting in their heartfelt thanks to Mr. Edison for giving to everyone and everyone's children the opportunity to know and love, and profit by, good music. Thus, Mr. Edison is harvesting the crop of his great ambition."

SOSS
INVISIBLE HINGES

Fine cabinet work has always demanded that hinges be as inconspicuous as possible.

Soss Hinges are Invisible

They are therefore ideal for beautiful cabinet work as the preservation of the beauty of unbroken lines in better grade cabinets is thus insured.

The leading manufacturers of the industry use Soss Hinges.

Soss Hinges are so accurately made and so easy to install that they save time and labor, as all mortising can be done by machine.

SOSS MANUFACTURING CO.
GRAND AVE. AND BERGEN ST.
BROOKLYN N.Y.

THE LAST WORD ON THE RECORD

Amusing Incident in London Recording Laboratory When Prelate Records Sermonette

The Talking Machine News, London, tells an amusing story which is found in a book of jokes by Arthur Greening. The story deals with the making of a record by a prelate and is as follows:

"I heard the other day rather a good true yarn from a friend who is at the Edison Bell Gramophone Depot.

"It seems that a few years ago Dr. Clifford arranged to make a gramophone record of a sermonette, and, for that purpose, accordingly attended at the works with a nice little sermon already prepared.

"He spoke his words into the recording instrument, but it proved rather too long for the disc.

"The recorder apologized for having to trouble the reverend gentleman and explained that the oration should take only about two and a half minutes. Would Dr. Clifford reduce the sermon accordingly?"

"The doctor cheerfully consented. Said the recorder, 'When the time is nearly up and there is just half-a-minute for the peroration, I'll hold up my hand.'

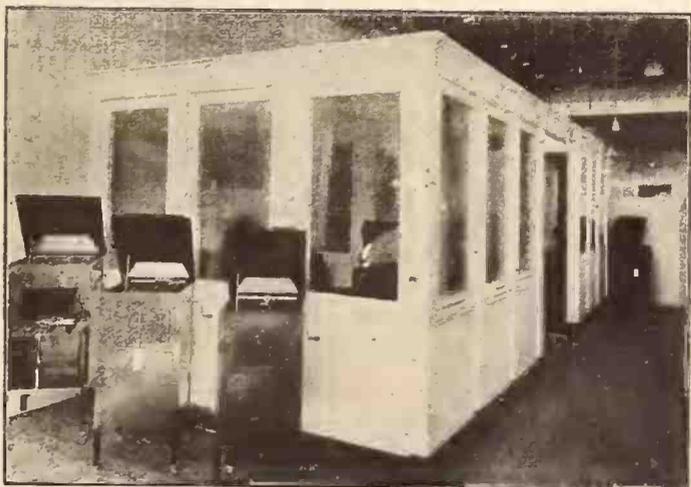
"'Very good,' said the doctor, 'I hope we'll be more successful this time.'

"Once more the operator proceeded. The recorder gave the pre-arranged signal, Dr. Clifford concluded his oration, and, as he finished, he said, 'I don't think that will be too long.'

"Unfortunately he spoke before the operator could lift the sound-box from the wax disc on which the doctor's words were recorded, and part of his remarks were included.

"Consequently, when the record was tried it finished thus: 'And then, my dear friends, we shall all meet in Heaven. I don't think!'"

R. Krasberg, president and general manager of the Krasberg Engineering & Mfg. Corp., manufacturers of the Krasberg motor, has been visiting New York. He stayed at the Hotel Manhattan, where he was met by George Cook, Krasberg representative.



Another Van Veen "Bed Set" installation—this one in New Haven—they all look good whether far away or nearby.

Prices on Application

Van Veen
"BED SET"

**Booths
Sectional
Record Racks
Record
Sales Counters**

How We Serve the Dealer

Individual service meeting your exact conditions rather than making your business fit our plans.

Send us a plan of your store showing doors, windows, and the position of other fixtures. Our service department will then lay out the installation best fitted for your store.

Why Van Veen Booths Are Better

- No. 1. Built of best kiln-dried lumber.
2. Correctly constructed by skilled craftsmen.
3. Embody Economy, Simplicity and Efficiency.
4. Each section is complete in itself eliminating faulty fitting of numerous small parts that dry out and cause open joints and sound leakage.
5. High grade glass in large sizes of extra thickness and clearness is a feature, no booths built with less than two-thirds length glass.
6. Moderate in price and most economical in comparison with any other booths manufactured.
7. Easily erected, no complicated attachments requiring adjustments.
8. Handsome in design and high grade cabinet finish.

Van Veen Booths, Record Racks and Counters Ready for Prompt Shipment

Write, wire or phone for our representative

Arthur L. Van Veen & Co., 47 West 34th Street, New York
Chicago Office, 105 West Monroe Street

TELEPHONE
GREELEY 4749

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, approximate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c per line.

WANTED—A sales manager capable of handling about 35 salesmen. The man we want must be highly recommended and able to handle a business of more than a million dollars in distributing talking machines and records throughout the east. Only high class men considered. Address "Box 706", care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—A live wire to sell an excellent line of talking machines and records in Philadelphia, Baltimore and Washington, also a man for New Jersey and another man for Eastern Pennsylvania and another man for Virginia. Also want a high grade man for metropolitan district. Good proposition to right man. A. M. Druckman, 140 West 23rd St., New York.

WANTED—Salesmen well acquainted with phonograph dealers in Ohio, Pennsylvania, Indiana and Illinois to sell a high-grade line of machines. Must have experience. Commission only. Address Box 708, care The Talking Machine World, 373 Fourth Avenue, New York.

A company thoroughly familiar with the business is getting ready to manufacture a real home recording machine which can be attached to any talking machine. Will give good proposition for additional capital. Address "Box 711," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Would like position with reliable concern building, or desiring to build, a high-grade phonograph; am thirty-six years old, temperate and had about fourteen years in the construction of the phonograph; also have several good inventions which I would gladly turn over to the right parties. Address "Box 624," care The Talking Machine World, 373 Fourth Ave., New York, N. Y.

WANTED—Two men to travel in Iowa to sell to dealers. We job the Vitanola. Address E. H. Jones Piano Co., 408 Shops Bldg., Des Moines, Iowa

WANTED—Man to travel in South handling jobbing trade only. Only high class man need apply. Give particulars. Address E. G. Cook, World Phonograph Co., 736 Tilden St., Chicago, Ill.

WANTED—Man to travel in the East, handling jobbing trade only. High class man only need apply. Give particulars. Address E. G. Cook, World Phonograph Co., 736 Tilden St., Chicago, Ill.

WANTED—Man to travel in Western States and Coast handling jobbing trade only. High class man only need apply. Give particulars. Address E. G. Cook, World Phonograph Co., 736 Tilden St., Chicago, Ill.

WANTED POSITION—As salesman for pianos and talking machines. Am also practical repairer, ten years' experience in country work. Address "Box 704," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—We want a man who can sell phonograph records to dealers. Must be experienced, successful and have a thorough knowledge of records and how to sell them. First class reference required. Territory Rocky Mountain region. Address "Box 705," care The Talking Machine World, 373 Fourth Ave., New York.

REPRESENTATIVES WANTED by manufacturer of high class line of talking machines and pianos for New England and Middle West territory. Address "Box 707," care The Talking Machine World, 373 Fourth Ave., New York.

SUPERINTENDENT—We have an exceptional opening for a competent superintendent of phonograph cabinet factory. Are assembling during the 1920 year while building our own factory. Want a man capable of directing laying out of the new factory. Correspondence confidential. United Phonograph Corp., 203 So. 19th St., Omaha, Neb.

FOR LEASE

Modern factory for manufacturing phonograph cabinets, capacity 12,000 to 20,000 annually. Labor market good, fine shipping facilities. Immediate possession. Rare opportunity. Address E. M. H., 1365 Euclid Ave., Cleveland, Ohio.

CABINETS

We make a beautiful phonograph cabinet ready for installation of motor and tone-arm. Size 48x21x23, mahogany, walnut or oak. Swelled legs all around. Beautiful grille. Send \$35.00 for Sample

RADGER STATE CABINET CO.
P. O. Box No. 391 :: Milwaukee, Wis.

100

Phonographs

In Genuine Mahogany with Solid Mahogany Doors.

Stand 43½ inches high; fine nickel-plated trimmings and metal parts.

Equipped with Famous Stephenson Precision-made Motor.

Lightning seller retailing at \$100.00.

Write or Wire

Auburn Mfg. Co.

Makers of Fine Cabinets

AUBURN - - - - - IND.

Manufacturer will entertain proposition to furnish about

THIRTY-FIVE TALKING MACHINE CABINETS

per week in the white on y or knock down.

GILBERT COMPANY,
1751 N. Harding Ave., Chicago, Ill.

CABINETS

All Sizes and Styles in Stock.

Send for Circular.

EVERETT HUNTER MFG. CO.

McHenry, Illinois

FOR SALE

In fastest growing city of 200,000 population in the country, our well established Phonograph, Jewelry and Trunk Store, on account of ill health of the active partner. Annual sales over \$65,000, with investment of about \$30,000. Store centrally located with good lease at very reasonable rent. No jobbers need apply. Address Box 712, care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—SPOT CASH PAID

Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.

VICTORIA RECORD EXCHANGE
2104 Third Avenue New York
Phone Harlem 7848

FOR SALE

Phonograph records, Victor, Columbia, Emerson (Brand New). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER
3064 Albany-Crescent Ave.,
New York, N. Y.

Complete Phonographs

I have ready for immediate delivery 200 phonographs, cabinet of gum finished in mahogany and oak; will retail for \$125. Also 200 phonographs, cabinet of genuine mahogany and oak; will retail for \$150. Tone chambers made of white pine from 75 year old stock. These are wonderful machines as the material and workmanship are of the best. Heineman No. 77 motors and Heineman No. 11 tone arms. Prices on application.

A. J. BEDEL

1136 Syndicate Trust Bldg.,
St. Louis, Mo.

WANTED

Established manufacturer of die castings and stampings wishes to obtain a metal specialty to manufacture on a royalty basis.

Address—N. V. Talking Machine World
208 South State St., Chicago, I.I.

CABINETS FOR SALE

Popular Prices
42 and 44 Inches High

Address Box No. VW, Talking Machine World
373 Fourth Ave., New York.

CABINET FACTORY FOR SALE

Fully equipped; output 300 large cabinets per week; low overhead and cheap help; small village in northern part of New York State.

Address Box No. 709, care Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

One electric sign (excellent for a Victor store only); 3 ft. 8 in. high and 5 ft. 6 in. square, at \$75.00. Sign has to be removed, as owner of property does not allow signs. Address Mr. Hauser, Wilton Talking Machine Co., 3944 Broadway, N. Y. City.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices.

DELAWARE TALKING MACHINE CO.,
Elsmere, Del.
Main Office, 2616 N. 11th St., Philadelphia, Pa.

A new finely built recording machine, hand built, ball bearing, with friction surfaces, ground and polished. Address "Box 710", care The Talking Machine World, 373 Fourth Ave., New York.

WANT TO BUY

200 SECOND HAND MACHINES

Also Parts and Some Low Priced New Machines

S. LIVINGSTON,
1246 Broad St. Atlanta, Ga.

FROM OUR EUROPEAN HEADQUARTERS

2 GRES AM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL SFOURD, MANAGER

Reports of Great Activity Come From All Centers—Shortage of Supplies Hurtful—Large Christmas Trade Looked For—Increase in Records Commented on—J. E. Hough's Interesting Talk—Recent Additions to Gramophone Co.'s Staff—Time y News "Boiled Down" For World Readers—Suzora Interests Trade in Great Britain—Congratulations For Louis Sterling—Anti-German Trade Movement Dropped—News of the Month Interesting y Reviewed

LONDON, E. C., ENGLAND, November 1.—From all centers reports are to hand of great activity in talking machine and record sales. Some of the Provincial jobbers, interviewed in London, tell me that trade is simply wonderful, never have such times been experienced in the memory of long established traders who have lived through the most palmy days of this business. All the machines available, even to the more expensive models, are not so difficult to sell as to get.

Of records, dance, jazz, revue, and such class musical items, are well ahead in the matter of sales, though—saving grace!—a splendid call exists for the numbers best representative of real music. Records of the latter type—operatic, and classical morceaux, standard ballads, etc., fortunately, for the musical education of the people, enjoy a steady demand. It may seem to be eclipsed at times by the so-called "music of the moment", like jazz; to which heaven forbid a long life. The dealer should be on his guard against the temptation to overstock such stuff to the exclusion of the soul-satisfying class of music record.

But that, by the way. While the Provincial traders are at their wits' end to secure sufficient supplies of machines and records to meet the de-

mand, their London confrères are not much better off. Looking around the London warehouses, it is really difficult to understand where the shortage of supplies comes in. Huge stocks of cabinets here, tone-arms and sound-boxes there, motors everywhere. Why is it? Enquiry goes to show that the root foundation of the whole trouble is insufficient output to satisfy an increasing demand. One merchant will tell you: "Yes, I am waiting for a particular motor for that particular model", pointing to a range of cabinets fully equipped barring mechanism, or, at another place—"We shall shift that lot next week; just waiting for tone-arms." Cabinets, too, are short. Makers charge an exorbitant price, book orders quite beyond their capacity to produce, and deliver when and how they like. Complaints fail to move these cabinet makers. If you don't like their way of doing business—well, you can take your custom elsewhere. You say no more, because "elsewhere" may be nowhere, or worse! Profiteering is no more rampant than in the furniture and cabinet making trade!

Assembling Causes Congestion

It must be not overlooked that the majority of gramophone merchants or wholesalers calling themselves manufacturers, are merely assemblers of machines. The cabinets, equipment; each part, has to be contracted for in, and delivered from, widely different centers. Whole consignments of instruments, otherwise complete, often are held up for days pending receipt of supplies of this or that part. Hence, there is a constant state of congestion, more or less, clogging the wheels of commerce. With this state of affairs existent all over the country—an obvious lack of co-ordination, it is not difficult to figure that an enormous amount

of time is lost in collection, assembly of the various parts, and distribution of the completed article to the consignees. It is nobody's fault; the system is mainly responsible. There is ample scope for an organizing genius in view of the rush time ahead and the urgent need of conserving time.

