The best-known trade-mark in the world designating the products of the Victor Talking Machine Co.
In the coming season we shall be able to produce more Sonoras than ever before, and the line will be of magnificent beauty and extraordinary completeness. At this time, at the closing of what is by far the greatest year in Sonora's history, permit us to extend our thanks to our representatives, who have made this wonderful record possible.

To all, we wish the merriest of Christmases and the happiest and most prosperous of New Years.

Sonora Phonograph Sales Company, Inc.

Jess E. Brighton President
ADVANCE IN NEW EDISON PRICES

Moderate Increases in Prices of All Styles Except High-End Models—Amberola Styles Also Remain Unchanged.

Thos. A. Edison, Inc., has just announced an advance in the list prices of the New Edisons to become effective December 1, 1919, which affects the following models: Hepplewhite, Sheraton (Scotch Ilay), Jacobean, Chippendale, English, and Mary, Sheraton (Italian), Louis XIV, Eighteenth Century English (Adams) and Italian (Umbrian). No changes have as yet been made in the prices of the higher priced models, or of the model called 'phonograph literature.' Neither have the Amberola prices been increased. This is the first advance in list prices since September 1, 1918.

In this bulletin the Edisons state that it has not posted one penny as a result of the public's present apparent willingness to pay any price asked for Edison phonographs, but instead are writing off, as a loss, 50 per cent of the increased cost of manufacture. The bulletin reads in part:

"We have absorbed a substantial portion of the increased cost of manufacture and the prices named herein reflect, according to our figures, only 50 per cent of the increased cost of manufacture that has occurred during the past twelve months."

The company withholds an announcement of advanced prices until it could be sure that cost figures would be thoroughly dependable.

The list prices and the list prices to become effective December 1st are as follows:

<table>
<thead>
<tr>
<th>Model</th>
<th>Price Now</th>
<th>Price Dec 1st</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chippendale</td>
<td>285.00</td>
<td>295.00</td>
</tr>
<tr>
<td>Hepplewhite</td>
<td>175.00</td>
<td>185.00</td>
</tr>
<tr>
<td>Sheraton</td>
<td>250.00</td>
<td>260.00</td>
</tr>
<tr>
<td>Jacobean</td>
<td>250.00</td>
<td>260.00</td>
</tr>
<tr>
<td>Chippendale</td>
<td>375.00</td>
<td>395.00</td>
</tr>
<tr>
<td>William and Mary</td>
<td>285.00</td>
<td>295.00</td>
</tr>
<tr>
<td>Louis XIV</td>
<td>250.00</td>
<td>260.00</td>
</tr>
<tr>
<td>Eighteenth Century English (Adams)</td>
<td>350.00</td>
<td>380.00</td>
</tr>
<tr>
<td>Italian (Umbrian)</td>
<td>150.00</td>
<td>180.00</td>
</tr>
</tbody>
</table>

RECENT INCORPORATION IN TRADE

The Frank S. Horning Co., Inc., Boston, Mass., has been incorporated to deal in talking machines with a capital of $50,000. The incorporators are Frank S. Horning, Boston; Franklin C. Hender- son, Brookline, and Robert V. Davis, Winchester.

PROPAGATING ENGLISH LITERATURE THROUGH THE RECORDS

Great Cultural Results Possible From This Move—Prove a Decided Factor in the Language Development of America.

A broader sphere for the talking machine as an educational factor constituted the subject of an interesting letter sent to the New York Evening Sun the other day. It reads as follows:

"Would you kindly interest your inventive readers in the idea of 'phonograph literature' that it may develop into practical realization? My idea is to utilize the cars more. Eyes cannot get the same amount of the learning in English of the public as other forms of the language and materials."

The foreign population could also hear our speeches and recitals. There is no reason why English literature should not be transferred to the records and disseminated in the homes. If 'phonograph literature' is introduced into the homes of people of foreign birth, it would be a tremendous factor in bringing about a greater knowledge of the American spirit and ideals. There is a big field here for exploitation—a field which will demand a great amount of work. The talking machine has a real mission in the literary as well as musical domain.

The Talking Machine World

Vol. 15. No. 12

New York, December 15, 1919

Price Twenty-Five Cents

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Nine Months Ending September, 1919, Total $3,055,435.

WASHINGTON, D. C., December 4.—In the summary of exports and imports of the United States for the month of September, 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 duties on imports of talking machines and parts during September, 1919, amounted in value to $207,787, as compared with $1,186 worth which were imported during the same month of 1918.

The nine months total ending September, 1919, showed the imports valued at $395,443, as compared with $230,755 worth of talking machines and parts imported during the period of 1918.

Talking machines to the number of 6,971, valued at $298,625, were exported in September, 1919, as compared with 2,964 talking machines, valued at $375,449 sent abroad in the same period of 1918.

There were imports of Edison phonographs valued at $1,635,445, against $1,339,203 in talking machines, valued at $1,355,961 in 1918, and 1917, and 1917 and 1916.

The total exports of records and supplies for September, 1919, were valued at $297,856, as compared with $175,493 in September, 1918. The nine months total valued at $2,532,559, with accessories, were exported, valued at $2,084,599; in 1918 $1,661,644, and in 1917 they were valued at $319,590.