Xmas Rush Trade Ahead

By the time these lines reach England, gramophone dealers will be busily preparing to handle the rush trade of the festive season. In the sense that it will celebrate the first officially recognized "Peace" Xmas, doubtless, special efforts in the way of window dressing will be the retailers' "order of the day". At least, we hope so. The underlying scheme should be suggestive of the great part played by music in some phase of the war, and now transferred to its normal sphere—the Home. Many will cut out war ideas or anything of that kind, believing that we should forget. But it cannot be. The horrors of five years are still fresh in the memory of millions. But any window display should certainly not overdo this aspect. It might be worked in as a memory-picture in the background, serving to throw into pleasant contrast the value and uses of the gramophone as an ideal fireside entertainer, etc. However, each to his own taste. The chief thing this year is to exercise that taste, so that music shops all over the country will radiate an atmosphere of magnetic attractions to all and sundry.

Machine and record sales will not be difficult for the dealer, providing he has the goods to sell. Manufacturers and merchants must and will see to this. At the time of writing, night shifts are working at most of the factories and every effort is being made to handle a record output this season. Heaven knows the goods are needed.

(Continued on page 188)



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the

HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktielskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balneario, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanov Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michallovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balaighatta Road, Calcutta; 7, Bell Lane, Fort Bombay.

Agencies

AUSTRALIA: S. Hoffmann & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbinger, Post Box 105, Bloemfontein; Frans Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenço Marques.

HOLLAND: American Import Co., 22a, Amsterdamsche Veerkade, The Hague.

ITALY: A. Bessi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

Great Britain:

The Gramophone Company, Ltd.
HAYES - MIDDLESEX - ENGLAND

EDISON BELL


WINNER
 TRADE MARK
GRAMOPHONE RECORDS
CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from Page 187)

Movement Against German Trade Dropped

The very drastic pledge adopted by British gramophone firms, referred to in a previous report, will not go into effect after all. It was a binding undertaking not to handle late-enemy goods at least for a period of twelve months. The clause which provided that no signature should stand good unless seventy-five per cent of the members of the Gramophone Association signed proved the deathblow to a ratification of the pledge. Accordingly, it ceases to exist. Those who are averse to future relationship with the Central Empire merchants would doubtless maintain their attitude in any case.

Press Refers to Record Price Increases

In addition to the price revisions reported in our last issue, the Winner, Scala and Coliseum records have been increased from 2/6 to 3/0 each for the 10-inch label, double-sided. It is pointed out that this represents an addition of but sixpence beyond the rate ruling before the war.

The history of the record price-barometer is given in the "Star" newspaper. It is somewhat involved, and some of the statements are open to corrections. But on the whole, the trade should benefit from the wider publicity given by the "Star's" explanation of the necessity for these price alterations. From first to last, there has been no suggestion of profiteering on the part of record manufacturers. A good thing these times when the slightest price increase is likely to come under that suspicion. C. W. Howell, of the Scala Record Co., gave the "Star" man a pretty good summary of the position. He said:

"Throughout we have raised prices as little as possible. With the cost of materials increasing four times, labour twice, and other expenses more than twice, to raise the price direct from 1s. 6d. to 3s. would not have been an undue increase, and even at that figure a record would have been sold below its market value.

"The labour difficulty was especially felt in the manufacture of the 12-inch records. These call for much more highly skilled workmanship than the 10-inch. And those men whom we had making these records were taken by the Government for the making of insulators, etc."

The "Star" reporter next interviewed J. E. Hough, Winner Record Co., who gave much interesting information, (in part) as follows:

Pre-War Materials

"We have always used shellac for our records, and we have never used anything else. It has always been possible to buy it if you were prepared to pay the price.

"To-day I am paying £500 a ton, for we will have the best only.

"Moreover, we still use the materials we used in pre-war days, and in the same proportion—barites, a fine soft heavy earth for the main body of the record; cotton or woollen flock for binding purposes, and shellac to give a fine hard surface.

"Winner records are proud of their name and record.

"We came into being in 1912 to break German competition, and we did it. Our price was 1s. 6d. We were the first British firm to put a 1s. 6d. record on the market. The previous 1s. 6d. record, the 'Dacapo,' was a German article.

11 Million "Winners" Sold

"The following figures of our sales should answer the criticism that our records have deteriorated.

"The first number is for the half-year ending June 30, 1912 (we only came into being on January 1), and the other figures are for 12 months:

"June 30, 1912, 118,322; 1913, 678,681; 1914, 874,265; 1915, 1,191,826; 1916, 1,792,113; 1917, 2,152,618; 1918, 1,946,864; 1919, 2,159,999—total, 10,924,688 in 7½ years."

Federated Board of British Music Industries

The facilities of the above board, which has

taken definite shape, are concisely summarized in a useful brochure just to hand. All sections of the trade are interested in the successful promotion and development of this ambitious project. In its achievement there rests the prospect of establishing social and commercial musical enterprises, independent of foreign influence, which must eventually react to the advantage of all interested in the manufacture and sale of music and instruments. The scheme is so wide in its scope that its development along lines of measurable success may not be apparent to the uninitiated for some time. Helpful interest and real co-operation on the part of all dealers is most necessary. The following, comprising a few of the aims and objects of the Federated Board, will indicate to dealers how best they can co-operate with the promoters:

To secure the services of an expert organizing director—not necessarily a member of the trade, but under the guidance of a board composed of elected members of the various sections of the music industry—who is capable of linking up the associations and successfully directing a united policy in the education of the nation to a larger appreciation of music, thereby promoting the expansion of the music industries.

To encourage and develop the sale and use at home and abroad of British musical publications and musical instruments.

To provide facilities for co-operation and for discussion and settlement of labour problems connected with the music industries.

To support any association in negotiations with the British, Colonial or foreign Governments and any public bodies in all questions affecting the interests of the music industries.

To form or to assist in the formation of exhibitions of British music industries at home or abroad.

To arouse public opinion to recognize the importance of music, and to demand provision for it

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES
SELL . . .
and carry with
them a reputa-
tion of sound
business for the
Agent. . . .

THE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road E. C.

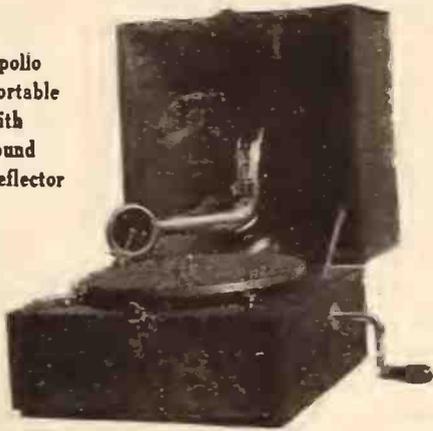
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A. B. C. Codes.

Shipments, January 1920

APOLLO GRAMOPHONES

Apollo
Portable
with
Sound
Reflector



Every type of instrument with Horn, Hornless, Table Grand, Pedestal and Portable.

FINEST BRITISH WORKMANSHIP

Motors, Tone Arms, Sound Boxes and Accessories

AGENCIES OPEN FOR CERTAIN FOREIGN MARKETS

Write for lists and full particulars to the makers

CRAIES & STAVRIDIS, 4 BUNHILL ROW, LONDON, E.C.1.

FROM OUR LONDON HEADQUARTERS—(Continued from page 188)

in the new programme of educational development.

To inaugurate a co-operative advertising campaign concentrating upon the vitally important facts as to the value of music.

To encourage the formation of choral societies, glee clubs, orchestral societies, etc., and foster their progress by a systematic correspondence with conductors and leaders all over the country.

To advocate the establishment of municipal bands and orchestras.

To encourage public agitation for the establishment of branch national conservatories in London and the principal Provincial towns, as instituted on the Continent.

Mechanical Dancing Dolls for Gramophones

In pre-war days quite big supplies of mechanical figures were imported from Germany. These figures, in the form of replicas of men of the moment, caused endless amusement when placed on the revolving spindle of a gramophone. Their antics were weird and wonderful, especially those representing well-known exponents of the art of boxing. A big trade can doubtless be created in this line, and the first in the field to enter it is Mr. Jake Graham, the enterprising Liverpool dealer. He reports a brisk demand for these mechanical figures from all classes of gramophonists.

Old Friends Now on Staff at Hayes

News is to hand from the Gramophone Co., L., that R. J. Fulton has joined the firm as assistant manager of the British Sales Dept. For over twenty years with John G. Murdock & Co., L., the great talking machine jobbers, Mr. Fulton possesses an unique record and intimate knowledge of our industry, which aptly fits him to successfully undertake the responsibilities of assisting W. Manson at the British sales end of the "His Master's Voice" products.

Another well-known gentleman now located at Hayes is Mr. Cecil Maryon, long associated with Thos. A. Edison, L. His sales and advertising experience in the talking machine field of endeavour

brought him into constant touch with the London and Provincial jobbers. This connection will serve Mr. Maryon in good stead in his new appointment as assistant manager of the British Zonophone Co., L.

"His Master's Voice" Beautiful New Recordings

It is splendid news that the Gramophone Co., L., have issued complete recordings of the two popular song-cycles—Four Indian Love Lyries, and A Lover in Damascus, both recorded under the personal supervision of the late Madame Amy Woodforde-Finden, the writer of these musical gems of Eastern atmosphere. Mr. Stewart Gardner (baritone) is responsible for the Love Lyries, of which he gives a sympathetically expressed rendition, and with Violet Essex will captivate all music lovers by the feeling manner of their singing the melodious Lover in Damascus suite. The sales of these acceptable records will be assisted by the distribution of appropriately designed folders in colours, and large window display posters beautifully produced in colour and of striking appearance.

Musical Instrument Classes for Apprentices

In recent years work classes have been available to those about to enter a musical instrument factory. This year a more ambitious scheme for the training of would-be craftsmen has been established at the Northern Polytechnic Institute, London. There are classes for experimental work, the technology of the pianoforte, player mechanism and repairs, violin making and repairing, french polishing, etc. How to handle the spray varnish plant, initiation into the uses and abuses of glue, and important investigation along other lines will furnish the student with a pretty good experience when commencing his apprenticeship, or as a beginner. The gramophone trade is only indirectly represented, inasmuch as these classes will result in placing upon the market a constant stream of useful "beginners" well informed in

the handling of tools, and possessing an elementary knowledge of cabinet making, all of which may find a profitable utilization by gramophone manufacturers.

Olden time apprenticeship methods have been brought up to date by the policy of the directors of the Polytechnic trade schools. Up to quite recent years apprentices were articed to a trade about which they knew absolutely nothing. The indenture was for a period anything up to seven years. Long before its expiry the apprentice usually became skilled, but did not receive the wages of a skilled workman. Such a policy cannot be applied to students of the trade schools, who will in most cases start out with half their battle won. The scheme may be described as a real necessity and will not only benefit the music trades, but will keep boys from blind alley occupations by providing them with a lifelong employment.

General News Items of Trade Interest

Jascha Heifetz, the celebrated violinist, and who for a considerable time has been before the great American public, is shortly to be heard this side, through the happy medium of "His Master's Voice" records. His masterly bowing is said to be faithfully reflected by these new issues, comprising eight records, with doubtless more to follow. Heifetz is to be boomed "some"! He is expected to make his debut here in London about next May.

Introduce Needle Box Novelty

Not an automatic needle box, but something very similar thereto, describes an unique apparatus marketed here by J. E. Hough, L. It can be easily attached to any make of machine. There is a reservoir for used needles, and one for new. Each needle is delivered, as required, by the simple operation of raising a small lever device. Made in brass, nickel plated, the Edison Bell needle box retails at the moderate price of three shillings, and is likely to become very popular.

(Continued on page 190)

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

Export Quotations for Quantities at
Extraordinary Low Prices.

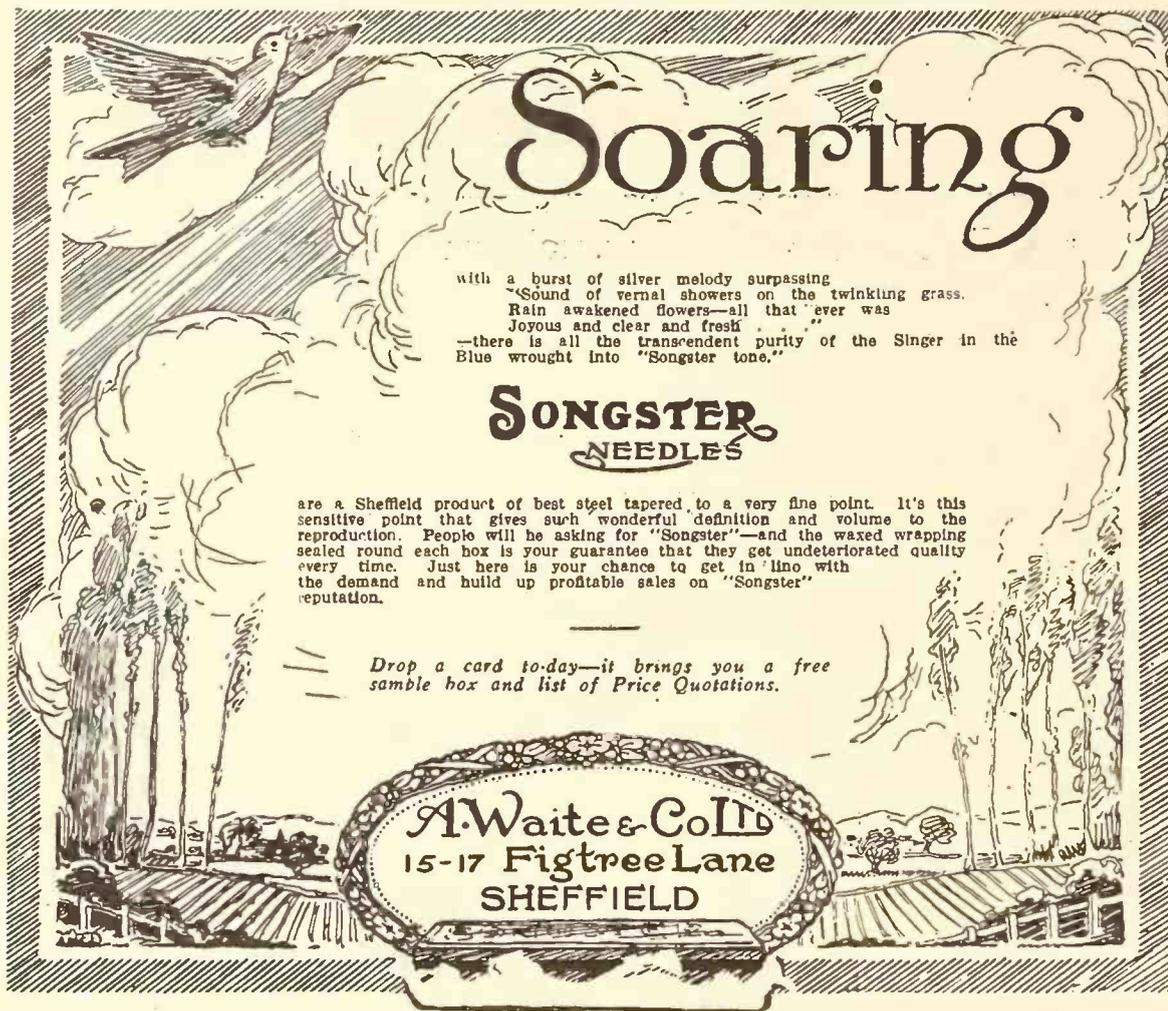
LARGEST OUTPUT IN UNITED KINGDOM

HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B. C. E. F. (one only) TO ANY RECOGNIZED JOBBER IN RECEIPT DRAFT, \$5 DOLLARS



Vernon Lockwood
Manufacturing Co., Ltd.

76-78 CITY ROAD
LONDON, E. C. 1.



Soaring

with a burst of silver melody surpassing
 "Sound of vernal showers on the twinkling grass.
 Rain awakened flowers—all that ever was
 Joyous and clear and fresh
 —there is all the transcendent purity of the Singer in the
 Blue wrought into "Songster tone."

SONGSTER NEEDLES

are a Sheffield product of best steel tapered to a very fine point. It's this sensitive point that gives such wonderful definition and volume to the reproduction. People will be asking for "Songster"—and the waxed wrapping sealed round each box is your guarantee that they get undeteriorated quality every time. Just here is your chance to get in line with the demand and build up profitable sales on "Songster" reputation.

Drop a card to-day—it brings you a free sample box and list of Price Quotations.

A. Waite & Co. Ltd
 15-17 Figtreet Lane
 SHEFFIELD

FROM OUR LONDON HEADQUARTERS—(Continued from page 189)

Accorded a favorable reception, the Garrard gramophone motor is generally recognized as the best piece of British mechanism extant. So great is the demand that the Garrard Co. have found it necessary to abandon their Willesden factory in favor of a more up-to-date and commodious one at Swindon, Wilts. All the machinery has been transferred and, in addition, new machine tools installed to enable the company to take care of the progressive demand for their motors.

The passing of Madame Patti was sympathetically referred to in some of the Irish papers, and associated with a brief summary of incidents in her life was the interesting information that "Fortunately some of her most delightful songs recorded on 'His Master's Voice' records can be obtained from"—Mr. Edens Osborne, of course!

Money orders to America are up in price. Instead of 4s. poundage per £1, the rate is now 2/6. This increase, I learn, is "in order to protect the British postoffice from loss on accounting owing to the large difference between the rate of \$4.87 per £, at which money orders are paid in the United States and the current market rate."

A new introduction to the British market is the Stewart gramophone, a circular shaped machine of the portable type weighing about ten pounds. The sound is delivered through slits, there being no central mouth to the tone resonator as in other

instruments. The Stewart Phonograph Corp., of Toronto, Canada, are the sole makers. An agency this side has been established at Manchester.

The great railway strike did not seriously affect the gramophone industry here. Bad enough in all truth, but not of prolonged duration, its effect in holding up the receipt and dispatch of merchandise was quickly made good upon the men resuming their duties.

Eldridge R. Johnson, president of the Victor Talking Machine Co., is on a visit to these shores.

GENERAL PHONOGRAPH CORP. PLAN BIG TRADE CAMPAIGN

United Kingdom Agency, Handled by A. Balecombe, Arranging for Great Trade Development—New and Larger Quarters Secured—Taken Over Motor Plant of Pollock Co.

LONDON, ENGL., November 1.—Wide sweeping plans for the development of the sales of the General Phonograph Corp. on this side will shortly go into effect following the return of Mr. A. Balecombe from his recent trip to the headquarters of the Heineman interests. Interviewed soon after his arrival per the White Star liner Lapland, Mr. Balecombe spoke optimistically of the results of his arrangements for the handling of the many lines operated by the General Phonograph Corp. He said: "Definite arrangements have been fixed by which I will look after the sale here of their different lines of motors, records, needles and complete

machines. It is intended to open out on a big scale eventually, but owing to the advancement of the season, our plans will not fully operate until next year.

The first requirement is to secure larger premises. A suitable location has been found at 51 Tabernacle street, London, and upon completion of the necessary alterations—early next month, I hope—we shall transfer our quarters and get real busy. Big consignments are at the docks and with others on the way, the new accommodation is absolutely necessary. In this connection, too, you might tell your readers that one of the suc-

Louis Sterling a Benedict

The Columbia chief, this side, was the central figure of an interesting event celebrated in London recently. The secret of Mr. Sterling's marriage to a lady whom he has known for a considerable period was well kept. At the time of writing, the happy pair are on their way to New York. Now that the news has "leaked" out, it may not be too late to tender our congratulations and wish Mr. and Mrs. Sterling the best of good health and happiness, the foundation from which springs ability to enjoy a long life. In which sentiments Mr. Sterling's host of trade friends will heartily concur. Good Luck!

"Sonora" Gramophones Interest British Trade

Some of London's most prominent hoardings are "billed" with attractive posters in colours announcing the claims of Sonora. Under the vigorous activity of Messrs. Keith, Growse & Co., L., the wholesale distributors, the merits of this splendid line are rapidly gaining recognition and the support of good-class dealers. Demonstrations of some of the models were recently given to pressmen by Mr. Stokes, the company's manager, at their Cheapside depot. Sonora's many exclusive features as, for instance, the motor meter, automatic stop, universal tone-arm, record filing system, general design of the models, etc., quickly win the approbation of the public. It is early days yet, but sales are well on the move, and it is apparent that heavier consignments are necessary to take care of the expanding business.

The Columbia "Revue" Sensation

Perhaps nothing has been the subject of so much comment in the trade during the month as the announcement that the Columbia Co. had secured under contract the rights of reproduction by original artists in all the future musical comedies and revues produced by the leading theatrical managers. It was a big deal, and came as a tremendous surprise to the trade.

Daisy Kennedy for Australia

The celebrated Australian violiniste is just sailing to visit her native land, where she will make a long tour of the island continent. Already big supplies of her Columbia records are on the way thither, including her new one just announced on the latest list.

GRAMOPHONES

Complete—Fittings—Sundries—Repair
 Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
 27 Jamaica St.

1, 2 and 3 NEWMAN STREET
 LONDON, W. 1, ENGLAND

cessful results of my trip to America was to arrange for increased consignments, and I am happy to say that I had the satisfaction before sailing of witnessing the dispatch of what is probably one of the largest single shipments of motors from the States—running into many thousands.”

Queried as to the heavy duty payable on these consignments, Mr. Balcombe showed us the counterfoil of a four-figure cheque just paid on account of duty, remarking that it was a matter of “duty” to the trade to get the goods released quickly.

“The Motor of Quality,” continued Mr. Balcombe, “has met with such success that I am inundated with orders for the British market. We are doing our best to meet this demand completely and promptly.”

Asked as to what special steps if any, had been taken at headquarters to meet this sudden demand from England, Mr. Balcombe assured us that his people were alive to that aspect and had already taken over the large motor manufacturing concern of the Pollock Co., Kitchener, Ontario, from where the Colonial and English markets will be looked after. This means trading within the Empire, a point that the all-British merchants and dealers will appreciate.

According to Mr. Balcombe there is little or no comparison between the volume of talking machine trade in America and that of Great Britain. “Our trade here is but a fringe of that done in the States,” our informant remarked. “There is an enormous difference, and like all other visitors to the land of ‘Over There’, I came away simply astounded at the great magnitude of their phonograph (or gramophone) business.”

Lastly, Mr. Balcombe spoke of the good reception accorded him at headquarters and at the various factories over which he looked, and through the “World” desires to convey to Mr. Heueman, and to all with whom he came into contact, his appreciation of their unfailing courtesy and efforts to render his stay among them comfortable and happy.

J. Stead & Co., Ltd.
 Manor Needle Works
 SHEFFIELD, ENGLAND
 MANUFACTURERS OF
**Talking Machine
 Main Springs**
*Best Prices—Best Quality
 Inquiries Solicited*

Don't get left without stock—it will pay you to read our advertisement—see Directory, last page

STODART PHONOGRAPH CO. Inc.
 119 West 42d St. - - - New York City

YAZOO RIVER RED GUM

For high grade cabinet work. Of soft texture and rich, dark color. Sawed from mature, thrifty trees. Specially manufactured and air seasoned.

Adapted to a variety of finishes---Satin Walnut to Dark Mahogany. Can furnish either in Plain or Quarter Sawed Stock.

SOME SPECIALS FOR IMMEDIATE SHIPMENT

- 10 cars 2 " Ones and Twos Quarter Sawed Red Gum
- 10 " 2 1/2" No. 1 Common & Better Plain and Quartered Red Gum
- 10 " 3 " No. 1 Common & Better Plain and Quartered Red Gum
- 5 " 1 1/2" Ones and Twos Plain Sawed Red Gum
- 6 " 1 " No. 1 Common Plain Sawed Red Gum
- 12 " 1 1/4" No. 1 Common Plain Sawed Red Gum
- 10 " 1 " No. 1 Common & Better Quarter Sawed White Oak

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.

INVENTS INDESTRUCTIBLE STAMPER

Important Invention of Emerson Phonograph Co. May Revolutionize Record Manufacture—To Be Available to Entire Industry—Result of Long Investigations and Research.

An announcement which is of great importance to the talking machine trade is the news that Emerson Phonograph Co. has produced in its laboratories a new stamper which is practically indestructible and is capable of making as many as 20,000 impressions. The short life of the stamper has always been a source of trouble and expense to the record manufacturer and if he can multiply his production many times by means of this new invention, the results will be far-reaching in the industry.

Patents have been granted to the Emerson Phonograph Co. covering fully the Emerson Everlasting Matrix but the entire industry will share in the benefits of the invention for it will be made available to all, both in the United States and abroad. The new process can be used in making all kinds of records, both lateral and vertical cut or universal cut.

The new invention comes as an especially fortunate time, for record manufacturers are working at capacity to supply the tremendous demand for records. The life of the present stamper is about 500 records and it can easily be seen that with a stamper capable of making many thousands without loss of efficiency, the possibilities of getting

hits on the market and in the hands of the dealers in a very short time are excellent.

The work of developing and perfecting this new matrix has been going on in the Emerson laboratories for some time under the direction of Chief Chemist Turner working with Mr. King of the Hanson-Van Winkle Co. of Newark, N. J., electroplating engineers.

PICNIC OF BARKER BROS. FORCES

Los Angeles, Cal., November 2.—A most enjoyable picnic was arranged by General Manager Boothe of the music department of Barker Brothers at the Arroyo Seco on October 19th. About sixty members, including all sections of the music department only, were present. A delicious luncheon and barbecue was served under the able “chefship” of R. E. Daynes. A game of baseball took place in the afternoon. Salesmen, repairmen, shippers and delivery men acquitted themselves in fine style and the fair rosters, in the shade of a noble tree and led by Miss Johnson, made the Arroyo echo with cheers or groans as the phases of the game demanded.

Herbert Shoemaker, wholesale manager of the Eastern Talking Machine Co., is establishing himself firmly in Boston as one of the live wires of the talking machine business. One always finds Shoemaker, despite his constant activity, in the best of physical trim and the reason is seen in the fact that he takes a daily row on the Charles River.

COVERED TABLE MACHINES

FINE MAHOGANY FINISH

SIZE 17 1/2 by 15 1/2

EQUIPMENT---Double Spring Meisselbach Motor, 12 Inch Turntable, Universal Tonearm.

Regular \$45.00 Style for \$18.50

Full guarantee and adjustment for each machine. Good proposition for your holiday business.

Check with order.

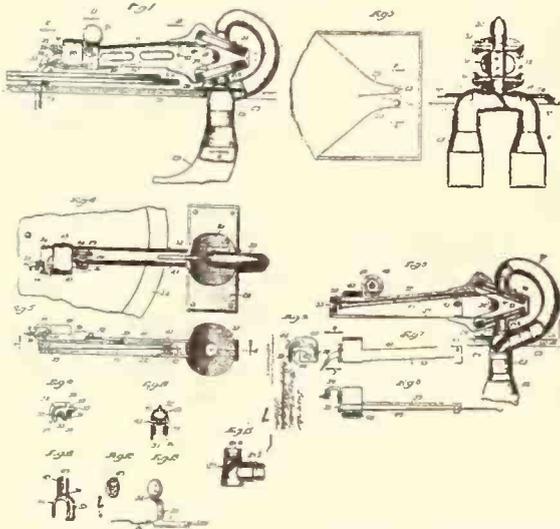
POLLAK & BUTLER

404 4th Ave., New York

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., November 8.—**PHONOGRAPH**—Henry K. Sandell, Chicago, Ill., assignor to Herbert S. Mills, same place. Patent No. 1308450.

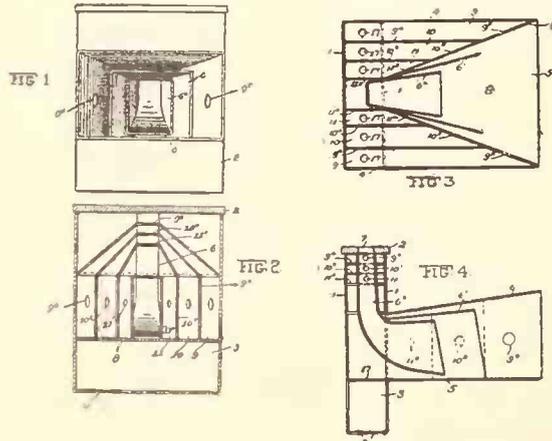
The present invention relates to improvements in phonographs and will be fully understood from the following specifications, taken in connection with the accompanying drawings. In these drawings, Figure 1 is a section through a phonograph cabinet of conventional form, showing in side elevation, and partly in vertical section, a phonograph construction in accordance with my invention; Fig. 2 is a vertical transverse section through the diaphragm and taken substantially on the line 2—2 of Figs. 1 and 3; Fig. 3 is a horizontal section through the lower portion of the phonograph cabinet showing the mounting of the twin sound chambers or horns therein; Fig. 4 is a top plan view of the needle-arms and related structures; Fig. 5 is a bottom plan view of the needle-



arms; Fig. 6 is a longitudinal vertical section through the needle-arm taken on the line 6 of Figs. 4 and 5; Fig. 7 is a side elevation of the relatively movable needle-arm and Fig. 8 is a bottom plan view of the same; Fig. 9 is a section on the line 9—9 of Fig. 7; Fig. 10 is a section on the line 10 of Fig. 1; Fig. 11 is a section on the line 11 of Fig. 1; Fig. 12 is a detailed perspective view of the adjusting cam; Fig. 13 is a detailed perspective view of the adjusting lever; Fig. 14 is a section on the line 14 of Fig. 1; and Fig. 15 is a section on the line 15 of Fig. 2.

Sound Reproducing Apparatus. Christian J. T. Wilfert, Dorchester, Mass., assignor of one-half to himself and one-half to George F. Wilfert, Jamaica Plain, Mass. Patent No. 1308566.

This invention relates to improvements in sound reproducing apparatus, especially phonographs, and has for its chief object to clarify and strengthen the reproduced sound by building up the tones and modifying the tone ratios and by eliminating



therefrom the harsh mechanical tones caused by the operation of the apparatus itself.

This invention is based on the relation of elementary tones and of musical notes, which relation has long been a matter of exact knowledge. In brief, there are provided a plurality of graduated tone chambers of varying size within a primary tone chamber with which each individual graduated tone chamber independently communicates,

whereby the reproduced tones are selectively and sympathetically augmented or reinforced and blended prior to their delivery from the apparatus so that the delivered sound is greatly improved. Further by combining with these graduated tone chambers a duplicate or triplicate horn construction, the delivered sound is further beautified and by including in the construction a sounding board the tones are further clarified and amplified.

Figure 1 is a front elevation of the tone chamber of a machine in accordance with the invention. Fig. 2 is a front vertical section thereof. Figs. 3 and 4 are, respectively, a horizontal and a vertical section.

Spring Motor Governor. George T. Cherington, Waukegan, Ill. Patent No. 1305892.

This invention relates to that class of devices which are designed for use in connection with either a piano or phonograph, although it will be apparent from the drawings that it can be used with any spring motor.

This invention has for its object to provide a predetermined travel or outward movement of the weights and a positive stop so that after the weights have attained this position they will be mechanically supported and this mechanical structure will resist the centrifugal force, thus preventing any possibility of the springs being broken.

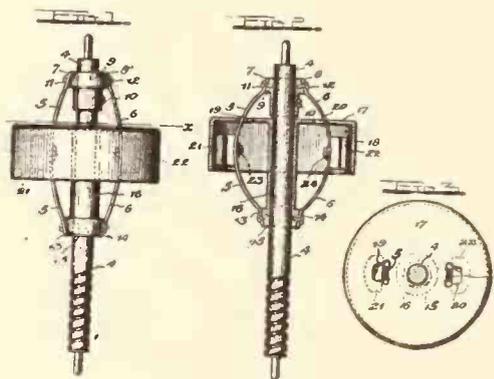


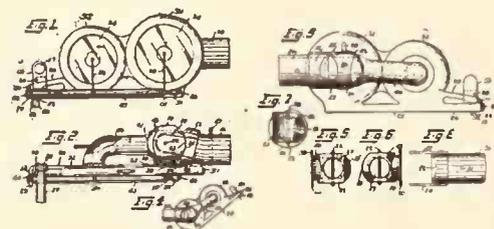
Figure 1 is a side elevation of the improvement in its normal position. Fig. 2 is a view partly in section, so as to show the interior construction. Fig. 3 is a cross section taken on the line x—x in Fig. 1.

Sound-Box for Phonographs. Albert W. Mills, West Orange, N. J. Patent No. 1309766.

This invention relates to sound-reproducing attachments or sound boxes for phonographs and has for its object to provide a sound reproducer adapted for all amplitudes of tones, and one in which the pressure of the needle upon the record disc may be varied within the desired limits.

Another object of the invention is to produce a new and improved connection between the sound box and the amplifying horn adapting the reproducer for convenient and efficient use.

Figure 1 is a side elevation of the attachment. Fig. 2 is a plan of the same. Fig. 3 is a view of the reverse side of the attachment. Fig. 4 is a view on a reduced scale similar to Fig. 3, showing



the needle raised from the record disc. Fig. 5 is a side view of the connecting member to which the sound boxes are connected. Fig. 6 is a view of the reverse side of the connecting members. Fig. 7 is an end view of the same; and Fig. 8 is a side elevation of the sound tube to which the connecting member is pivotally connected.

Reproducer. Zena Eckelbarger, Goshen, Ind. Patent No. 1311057.

This invention pertains to reproducers for use in sound-reproducing machines, and is a contin-

uation of contemporary application filed June 16, 1917, Serial No. 175205.

Figure 1 is a side elevation showing a portion of a tone arm constructed in accordance with the invention. Fig. 2 is a vertical section of the same.

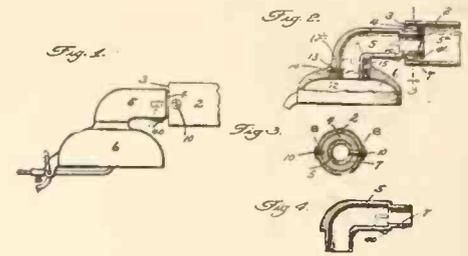
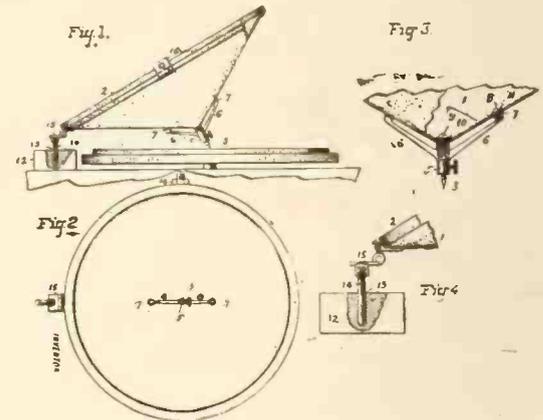


Figure 3 is a cross-section, taken in the plane indicated by a line 3—3 of Fig. 1. Fig. 4 is a detail view of the arm section 5.

Phonographic Reproducer. John H. J. Haines, New York. Patent No. 1310946.

This invention relates to phonographs and has special reference to that part of the machine known as the reproducer, the object of the invention being to provide a reproducer which will operate with equal efficiency in connection with records which have been made either by an "up and down" cut or by a "lateral cut of uniform depth" of the recording stylus.

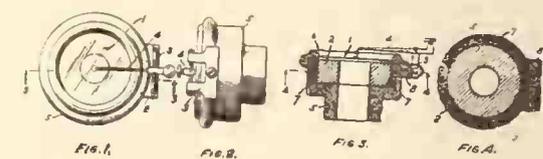
Figure 1 represents in side elevation, with parts in section, the turn-table of a phonograph with the improved reproducer and amplifier applied thereto in operative position. Fig. 2 is a plan of the outside of the reproducer. Fig. 3 is a fragmentary enlarged view at the apex of the repro-



ducer showing the stylus mounting; and Fig. 4 is an enlarged detail of the means for mounting the reproducer upon the machine.

Reproducer for Talking Machines. Arnold H. Holmes, Philadelphia, Pa., assignor to the Perfektone Co., same place. Patent No. 1310753.

The principal objects of the present invention are to more clearly reproduce music, or in improvement of the articulation of the reproduction; to avoid or greatly reduce the usual disagreeable metallic scratch or noise incident to the reproduction, and to provide for reproducing a record



with fidelity to the original and without introducing discordant sounds or noises in the reproduction.

The above objects, as well as others, are accomplished by the avoidance of a metallic connection between the metallic body of the reproducer and the diaphragm.

Figure 1 is a front view. Fig. 2 is a side view. Fig. 3 is a sectional view, on the line 3—3 of Fig. 1; and Fig. 4 is a sectional view on the line 4—4 of Fig. 3.

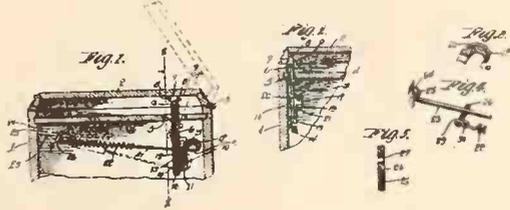
Automatic Cabinet-Lid Support. Frank L. Casper, Howe Cave, N. Y. Patent No. 1310647.

This invention relates to lid supports and more particularly to an improved device for supporting the hinged lid of a phonograph cabinet.

An object of the invention is to provide an improved device of this character, adapted to operate for holding the lid in either open or closed position without any undue strain occurring on the lid so that warping or distortion of the lid is prevented.

A further object of the invention is to provide a support of this character attached so that the lid will be practically self-supporting until it is near the closed position and which can be moved easily in either direction and which will so operate as to cause a slight downward pull on the lid for maintaining it in closed position.

Figure 1 is a vertical fragmentary section through a phonograph cabinet showing the inven-

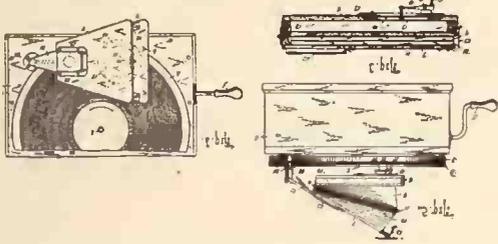


tion applied thereto. Fig. 2 is a section taken on the line 2-2 of Fig. 1. Fig. 3 is a detail section of the operating lever. Fig. 4 is an enlarged view of the spring adjusting element; and Fig. 5 is a detail section through the sliding gripping element for adjusting the tension of the spring.

Combined Horn and Sound-Box. Wm. H. Tonk, New York, assignor to Wm. Tonk & Bro., Inc., same place. Patent No. 1311300.

This invention relates to talking machines of either the disc or cylinder type and employing either the "hill and valley" or laterally undulating grooves.

It is the principal object of the invention to provide a combined horn and sound box for use with talking machines of the kind described, which, when not in use, can be collapsed or folded, so as occupy very little space, but which, when it is to be used, can be instantly opened up so as to constitute a horn of good tone qualities with sound box attached. It is a further object of the invention to provide a combined horn and sound



box of the type described which, when not in use, can be instantly detached from its working position upon the machine, folded into flat form, and either carried in the pocket or packed into the case or mounting which contains the other parts of the machine. The collapsible feature may, however, be omitted from the invention where space is ample, as is the case with machines which are intended strictly for home use or for public halls and the like, and still present many features of advantage.

This invention will be found particularly useful in talking machines for campers and picnic parties, and on automobile trips. In these drawings, Figure 1 is a plan view, part being broken away; and Fig. 2 is a front elevation, showing both the talking machine and the combined horn (in open position) and sound box; and Fig. 3 represents a central longitudinal section, enlarged, through the collapsed horn and sound box only.

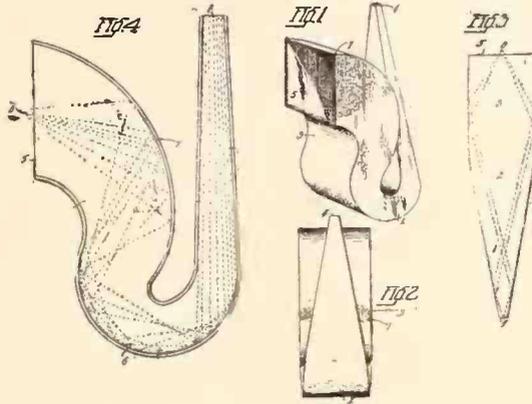
Amplifying Horn. Russell A. Willson, Spokane, Wash., assignor of one-half to Emil Simon, same place. Patent No. 1311478.

The present invention relates to improvements in amplifying horns or sound conveyers for talking machines.

In actual practice it has been found that a sound conveyor or horn, to give a clear cut, exact reproduction of a record, must perform its functions so that each tone conveyed through the horn will reach a certain focal point after having traveled over approximately the same distance through the

horn as has been traveled by other accompanying tones, in other words, the length of the sound waves or vibrations in the horn is the same. To accomplish this result there has been provided an amplifying device that will retard certain waves, and advance other waves or vibrations, as they pass through the conveyer in order that their lengths may be uniform, and that all the waves or vibrations may be focused or centralized at the mouth of the horn, or slightly beyond the mouth or opening of the horn.

Figure 1 is a perspective view of a sound conveyer embodying the novel features of the present invention. Fig. 2 is a rear view of the instrument. Fig. 3 is a diagrammatic or plan view of the device "laid out" flat, disclosing the lines of the outline of the horn. Fig. 4 is an enlarged dia-

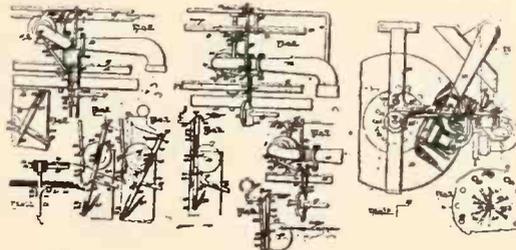


grammatic view of the horn showing by dotted lines the course of numerous sound waves through the conveyer and illustrating the uniformity in length of these waves.

Talking Machine. Laurence S. Holmboe, Oklahoma, Okla. Patent No. 1312250.

This invention has particular reference to a machine of the disc type wherein a reproducer carrying arm is operated to move transversely across a record during the reproduction thereof.

An object of the invention is to provide a mechanism automatically operated, at the conclusion of the reproduction of a record, to raise the sound box or reproducer from engagement with the record and return the same, together with the tone arm, to its original or starting position, whereupon the sound box is again lowered and the stylus caused to engage the record groove. To this end there is provided a tone arm actuated latching member which is thrown to a releasing position, when the sound box has traversed the record groove, to permit the rotation of a disc or similar element. This rotation of the latter member is designed to operate a lever and cause the same to engage a lifting arm which raises the sound box from the record and then, through the medium of the further movement of the lever, swings the same, together with the tone arm, to its original position with the sound box still elevated. Still further movement of the said lever releases said lifting arm and allows the reproducing stylus to be lowered into contact with the record after which the rotary disc is automatically stopped by



engagement with said latching member and the parts are in position for another operation.

Figure 1 is a plan view of the apparatus, the sound box being shown, in full lines, as nearing the completion of a reproduction and, in dotted lines, as approaching the opposite extremity of its movement. Fig. 2 is a side elevation, the parts being shown as in full lines in Fig. 1. Fig. 3 is a detail showing the position of the sound box lifting device and parts for actuating the same, said device being in the position assumed while the sound box is reproducing a record. Fig. 4 is a view similar to Fig. 3 showing the

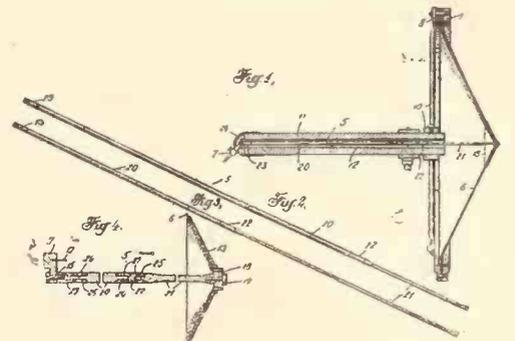
parts in the position assumed just after the sound box has traversed the entire record groove. Fig. 5 is a view similar to Fig. 2 showing the parts in the position assumed at the beginning of the actuation of the sound box lifting device. Fig. 6 is a side elevation showing the parts in the position when the tone arm has reached the dotted line position shown in Fig. 1. Fig. 7 is a side elevation and diagrammatic view of certain of the parts when the sound box is in the position shown in Fig. 6. Fig. 8 is a view similar to Fig. 7 when the parts are in the position just previous to the lowering of the sound box toward the turn-table of the machine. Fig. 9 is a slightly enlarged view similar to Fig. 7 showing the adjustability of a certain part when employing different sized records. Fig. 10 is a section on the line 10-10 of Fig. 1. Figs. 11 and 12 are sections on the lines 11-11 and 12-12 of Figs. 2 and 6, respectively.

Phonograph Transmission-Rod. William H. Davis, Bronxville, and Frederick E. Joss, Brooklyn, N. Y., assignors to the Lektophone Co., Delaware. Patent No. 1312957.

This invention relates to sound reproduction, and it proposes, briefly, an improved vibration transmission device for connection to the diaphragm of a sound reproducing mechanism, such device being designed primarily for use in a machine or apparatus of the general type shown and described in U. S. Letters Patent to Marcus C. Hopkins, No. 1271527 of July 2, 1918.

In machines of the character indicated, there is employed a large conical diaphragm of some strong and yet light vibratile material, which is freely exposed to unconfined air and has imparted to it, by means of a transmission connection, the vibrations imposed upon or against a record or equivalent element. The arrangement in these machines is such that the diaphragm is subjected, along a line coincident with its axis, to the action of the aforesaid vibrations, and is thereby enabled to produce self-sustaining sound-waves substantially corresponding to intensity with the original sound-waves, so that the diaphragm thus takes the place not only of the usual sound-box, but also of its accompanying horn or like amplifier.

In the drawing Figure 1 is a vertical sectional view taken axially through the reproducing mech-



anism of a Hopkiss-type machine equipped with the invention. Fig. 2 is an enlarged detail view of a transmission rod of the form shown in Fig. 1. Fig. 3 shows a slightly modified form of rod; and Fig. 4 is a broken longitudinal section, on a further enlarged scale, showing certain of the parts illustrated in Fig. 1.

Patents Nos. 1312598 and 1312959 covering a further development of this method of phonograph transmission invented by Wm. H. Davis and F. E. Joss are also on file.

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ADVANCE RECORD BULLETIN FOR DECEMBER, 1919

CTOR TALKING MACHINE CO.

POPULAR SONGS

- 18619 Blues (My Naughty Sweetie Gives to Me) Esther Walker 10
Sweet Kisses Esther Walker 10
18621 When the Preacher Makes You Mine, Adele Rowland 10
Granny Adele Rowland 10
18623 Give Me a Smile and Kiss, John Steel 10
Girl of Mine Charles Harrison 10
18624 I Love You Just the Same, Sweet Adeline Lewis James-Charles Harrison 10
Pretty Little Rainbow Sterling Trio

DANCE RECORDS

- 18617 Alcoholic Blues—Medley Fox-trot, All Star Trio 10
Jerry—Medley Fox-trot, All Star Trio 10
18618 Tulip Time—Medley Fox-trot, Joseph C. Smith's Orchestra 10
Yellow Dog Blues—Medley Fox-trot, Joseph C. Smith's Orchestra 10

VOCAL AND INSTRUMENTAL RECORDS

- 45171 Tell Me Lambert Murphy 10
Yearning Lambert Murphy 10
45170 At Dawning Victor Herbert's Orchestra 10
The Waltzing Doll (Poupée Va'sante), Victor Herbert's Orchestra 10
45172 Venetian Boat Song Littlefield-Baker 10
Canoe Song (Cirlbiribin) (from "Laurel Songs"—Teachers' Edition), Littlefield-Baker 10

RED SEAL RECORDS

- 87304 'A Vucchella (A Little Pony) (d'Annunzio-Tosti), Tenor, in Italian, Enrico Caruso 10
64828 Nelly Was a Lady (Stephen C. Foster), Alma Gluck, Sop. (and Orpheus Quartet) 10
64833 Caprice (No. 20, from "Twenty-four Caprices") (Paganini-Kreisler), (Pianoforte by André Benoist), Jascha Heifetz, Violin 10
64830 Molly (An Irish Love Song) (Rida Johnson Young-Victor Herbert), Baritone, Reinald Werrenrath 10
64834 La Spagnola (The Spanish Dancer) (Nathan H. Dole-Vincenzo Di Chiara), Baritone in Italian, Renato Zanelli 10
64835 Zaza—Buona Zaza (Dear Zaza) (Act 2) Leoncavallo), Baritone in Italian, Renato Zanelli 10
64827 The Deluge—Prelude (Le Deluge) (Saint-Saens), (Pianoforte by Francis Moore), Violinist Efram Zimbalist 10

COLUMBIA GRAPHOPHONE CO.

CHRISTMAS SPECIALS

- A2800 The Kiddies' Christmas Frolic, Part I. Morning, Descriptive, Columbia Orch. 10
The Kiddies' Christmas Frolic, Part II. Evening, Descriptive, Columbia Orch. 10
A2788 Oh, Come All Ye Faithful (Adele Fideles), Columbia Stellar Quartette 10
Hark! The Herald Angels Sing, Columbia Stellar Quartette 10
A2790 The Star of the East, Barbara Maurel and Columbia Stellar Quartette 10
The Birthday of a King, Barbara Maurel 10
A2801 Silent Night, Hallowed Night, Charles Harrison 10
Oh, Holy Night, Charles Harrison and Stellar Quartette 10
A2789 Christmas Time at Pumpkin Center, Cal Stewart, Ada Jones and Peerless Quar. 10
Evening Time at Pumpkin Center, Cal Stewart, Ada Jones and Peerless Quar. 10

SYMPHONY RECORDS

- A9623 Africana, O Paradiso, Charles Hackett 12
78557 Abide with Me, Rosa Ponselle and Barbara Maurel 10
49570 Cavalleria Rusticana—Voi lo Sapete, O Mama, Rosa Ponselle 12
A6122 Samson and Dalila "Danse Bachanale", French Symphony Orchestra 12
Capriccio Espagnol, French Symphony Orchestra 12
A2779 Serenade from "Les Millions d'Arlequin", Sascha Jacobsen 10
Souvenir, Sascha Jacobsen 10

POPULAR

- A2794 I've Got My Captain Working for Me Now, Al Jolson 10
Wait 'Til You Get Them up in the Air, Boys, Billy Murray 10
A2792 They're All Sweeties, Van and Schenck 10
Sweet Kisses, Van and Schenck 10
A2791 Golden Gate (Tenor Duet, Orch. Acc.), Lewis James and Charles Harrison 10
I Am Climbing Mountains, Lewis James and Charles Harrison 10
A2795 Nobody Knows and Nobody Seems to Care, Irving and Jack Kaufman 10
I Wanna Go Back to Dear Old Mother's Knee, Campbell and Burr 10
A2793 While Others Are Building Castles in the Air I'll Build a Cottage for Two, Campbell and Burr 10
Broken Blossoms, Charles Harrison 10
A2796 You Didn't Want Me When You Had Me, So Why Do You Want Me Now? Irving Kaufman 10
That's 'Worth While Waiting For, Irving Kaufman 10

NOVELTY RECORDS

- E4404 Stephanie Gavotte, Olga Bivor's Gypsy Orchestra 10
Don't Be Cross, Olga Bivor's Gypsy Orchestra 10
A2798 Blues (My Naughty Sweetie Gives to Me), Fox Trot, Ted Lewis's Jazz Band 10
India (Oriental Intermezzo)—Fox Trot, Yerkas Novelty Five 10
A2799 Cleo—Fox Trot, Yerkas Jazarimba Orch. 10
Taxi—One-Step, Waldorf-Astoria Dance Orchestra 10
A2797 The First Rose of Summer (Medley Fox Trot), introducing (1) I've Been Waiting for You All the Time, (2) Teacher, Teacher, from "She's a Good Fellow", The Happy Six 10
Somebody's Heart (Fox Trot), introducing: High Yaller, The Happy Six 10

A6121 The Missouri Waltz, Columbia Orchestra 12
The Moonlight Waltz, Columbia Orchestra 12

- A6123 A Pretty Girl Is Like a Melody, from "Follies of 1919" (Introducing: Mandy), Fox Trot, The Happy Six 12
And He'd Say Oo-La La! Wee-Wee—One Step, introducing: Take Me to That Land of Jazz, I'll Be Happy When the Preacher Makes You Mine, Yerkas Jazarimba Orchestra 12

CHRISTMAS RECORDS

- A 919 Christmas Bells (violin and harp duet), Stell and Schuetze 10
A1076 Santa Claus's Workshop, Prince's Orch. 10
Christmas Carols (medley, Mixed Quar. Star of the East, Devonne and Mixed Quartet 10
A1416 Around the Christmas Tree, Prince's Orchestra, with Mixed Quartet 10
Christmas Joy (violin, flute and harp trio), Stell, Lufsky and Schuetze 10
A1859 Silent Night, Hallowed Night, Columbia Mixed Chorus 10
Oh, Come, All Ye Faithful (Adeste Fideles), Columbia Mixed Quartet 10
A2392 Medley of Christmas Carols, Part 1, Columbia Quartet 10
Medley of Christmas Carols, Part 2, Columbia Quartet 10
A2646 Memories of Christmas, Part 1—"The Village Church", Prince's Orchestra 10
with contralto and male Quartet
Memories of Christmas, Part 2—"The Tree at Grandmother's", Prince's Orchestra 10
A7524 Joy of the Beautiful Pine, Thornton W. Burgess 12
Johnny Chuck Finds the Best Thing in the World, Thornton W. Burgess 12

AEOLIAN CO.

OPERATIC SELECTIONS

- 30033 La Boheme—Testa Adorata (Adored One) (Leoncavallo), Tenor in Italian, Vocalion Orch. Acc., Giulio Cenni 10
30031 (A) Don Giovanni—Serenata, in Italian (Mozart), (B) Falstaff Quand'ero Paguro (When I Was Pate), in Italian (Verdi), Vocalion Orch. Acc. 10

STANDARD SELECTIONS

- 30035 Dixie (Emmett), Vocalion Orch. Acc., May Peterson with Vocalion Male Quartet 10
22033 Semele—Where'er You Walk (Handel), Tenor, Vocalion Orch. Acc., Colin O'More 10
Come and Trip It (Handel), Tenor, Vocalion Orch. Acc., Colin O'More 10
22034 Smilin' Through (Penn), Baritone, Vocalion Orch. Acc., William Barrie 10
Sorter Miss You (Clay Smith), Baritone, Vocalion Orch. Acc., William Barrie 10

DRAMATIC READING

- 22035 Priere pour nos Enemities (Prayer for Our Enemy) (unknown), Sarah Bernhardt 10
L'Etoile dans la Nuit (The Star in the night) (Guerinon), Sarah Bernhardt 10

NOVELTY SELECTION

- 12203 The Boy and the Birds (F. W. Hager), Orch. Acc., Sybil Fagan 10
By the Babbling Brook (Ring-Hager), Orch. Acc., Fagan & Burr 10

INSTRUMENTAL SELECTIONS

- 12204 Beatrice Waltz (J. W. Alden), Played by Argonne String Quartet 10
(A) To a Wild Rose (MacDowell), (B) Serenade (Victor Herbert), Played by Argonne String Quartet 10

POPULAR SELECTIONS

- 12205 Swanee Shore (Fields & Kaufman), Orch. Acc., Fields & Kaufman 10
The Hand That Rocked the Cradle (Irving Berlin), Orch. Acc., Henry Burr 10
12206 There's a Lot of Blue-eyed Marvs Down in Maryland (Yellen-Ager-Meyer), Acc. Dabney's Band, Arthur Fields 10
Spanking the Baby (H. O. Henneman), Acc. Dabney's Band, Arthur Fields 10
12207 They're All Sweeties (Harry Von Tilzer), Orch. Acc., Yerkas Jazarimba 10
Alexander's Band Is Back in Dixieland (Yellen-Grunke), Orch. Acc., Premier American Quartet 10
12208 I've Got My Captain Working for Me Now (Irving Berlin), Orch. Acc., Billy Murray 10
I Used to Call Her Baby (Howard Johnson), Orch. Acc., Billy Murray 10
12209 Golden Gate Open for Me (Kendis & Brockman), Orch. Acc., Hart & Shaw 10
Weeping Willow Lane (F. Henry Klickman), Orch. Acc., Hart & Shaw 10

DANCE SELECTIONS

- 12210 You'll Be Sorry—Introd. Just Leave It to Me (Tracey-Pinkard), Fox-trot, Played by Novelty Five 10
The Vamp (Byron Gay), Fox-trot, Played by Novelty Five 10
12211 Florida Blues (W. R. Phillips), Fox-trot, Played by Dabney's Band 10
Lonesome Blues—Introd. Broken Hearted Blues (Perry Bradford), Fox-trot, Played by Dabney's Band 10
12212 Cleo (Callahan-Roberts), Fox-trot, Played by Aeolian Dance Orch. 10
Girls Are Like the Weather—Introd. Up Among the Stars—"Scandals of 1919", (Herbert Spencer), Fox-trot, Played by Aeolian Dance Orch. 10

POPULAR SELECTIONS

- 12213 Oh, What a Girl—From "Oh, What a Girl" (Jules-Presbury), Tenor, Orch. Acc., Samuel Ash 10
Just for Me and Mary (Twas a Beautiful Wedding Day), (Leo Edwards), Orch. Acc., Henry Burr 10
12214 I Wanna Go Back (To Dear Old Mother's Knee), (Goodwin-Hanley), Orch. Acc., Campbell & Burr 10
Fast Asleep in Poppyland (Byron Gay), Orch. Acc., Peerless Quartet 10
12215 Whoa, January (You're Going to Be

- Worse than July) (Harry Von Tilzer), Orch. Acc., Billy Murray 10
Blues My Naughty Sweetie Gives to Me (Swanston-McCarren-Morgan), Orch. Acc., Billy Murray

DANCE SELECTIONS

- 12216 Just Leave It to Me—Introd. You'll Be Sorry (Pinkard), Fox-trot, Played by Novelty Five 10
Yum Yum (Green-Boyer), Fox-trot, Played by Yerkas Trio 10
12217 On the Streets of Cairo (Geo. P. Hilton), One-step, played by Dabney's Novelty Orch. 10
The Dancing Deacon (Fred Bryan), Fox-trot, played by Dabney's Band 10
12218 You Didn't Want Me When You Had Me—Introd. Why Do They Call 'Em Wild Women? (Russell), One-step, Aeolian Dance Orchestra 10
Roses of Picardy—Medley Waltz (Hayden Wood), Aeolian Dance Orch.

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

- 29040 O Holy Night, Christmas Song (Adam), Soprano orch. accomp., Frieda Hempel 10
29041 How Fair art Thou (Weidt), Bass-baritone, orch. accomp., Arthur Middleton 10

REGULAR LIST

- 3861 Heads Up March (Seltzer), Conway's Band 10
3862 Uncle Josh and the Honey Bee (Stewart), Cal Stewart 10
3863 He Used to Be a Farmer But He's a Big Town Slicker Now (H. Von Tilzer), Rube Song, orch. accomp., Byron G. Harlan 10
3864 Taxi—One-step (Kaufman) for dancing, Lenzberg's Riverside Orchestra 10
3865 Bye-Lo (Perkins), Orch. accomp., Gen. Edison 10
3866 I Love to Be a Sailor (Harry Lauder), Orch. accomp., Glen Ellison 10
3867 Shadows (Lutter), Soprano and tenor, orch. accomp., Leola Lucey and Charles Hart 10
3868 Macushla (Macmurrough), Tenor, orch. accomp., Albert Lindquist 10
3869 Gypsy Girl (Wallace), Fox-trot, Tuxedo Dance Orchestra 10
3870 Christmas Bells (Ceesta), Robert Gayler 10
3871 Shimme Town—Fox-trot—Ziegfeld Follies 1919 (Stamper), Saxophone, xylophone and piano for dancing, All Star Trio 10
3872 Oh! What a Pal Was Mary (Wending), Baritone orch. accomp., Edward Allen 10
3873 Everybody's Crazy Over Dixie (Donaldson-Cowan), Tenor, orch. accomp., Vernon Dalhart 10
3874 Faust Waltz (Gounod), Peerless Orchestra 10
3875 A Day in Toyland (A Descriptive Tone Picture) (Hager), Peerless Orchestra 10
3876 That Tumble-Down Shack in Athlone (Carlo-Sanders), Counter-tenor, orch. accomp., Will Oatland and chorus 10
3877 Did You Mean All You Told Me Last Night? (Fish-Pomerance), Tenor, orch. accomp., Manuel Romain 10
3878 What Could Be Sweeter? (H. Von Tilzer), Contralto and baritone, orch. accomp., Helen Clark and Joseph A. Phillips 10
3879 Pose of My Heart (Lohr), Tenor, orch. accomp., Will A. Rhoads, Jr. 10
3880 Shall You? Shall I? (McGanahan), Tenor, baritone and mixed voices, orch. accomp., Charles Hart, Edward Shaw and Calvary Choir 10
3881 See Old Man Moon Smile (Bernard), Negro melody, orch. accomp., Al Bernard and Ernest Hare 10
3882 I've Got My Captain Working for Me Now (Berlin), Orch. accomp., Fred Hillebrand 10
3883 My Baby's Arms—Ziegfeld's Follies 1919 (Tierney), Tenor, orch. accomp., Vernon Dalhart

EDISON RE-CREATIONS

- 50553 More Candy—One-step (Kaufman), For Fancin, Jaudas' Society Orchestra 10
Saxophobia—Fox-trot (Wiedoeft), Yerkas Saxophone Settet 10
50587 Bill's Visit to St. Peter—Negro Vaudeville Sketch With Banjo, Billy Golden and Billy Heins 10
Police Court Scene—Talking, Steve Porter and Company 10
50588 Kilauea—Hawaiian Patrol (C. G. Stewart), Conway's Band 10
Tenth Regiment March (Hall), Conway's Band 10
50589 Salome—Intermezzo (Lorraine), Imperial Marimba Band 10
Serenade d'Amour (Von Blom), Imperial Marimba Band 10
50590 My Baby's Arms—Ziegfeld Follies 1919 (Tierney), Tenor, Vernon Dalhart 10
Shimie Town—Fox-trot—Ziegfeld Follies 1919 (Stamper), For dancing, saxophone, xylophone and piano, All Star Trio 10
50591 Celestial Chimes (M. Green), Celesta, Robert Gayler 10
Christmas Bells (Ceesta), Robert Gayler 10
50592 Everybody's Crazy Over Dixie (Donaldson-Cowan), Tenor, Vernon Dalhart 10
What Could Be Sweeter? (H. Von Tilzer), Contralto and baritone, Helen Clark and Joseph A. Phillips 10
50593 Taxi—One-step (Kaufman), For dancing, Lenzberg's Riverside Orchestra 10
Western Land—Fox-trot (Gay), For dancing, saxophone, xylophone and piano, All Star Trio 10
50594 Oh! What a Pal Was Mary (Wending), Baritone, Edward Allen 10
Sweet Leonore (Eastman), Tenor, Lewis James 10
50595 Carolina Sunshine (Schmidt), Tenor, Vernon Dalhart and Mixed Chorus 10
Dreamy Alabama (M. Earl), Tenor, Lewis James and Mixed Chorus 10
50596 Good-Night Waltz, No. 1, for dancing, Judas' Society Orchestra 10
Good-Night Waltz, No. 2, for dancing, Jaudas' Society Orchestra 10
80503 By the Babbling Brook (Ring-Hager), Whistling and singing, Sybil Sanderson Fagan and Lewis James 10
Memories of You In Dear Hawaii (MacMeekin), Lyric Male Quartet 10
80505 Mignon Fantasia, Part 1 (Thomas), Mignon Fantasia, Part 2 (Thomas), American Symphony Orchestra

ADVANCE RECORD BULLETINS FOR DECEMBER (Continued from page 194)

- 80506 Baby Mine (Johnston). Soprano
Betsy Lane Shepherd and Chorus
Smilin' Through (Penn). Baritone.
Thomas Chalmers
- 80507 Christmas Bells Are Ringing (Solly).
Mixed Voices Metropolitan Quartet
Songs of Ages—Christmas Song (Meredith).
Mixed Voices Metropolitan Quartet
- 80508 Good Bye (Tosti). Tenor Albert Lindquest
Macushla (Macmurrough). Tenor
Albert Lindquest
- 82171 O Holy Night—Christmas Song (Adam).
Soprano Frieda Hempel
Silent Night (Gruber). Soprano
Frieda Hempel

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Popular Supplement No. 27

VOCAL RECORDS

- 22216 Oh, What a Girl (Smith-Jules-Presburg).
Tenor Sam Ash
The Hand That Rocked My Cradle Rules
My Heart (Irving Berlin). Tenor
Harry McClaskey 10
- 22218 When Mariutch Shake a Da Shinimie Sha
Wob (Sterling-Von Tilzer). Comedienne,
Patricola
Alexander's Band Is Back in Dixieland
(Yellen-Gumble). Comedienne, Patricola 10
- 22219 A Pretty Girl Is Like a Melody, from
"Ziegfeld's Follies of 1919" (Irving Berlin).
Tenor Sam Ash
Dear Heart (LeFavre-Pollia-Goldsmith).
Baritone Turner Roe 10
- 22217 I Wanna Go Back (To Dear Old Mother's
Knee) (Goodwin - Hanley). Tenor
Duet Campbell and Burr
I Am Always Building Castles in the Air
(Garton-Phillips). Sterling Trio 10
- 22212 Just for Me and Mary (Clark-Rogers-
Edwards). Tenor Duet,
Lewis James and Charles Hart
Every Tear Is a Smile in an Irishman's
Heart (Sullivan-Sanders-Carlo). Tenor,
Charles Hart 10
- 22213 They're All Sweeties (Von Tilzer-Klap-
holz). Tenor Billy Murray
Saxophone Blues (Bernard - Wiedoeft),
(saxophone passage by Rudy Wiedoeft).
Baritone Ernest Hare 10
- 22214 Fast Asleep in Poppyland (Gay).
Peerless Quartet
I Might Be Your Once-in-a-While, from
"Angel Face" (Smith - Herbert). Baritone
Arthur Fields 10
- 22215 Pretty Little Rainbow (Levenson-Plun-
kett). Orpheus Trio
There's a Lot of Blue-eyed Marys Down
in Maryland (Yellen-Ager-Meyer). Baritone
Arthur Fields 10

HUMOROUS MONOLOGS

- 22223 Cohen Gets Married (Silver).
Monroe Silver
Cohen on His Honeymoon (Silver).
Monroe Silver 10
- "RUBE CHARACTERIZATIONS"
22224 Train Time at Pun'kin Centre (Stewart).
Uncle Josh (Cal Stewart)
and Premier American Quartet
Uncle Josh and the Honey Bees (Stewart)
Uncle Josh (Cal Stewart) 10

HAWAIIAN MUSIC

- 22220 Hawaiian Smiles (Mary Earl), vocal re-
frain by Charles Hart,
Royal Waikiki Hawaiians
Shadows Waltz (Lutter),
Royal Waikiki Hawaiians 10
- NICHOLAS ORLANDO'S ORCHESTRA
22210 Oh, What a Pal Was Mary (Wedding-
Jones). Waltz.
Patches (Roberts-Callahan). Fox-trot... 10
- 22211 Cairo (Freed-Weeks). One-step.
Tulip Time, from "Ziegfeld's Follies of
1919" (Stamper). Fox-trot... 10

- WADSWORTH'S NOVELTY DANCE ORCHESTRA
22206 Pee Gee's Blues (Clark). Fox-trot.
Ole Miss Blues (Handy). Fox-trot... 10

SYNCO JAZZ BAND

- 22207 Hunkatin (Levy). One-step.
Old Joe Blues (Gilbert - Samuels - Vin-
cent). Fox-trot... 10
- THE TUXEDO SYNCOPATERS
22209 Buddha (Pollack). Fox-trot.
When the Preacher Makes You Mine
(Donaldson-Ruby-Jessel). One-step... 10

Regular December Pathe List

OPERATIC VOCAL RECORDS

- 54036 Bal Masqué (Verdi) "Ma dall' Arido stelo
divulsa" (Magic Plant), in Italian,
Claudia Muzio, Soprano 12
- 54034 Cavalleria Rusticana (Mascagni) "Sicil-
iana" (Thy Lips Like Crimson Berries),
in Italian Tito Schipa, Tenor 12
- 54035 La Tosca (Puccini) "Recondita Armonia"
(Strange Harmony), in Italian,
Tito Schipa, Tenor 12
- 60080 Thais (Massenet) "Scene Du Miroir"
(Mirror Scene), in French,
Yvonne Gall, Soprano
Faust (Gounod) "Le Roi de Thule" (Bal-
lad of Thule), in French,
Yvonne Gall, Soprano 12
- 59079 La Favorita (Donizetti) "Ange si pur"
(Spirit so Fair), in French,
Charles Fontaine, Tenor
L'Africaine (Meyerbeer) "O Paradis", in
French Charles Fontaine, Tenor 12

CHRISTMAS SONGS AND HYMNS

- 40186 Silent Night, Holy Night (Gruber).
Mendelssohn Mixed Quartet, Unaccomp.
It Came upon the Midnight Clear (Sears-
Wills) Charles Hart, Tenor 12
- 22190 Rock of Ages (Hastings).
Shannon Four, Unaccompanied
Abide with Me (Monk), organ acc.,
Earle F. Wilde, Tenor 10
- 52045 Noel (O Holy Night) (Adam).
Percy Hemus, Baritone
Star of Bethlehem (Weatherly-Adams).
Percy Hemus, Baritone 12
- STANDARD BALLADS SUNG IN ENGLISH
22189 Song of the Chimes (Worell).
Helen Clark, Contralto
The Monkey Man (Lee).
Helen Clark, Contralto 10

- (Benedict), Baritone and Tenor,
40185 The Moon Has Raised Her Lamp Above
Turner Roe and Lewis James
Rohin Adair (Burns), Tenor Duet,
Campbell and Burr 12
- 27511 Oft in the Stilly Night (Moore).
Kathleen Howard, Contralto
Bid Me Good-bye (Tosti).
Kathleen Howard, Contralto 10

NOVELTIES FOR CHRISTMAS

- 22191 Christmas Eve in the Toy Shop (Penn).
Russell Hunting and Sterling Trio
'Twas the Night Before Christmas (Rec-
itation) Russell Hunting 10
- SAXOPHONE AND CORNET SOLOS
22194 My Sugar Coated Chocolate Boy (Maho-
ney-Loos) Duane Sawyer, Saxophone
Little Girl (Phillips-Raymond).
Duane Sawyer, Saxophone 10
- 22195 The Garden of Sleep (Lara).
Sergeant Leggett, Cornet Solo
Down the Vale (Moir).
Sergeant Leggett, Cornet Solo 10

NEW BAND AND ORCHESTRA RECORDS

- 40187 Richard Third (Ed. German) Part I,
Pathé Military Band 12
Richard Third (Ed. German) Part II,
Pathé Military Band 12
- 40188 The Tribute of Zamora (Gounod), Part I,
Empire State Military Band
The Tribute of Zamora (Gounod) Part II,
Empire State Military Band 12
- 22193 Much Obligated (Thurban) Empire Orch.
The Puppets' Parade (Kottaun).
Empire Orchestra 10

EMERSON PHONOGRAPH CO.

NEW GOLD SEAL RECORDS

THE NEW SONG HITS

- 1080 Wait Till You Get Them up in the Air.
Boys (Brown-A. Von Tilzer), Character
Song, Orch. Acc. Irving Kaufman
Some Day You'll Want Me Back, Maybe
I Won't Want You (Morgan & Retrop).
Tenor Solo, Orch. Acc. Charles Hart 10
- 10100 Tell Me (Callahan-Kortlander), Baritone
Solo, Orch. Acc. Arthur Fields
Hippity Hop (Lewis-Young - Donaldson),
Irish Character Song, Orch. Acc.
Irving Kaufman 10

- 1079 Swanee Shore (Kaufman-Fields), Tenor
and Baritone Duet, Orch. Acc.
Irving Kaufman and Arthur Fields
I Am Always Building Castles in the Air
(Garton-Phillips), Male Trio, Orch. Acc.,
Sterling Trio 10

- 1070 A Pretty Girl Is Like a Melody (from
"Ziegfeld's Follies of 1919") (Irving Berlin).
Tenor Solo, Orch. Acc.
Walter Scanlan
I Might Be Your Once-in-a-While, from
The Musical Production "Angel Face"
(Smith-Herbert), Tenor Solo, Orch. Acc.,
Walter Scanlan 10

- 1092 Poor Little Butterfly Is a Fly Gal Now
(Lewis-Young-Jerome), Character Song.
Orch. Acc. Irving and Jack Kaufman
That's Worth While Waiting For (Lewis-
Young-Ruby), Baritone Solo, Orch. Acc.,
Arthur Fields 10

- 1094 When They're Old Enough to Know Bet-
ter, It's Better to Leave Them Alone (Lew-
is-Young-Ruby), Character Song, Orch.
Acc. Eddie Cantor
I Don't Want a Doctor, I Don't Want a
Doctor; All I Want Is a Beautiful Girl
(Rose-Mills), Character Song, Orch. Acc.,
Irving Kaufman 10

- 1093 There's a Lot of Blue-eyed Marys Down
in Maryland (Yellen-Ager-Meyer), Char-
acter Song, Orch. Acc.,
Irving and Jack Kaufman
I Cannot Believe I Lost You (Davis-Priv-
val), Tenor Solo, Orch. Acc.,
Henry Pinckney 10

- 1081 Weeping Willow Lane (Klickmann-Frost)
Tenor and Baritone Duet, Orch. Acc.,
Charles Hart & Elliott Shaw
Little by Little You're Breaking My Heart
(Clay-Levenson), Tenor Duet, Orch. Acc.,
Burr & Campbell 10

- 1091 Freckles (Hess-Johnson-Ager), Character
Song, Orch. Acc. Arthur Fields
I'm Like a Ship Without a Sail (Kendis
& Brockman), Tenor Solo, Orch. Acc.,
Henry Burr 10

- 1082 Some Beautiful Morning I'll Find You in
My Arms (Jolson & Friend), Character
Song, Orch. Acc. Ernest Hare
Saxophone Blues (Bernard - Wiedoeft),
"Blues" Character Song, Orch. Acc.,
Ernest Hare 10

LATEST DANCE AND BAND HITS

- 501 High Brown Babies' Ball, Introd. "Ming
Toy" (S. and E. Erdman-Davis - Lada-
Nunez), "Blues" Fox-trot... Louisiana Five
Yelping Hound Blues, Introd. "Foot
Warmer" (Lada-Nunez-Cawley), Fox-trot,
Louisiana Five 12
- 1089 Oh! What a Pal Was Mary (Pete Wen-
ding), Waltz. Saxophone, Xylophone and
Piano All Star Trio
Tomahawk (Gerald Peck), One-step,
Emerson Military Band 10
- 1083 Blues My Naughty Sweetie Gives to Me
(Swanstone - McCarron & Morgan), Fox-
trot Louisiana Five
Ringtail Blues (Williams & Robinson).
Fox-trot Louisiana Five 10
- 1077 Beautiful Ohio (Mary Earl), Waltz. Sax-
ophone and Xylophone Duet, Orch. Acc.,
Rudy Wiedoeft & George Hamilton Green
Till We Meet Again (Richard A. Whiting)
Waltz. Saxophone and Xylophone Duet,
Orch. Acc. Rudy Wiedoeft & George Hamilton Green 10

- 1090 The Vamp (Byron Gay), Fox-trot. Saxo-
phone, Xylophone and Piano All Star Trio
In Siam, Medley Introd. "There Is a Lot
of Blue-eyed Marys Down in Maryland"
(Burden-Cooper-Yellen-Ager-Meyer), Fox-
trot. Saxophone, Xylophone and Piano,
All Star Trio 10
- 1078 Summer Days (Lada-Nunez-Cawley), Fox-
trot Louisiana Five

- Golden Rod (Nunez-Cawley-Lada), Fox-
trot Louisiana Five 10
- 1084 My Cuban Dream (Frank Warshauer),
Fox-trot,
George Hamilton Green's Novelty Orch.
I'm Homesick for You (Larry Briers),
Fox-trot Emerson Military Band
- 1095 Arizona Mona (Milo Rega), Fox-trot.
George Hamilton Green's Novelty Orch.
If You Try (Samuels & Briers), Fox-trot.
Piano and Violin, Joseph Samuels & Larry Briers 10

- 1085 Oasis (F. Henri Klickmann), Fox-trot.
Saxophone, Xylophone and Piano,
All Star Trio 10
- 1086 St. Swithin Blues (Phil Baker), Fox-trot.
Accordion Solo Phil Baker
Just for Today (Rudy Wiedoeft), One-
step. Accordion Solo Phil Baker 10

CHRISTMAS SUGGESTIONS

- 1087 Holy Night, Peaceful Night (Mohr-Gr-
ber), Male Quartet Shannon Four
Adeste Fideles, Come All Ye Faithful (J.
Reading), Male Quartet Shannon Four 10
- 1096 Christmas Time at Pun'kin Centre, De-
scriptive Christmas Novelty,
Cal Stewart, Ada Jones &
Premier-American Quartet
A Day in Toyland (Fred W. Hager). De-
scriptive Christmas Novelty,
Orchestra with Toy Instruments 10
- 1088 March of the Toys (Victor Herbert),
March Bergh's Concert Band
Badinage (Victor Herbert), Intermezzo,
Bergh's Concert Band 10

IRISH MELODIES

- 1098 My Wild Irish Rose (Chauncey Olcott),
Tenor Solo, Orch. Acc. Walter Scanlan
For You Alone (O'Reilly-Goehl), Tenor
Solo, Orch. Acc. Stassio Berini 10
- 1099 Medley of Irish Jigs—"Haste to the Wed-
ding", "Larry O'Gaff", "Trip to the Cot-
tage", Accordion John Kimmel
Medley of Irish Reels—"Bonnie Kate",
"Green Fields of America", Accordion,
John Kimmel 10

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**THE NEW SEVEN-INCH RECORDS
POPULAR SONGS**

- 7550 When a Feller Needs a Friend (Stern-Frisch)
Tenor Solo, Orch. Acc. Robert Rice
Girl of Mine (Harold Freeman), Tenor Solo,
Orch. Acc. Robert Rice 10
- 7551 Daddy Long Legs (Ruby-Lewis-Young),
Tenor Solo, Orch. Acc. William Sloane
Maybe Some Day You'll Remember (Lamb-
Johnson), Tenor Solo, Orch. Acc.,
Robert Rice 10
- 7552 Golden Gate Open for Me (Kendis & Brock-
man), Tenor and Baritone Duet, Orch. Acc.,
George Gordon and Edward Stevens
For Every Star in the Skies Above There's
a Beat of My Heart for You (Madden-
Platzman), Tenor Solo, Orch. Acc.,
George Gordon 10
- 7553 They're All Sweeties (Sterling-Von Tilzer),
Character Duet, Orch. Acc.,
Sanford & Sanford
You Don't Need the Wine to Have a Won-
derful Time While They Still Make Those
Beautiful Girls (Rogers-Akst), Character
Song, Orch. Acc. Bert Harvey 10

LATEST DANCE AND BAND HITS

- 7554 Taxi (Mel B. Kaufman), One-step,
Emerson Military Band
Greased Lightning (George Hamilton
Green), One-step, Xylophone Solo, Orch.
Acc. George Hamilton Green 10
- 7555 The Moonlight Waltz (Frederic Knight Lo-
gan), Waltz, Saxophone and Xylophone Duet,
Orch. Acc. George Hamilton Green
Rudy Wiedoeft and George Hamilton Green
I'm Homesick for You (Larry Briers), Fox-
trot Emerson Military Band 10
- 7556 Karavan (Rudy Wiedoeft), Fox-trot,
Emerson Dance Orchestra
My Desert Love (Nathan-Cooper), Fox-trot.
Saxophone and Xylophone Duet, Orch. Acc.,
Rudy Wiedoeft & George Hamilton Green

GENNETT RECORDS

- 9005 Kohala March—Hawaiian Guitars,
Louise Perera and Greenus Trio
(1) Aloha Oe (2) Wa Like No a Like—Ha-
waiian Guitars Louise Perera 10
- 4553 Rainy Day Blues (Warshauer), Fox-trot,
Saxophone Duane Sawyer
Trousseau Ball—From "Tumble In" (Ru-
dolph Friml), One-step Duane Sawyer 10
- 4556 Myra Waltz (Vandersloot),
Rose Garden's Orchestra
Hawaiian Nights (Roberts), Waltz,
Conklin's Society Orchestra 10
- 9006 The Two Bellboys—Comic Sketch,
Golden and Hughes
The Shipmates—Comic Sketch,
Golden and Hughes 10
- 9007 Golden Gate (Kendis-Brockman), Tenor and
Baritone Duet, Orch. Acc. Hart and Shaw
While Others Are Building Castles in the
Air (Fisher - Mahoney), Tenor Solo, Orch.
Acc. Charles Hart 10
- 9008 Under the Double Eagle (Wagner),
Gennett Military Band
Stars and Stripes Forever (Souza),
Gennett Military Band 10

OKEH RECORDS

LATERAL CUT—READY NOW

- 4000 The Vamp. Fox-trot, instrumental,
Rega Dance Orchestra
My Cairo Love. Fox-trot, instrumental,
Green Bros. Xylophone Orchestra 10
- 4001 Patches. Fox-trot, instrumental,
Rega Dance Orchestra

(Continued on page 197)

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 - New Orleans, La., Columbia Graphophone Co., 517-525 Canal St.
 - New York City, Columbia Graphophone Co., 55 Warren St.
 - Omaha, Neb., Schmoller & Mueller Piano Co., 1311 Farnum St.
 - Philadelphia, Pa., Columbia Graphophone Co., 40 North Sixth St.
 - Pittsburgh, Columbia Graphophone Co., 632-640 Duquesne Way.
 - Portland, Me., Columbia Graphophone Co., 43 Exchange St.
 - Salt Lake City, Utah, Columbia Stores Co., 221 South West Temple.
 - San Francisco, Cal., Columbia Graphophone Co., 130-150 Sutter St.
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ADVANCE RECORD BULLETIN FOR DECEMBER (Continued from page 195)

- Peggy. Fox-trot, instrumental, Rega Dance Orchestra
- 4002 Peter Gink. One-step, instrumental, OkeH Dance Band
- Russian Rag. Fox-trot, instrumental, OkeH Dance Band
- 4003 Flutter on By, My Beautiful Butterfly (from "Monte Cristo, Jr."). Fox-trot, instrumental, Van Eps Quartet
- Mummy Mine. Fox-trot, instrumental, Green Bros.' Xylophone Orchestra
- 4004 Sliding Sid. Fox-trot, instrumental, OkeH Concert Band
- Chu Chu San. Fox-trot, instrumental, Green Bros.' Xylophone Orchestra
- 4005 Chong (He Comes from Hong Kong). Tenor with Orch., Irving Kaufman
- Oh, Death, Where Is Thy Sting? Baritone, Arthur Collins
- 4006 You Don't Know. Tenor with Orch., Sam Ash
- Carolina Sunshine. Vocal Duet with Orch., Burr and Meyers
- 4007 Tulip Time (from "Ziegfeld's Follies 1919"). Tenor with Orch., Lewis James
- Yearning. Vocal Trio with Orch., Sterling Trio
- 4008 For All Eternity. Baritone with Orch., Joseph Phillips
- Sweet and Low. Male Quartet, Shannon Four
- 4009 Stein Song. Baritone with Orch., Royal Dadmun
- Hunting Song. Vocal Duet with Orch., Dadmun and Miller
- 6001 E Lucevan Le Stelle (from "Tosca"). Tenor with Orch., Forest Lamont
- Di Quella Pira (from "Il Trovatore"). Tenor with Orch., Forest Lamont
- 4010 Coronation March. March, instrumental, Conway's Band (Capt. Patrick Conway, Cond.)
- Entry of the Boyards. March, instrumental, Conway's Band (Capt. Patrick Conway, Cond.)
- 4011 Forgotten. Baritone with Orch., Joseph Phillips
- Old Black Joe. Male Quartet, with Orch., Shannon Four
- 4012 Mary of Argyle. Tenor with Orch., Charles Hart
- The Sweetest Story Ever Told. Contralto with Orch., Evelyn Cox
- 4013 In Flanders Fields the Poppies Grow. Baritone with Orch., Joseph Phillips
- Good-bye (Tosti). Tenor with Orch., Lewis James
- 4014 In My Garden of Yesterday. Tenor with Orch., Sam Ash
- At Dawning. Tenor with Orch., Carroll Shannon
- 4015 Cavatina. Violin Solo, Piano Acc., Thaddeus Rich
- Berceuse. Violin Solo, Piano Acc., Thaddeus Rich
- 4016 Perpetuum Mobile. Violin Solo, Piano Acc., Thaddeus Rich
- Air for G String. Violin Solo, Piano Acc., Thaddeus Rich
- 4017 Memories of Home. Instrumental Trio, Philharmonic Trio
- Melodie in F. Instrumental Quartet, Park Instrumental Quartet
- 4018 Herd Girl's Dream. Instrumental Trio, Philharmonic Trio
- Fantasia (from "Faust"). Violin Solo, Piano Acc., Fred H. Landau
- 4019 Semiramide Overture (Part I), Conway's Band
- Semiramide Overture (Part II), Conway's Band
- 4020 Kisses (Valse D'Amour). Waltz, instrumental, Conway's Band
- By the Swanee River. Instrumental, Conway's Band
- 4021 Coppelia Ballet No. 2, Conway's Band
- Coppelia Ballet No. 7, Conway's Band
- 4022 The Picador March (Sousa). March, instrumental, Conway's Band
- The Thunderer (Sousa). March, instrumental, Conway's Band
- 4023 The Little Whistler. Whistling Solo, Sibyl Sanderson Fagan
- A Spring Morning. Whistling Solo, Sibyl Sanderson Fagan
- 4024 My Baby's Arms. Fox-trot, instrumental, All Star Trio
- Some One-step. One-step, instrumental, Conway's Band
- 4025 A Pretty Girl Is Like a Melody (from "Ziegfeld's Follies 1919"). Tenor, with Orch., Sam Ash
- Smilin' Thru. Tenor with Orch., Carroll Shannon
- 4026 Hearts and Flowers. Instrumental, OkeH Concert Orchestra
- Morning, Noon and Night in Vienna. Overture, OkeH Concert Orchestra

THIRD SUPPLEMENT (Ready Soon)

- 4027 How Sorry You'll Be (Wait'll You See). Male Quartet, with Orch., Peerless Quartet
- Pretty Little Butterfly (Is a Fly Gal Now). Tenor, with Orch., Billy Murray
- 4028 Nobody Knows and Nobody Seems to Care. Baritone with Orch., Jack Kaufman
- Good-night, Angeline. Male Quartet with Orch., Peerless Quartet
- 4029 Ting Ling Toy. Male Quartet with Orch., Peerless Quartet
- Hindu Rose. Baritone with Orch., Joseph Phillips
- 4030 Not in a Thousand Years. Tenor with Orch., Henry Burr
- Bye-Lo. Tenor with Orch., Reed Miller
- 4031 Oh, What a Pal Was Mary. Waltz, instrumental, Joseph Knecht's Waldorf-Astoria Dance Orchestra
- Marilynn. Fox-trot, instrumental, All Star Trio
- 4032 A Pretty Girl Is Like a Melody (from "Ziegfeld's Follies 1919"). Fox-trot, instrumental, Van Eps Quartet
- Weeping Willow Lane. Waltz, instrumental, OkeH Dance Orchestra
- 4033 That Naughty Waltz. Waltz, instrumental, OkeH Dance Orchestra
- That's Worth While Waiting For. Fox-trot, instrumental, OkeH Dance Orchestra

- 4034 Starlight Love. Waltz, instrumental, OkeH Dance Orchestra
- Dreamy Amazon. Waltz, instrumental, OkeH Dance Orchestra
- 4035 Casse Noisette—Nut Cracker Ballet. Instrumental, Conway's Band
- Tschaikowsky's Melodies, OkeH Concert Band
- 4036 Light Cavalry Overture, Conway's Band
- The Gladiator March, Conway's Band
- 4037 Tit's Serenade: Flute and 'Cello Duet, Ernest Wagner and Adrian Schubert
- Foreign Folk Dances. Instrumental, OkeH Concert Orchestra
- 4038 Transcription of Swanee River. Piano Solo, Ferdinand Himmelreich
- Traumerei. Violin Solo, Piano Acc., Fred L. Landau

EMPIRE TALKING MACHINE CO.

POPULAR SONGS

- 21130 Why Do They Call Them Wild Women? (Russell-Grossman-Frisch). Tenor, orch. accomp., Billy Murray
- I Used To Call Her Baby (Johnson-Roth-Hess). Tenor, orch. accomp., Billy Murray
- 21131 There's A Lot of Blue Eyed Marys Down in Maryland (Yellen-Ager-Meyer). Baritone, orch. accomp., Arthur Fields
- The White Heather (Snyder-Haase-Coots) Tenor duet, orch. accomp., Lewis James and Charles Hart
- 21132 You Didn't Want Me When You Had Me. So Why Do You Want Me Now? (Russell-Grossman-Bennett). Tenor, orch. accomp., Irving Gillett
- Open Up The Golden Gates To Dixieland (Yellen-VanSchenck). Orch. accomp., Empire Male Quartet
- 21133 Sometime It Will Be Lovetime (Walker-Arthur). Tenor, orch. accomp., Henry Burr
- Golden Gate Open For Me (Kendis-Brockman). Tenor duet, orch. accomp., Campbell and Burr
- 21134 Mending A Heart (Gilbert-Cooper) Tenor, orch. accomp., Sam Ash
- The First Rose of Summer, From "She's A Good Fellow," (Caldwell-Hern). Tenor, orch. accomp., Sam Ash

DANCE SELECTIONS

- 31122 Karavan (Wiedoeft). Fox-trot, Empire Dance Orchestra
- Just For Today (Wiedoeft). One-step, Unique Novelty Dance Orchestra
- 31123 LaGuapa Muchacha (Speciale). One-step, Empire Dance Orchestra
- Toreador Humoresque (Lake). Fox-trot, Empire Jazz Band
- 31124 Honeymoon Waltz (Arden), Empire Dance Orchestra
- Frivolity (Green). One-step, Unique Novelty Dance Orchestra

SACRED SELECTIONS

- 71104 The Hymns Of The Old Church Choir (Lamb-Solman), Shannon Four Male Quartet, Unaccomp.
- The Child of A King (Sumer). Tenor, organ accomp., John Manning

INSTRUMENTAL SELECTIONS

- 51120 Kilauea (Stewart), Hawaiian Patrol, Empire Military Band
- Manhattan Beach March (Sousa), Empire Military Band

OPERAPHONE COMPANY

LATEST POPULAR SONGS OF THE DAY

- 21130 Why Do They Call Them Wild Women? (Russell-Grossman-Frisch). Billy Murray
- I Used to Call Her Baby (Johnson-Roth-Hess) Billy Murray
- 21131 There's a Lot of Blue-Eyed Marys Down in Maryland (Yellen-Ager-Meyer) Arthur Fields
- The White Heather (Snyder-Haase-Coots) James and Hart
- 21132 You Didn't Want Me When You Had Me (So, Why Do You Want Me Now?) (Russell-Grossman-Bennett) Irving Gillette
- Open up the Golden Gates to Dixieland (Yellen-Van-Schenck) Acme Male Quartet
- 21133 Some Time It Will Be Lovetime (Walker-Arthur) Henry Burr
- Golden Gate (open for Me) (Kendis-Brockman) Campbell and Burr
- 21134 Mending a Heart (Gilbert-Cooper) Sam Ash
- The First Rose of Summer (from "She's a Good Fellow") (Caldwell-Kern) Sam Ash

HAWAIIAN SELECTIONS

- 61108 Dreamy Alabama (Earl), Hawaiian Orch.
- Hawaiian Hulas (Medley), Hawaiian Orch.

SACRED SELECTIONS

- 71104 The Hymns of the Old Church Choir (Lamb-Solman), Shannon Four Male Quartet
- The Child of a King (Sumer), John Manning

DANCE SELECTIONS

- 31122 Karavan (Wiedoeft) Fox Trot, Royal Society Orchestra
- Just for To-day (Wiedoeft) One Step, Unique Novelty Dance Orchestra
- 31123 La Guapa Muchacha (Speciale) One Step, Royal Society Orchestra
- Toreador Humoresque (Lake) Fox Trot, Jazzazza Band
- 31124 Honeymoon Waltz (Arden), Royal Society Orchestra
- Frivolity (Green) One Step, Unique Novelty Dance Orchestra

INSTRUMENTAL SELECTIONS

- 51120 Kilauea (Stewart) Hawaiian Patrol, Operaphone Band
- Manhattan Beach March (Sousa), Operaphone Band
- 51121 Sousa March Medley (Sousa): (1) The Liberty Bell, (2) Jack Tar, (3) The Stars and Stripes Forever (Accordion Duet), Delenti Bros.
- Little Girl (Phillips-Raymond) (Saxophone Solo) (Orch. Acc.), Walter Graber
- 51121 Sousa March Medley (Sousa). 1. The Liberty Bell, 2. Jack Tar, 3. The Stars and Stripes Forever. Accordion duet, Delenti Bros.
- Little Girl (Phillips-Raymond), Saxophone solo orch. accomp., Walter Graber

HAWAIIAN SELECTIONS

- 61108 Dreamy Alabama (Earl), Our Own Hawaiian Orchestra
- Hawaiian Hulas. Medley, Our Own Hawaiian Orchestra

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- "Just Another Kiss" (Waltz), Waldorf-Astoria Dance Orchestra
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- 4208 That Shanghai Melody (Fox Trot), The Three Star Trio
- "Oriental Eyes" (Fox Trot), The Three Star Trio
- 4209 Alexander's Band Is Back in Dixieland (One Step).....Jos. Samuels Dance Orch.
- "Dreamy Alabama" (Waltz), Jos. Samuels Dance Orch.
- 4210 You'd Be Surprised (Fox Trot), Jos. Samuels Dance Orch.
- "My Baby's Arms" (Fox Trot), Jos. Samuels Dance Orch.
- 4211 Beale Street Blues, Handy's Memphis Blues Band
- "Joe Turner Blues", Handy's Memphis Blues Band
- 4212 Hesitating Blues, Handy's Memphis Blues Band
- "Yellow Dog Blues", Handy's Memphis Blues Band

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- Sweet Genevieve (Piano, Violin, 'Cello), Taylor Trio
- 4602 Herd Girl's Dream (Harp, Violin, Flute), Serenade (Moszkowski) (Harp, Violin, Flute).
- 4603 Fifth Nocturne (Leybach) (Harp, Violin, 'Cello, Flute).
- Narcissus (Nevin) (Harp, Violin, 'Cello, Flute).
- 4604 Serenade (Schubert) (Cornet Solo), O Sole Mio (Di Capua) (Cornet Solo).

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- Listen to the Mocking Bird (Whistling Solo with Orch.).....Sybil Sanderson Fagan
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- Saxopation (A Saxophone Riot), Benny Krieger
- 4903 Stephanie Gavotte (Bell Solo).....Chapman
- Southern Melodies (Xylophone Solo), Green

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- 4702 Aloha Oe.....Kalawao Hawaiian Orch.
- Hawaiian Hula Medley, Kalawao Hawaiian Orch.
- 4703 Hawaiian Lullaby, Kalawao Hawaiian Orch.
- Hawaiian Nights, Kalawao Hawaiian Orch.

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- 5202 I Love You Just the Same, Sweet Adeline, Peerless Quartet
- "Since First I Smiled on You", Henry Burr
- 5203 Just Like the Rose.....Sterling Trio
- "Nobody Knows and Nobody Seems to Care", Campbell & Burr
- 5204 There's a Lot of Blue-eyed Marys Down in Maryland.....The Shannon Four
- "You Didn't Want Me When You Had Me", Charles Hart
- 5205 It's a Small World After All.....Henry Burr
- "My Sugar Coated Chocolate Boy", Campbell & Burr
- 5206 Ting Ling Toy.....Peerless Quartet
- "Nesting Place of the Bluebird", Sterling Trio
- 5207 I Never Knew.....Charles Hart
- "Floatin' Down to Cotton Town", The Shannon Four
- 5208 Golden Gates.....Hart and Shaw
- 5209 In Your Arms.....Sam Ash
- "Lullaby Land", Hart and Shaw
- 5210 Girl of Mine.....Sam Ash
- Now I Know.....Arthur Hall
- I'm in Love with a Beautiful Baby, Hall and Kaufman
- 5211 Wonderful Pal.....Hall and Kaufman
- I Left My Door Open.....Jack Kaufman

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