WANAMAKER HAS EMERSON RECORDS


The Emerson Phonograph Co., New York, announced this week that arrangements had been made with the local jobber, the Emerson Record Sales Co., whereby Emerson records will be handled by the talking machine department of John Wanamaker, New York. This important move was closely followed by the local jobber's sales staff, and B. D. Cole, secretary of the Emerson Phonograph Co., also contributed materially to the successful closing of the negotiation.

The John Wanamaker store will not only handle Emerson records in their main talking machine department on the first balcony, but a special department in the downtown store will also be devoted exclusively to these records. With its customary aggressiveness and far-reaching merchandising plans, the Wanamaker store has already advertised its talking machine department as 'Headquarters for Emerson records.' This line is being mentioned prominently in the daily newspaper advertising of this famous institution, which is renowned for the quantity of its merchandise and its prestige in retail circles.

In order to properly introduce Emerson records to its clientele, the Wanamaker talking machine department executives arranged to hold three popular matinees in the auditorium, at which Emerson artists were presented through the courtesy of the Emerson Phonograph Co. and the Emerson Record Sales Co. Speaking engagements so far have attracted capacity audiences, and among the artists who appeared were the following Eva Leoni, coloratura soprano; Billy Murray, tenor; Van Epp Brooks, baritone; Menotti Frasoua, lyric tenor; Louis XIV, English, and parts imported during the period of 1918.
Why Not Special Sales Weeks For Exploiting Special Types of Records? : : by Chas. B. Shepherd

No talking machine dealer who has watched the advertising of the large department and other stores throughout the country or who has failed to note the fact that such stores seek to stimulate business not alone by advertising special sales daily or at regular intervals but also by setting aside certain weeks, during which specified lines of goods are featured. In the carrying out of this plan there are "Housefurnishing Weeks," "Spring and Fall Fashion Weeks," "White Goods Weeks," "Furniture Weeks," etc., all of them inaugurated with a view to concentrating the attention of that proportion of the public which reads the company's advertising upon specified lines of goods.

The merchandising theory back of the plan is that, under ordinary circumstances, people buy kitchen utensils, special articles of furniture or various fabrics in common use, only as the actual necessity arises. The housewife will discard the leaky or broken pot, the smashed plate, or the worn sheet and will not bother about replacing the article until such time as more loss has been sustained or the necessity becomes acute. Then again, a person will get along very well with the same general type and designed for the same purpose, is brought to their attention through advertising. The advertising store works on the principle that the featuring of special lines at stated intervals serves to remind possible customers of the things they need or desire and, in bringing them to the store for such things, opens the way to interest them in purchases in other departments.

Although the handling of a single product handicap the talking machine dealer to a certain extent in the adaptation, to the needs of his own business, of the various successful department store merchandising plans, there are still many such systems that may be put to good use in the selling of talking machines and records with a few modifications, and the featuring of special products at special times is one of those methods.

The talking machine dealer has his list of records by famous artists and his monthly releases of new records of popular and standard selections as the foundation of his business—the staples, as it were. If the dealer is at all alive, however, he is not satisfied to confine his sales to such records alone but seeks, by various means, to move the standard records of such music from his shelves and into the hands of the machine owner. Sometimes he plays over the slowest selling records for such customers as will stop to listen to them after having made their original selections; again he will try to interest a customer in additional records of the sort he usually buys; still again he will advertise by various means the records outside of the current lists which he believes will prove salable. But it all resolves itself into intensified selling; the devotion of attention to forcing the record sales that is often out of proportion to the results realized. Why not, therefore, the special week for special records to appeal to all prospects and customers at once and at the same time?

There are, apparently, no limits to the "special week" idea, and the plan has worked well where it has been tried, even in modified form. One week will be devoted, for instance, to the featuring of hits and selections from the current musical comedies, and it is surprising the number of record buyers who will evince interest in the hits of selections from the "Follies," the "Passing Show," or another of the current musical comedies or operettas, and purchase such records on merit alone, even though they have not seen the show. Yet these same people would never think of asking for or purchasing such a record of their own accord.

Then there could be featured weeks devoted to folk songs and the music of the various nationalities. In cosmopolitan America there is hardly a community so small that there is not to be found within its confines representatives of practically every nationality on the face of the globe and in most cases a sufficiently large representation to make an appeal to memories of their homeland bring results. There could be an "Irish Week," for instance, with the songs of old Ireland mingled with still popular melodies of Harrigan and Hart, with the music by contemporary Irishmen and the records made by those of the race. And it will be found, as it has already been found, that not all the lovers of Irish music are possessed of Irish blood.

The same plan could be worked with French, English, Italian and Spanish music with the results more or less dependent upon the location of the dealer's store in its relation to groupings of one nationality or another. But now the songs of the Allies, particularly, find favor with the general public as well as with those who have come from the various European countries to make America their home.

But national music weeks do not, in any sense, represent the sum total of the possibilities. There can be weeks devoted to the exploitation of the more popular and tuneful opera from the grand operas in which the average customer is not interested to any great degree because he is not familiar with such music. Then, why not a "Concert Song Week"? Not a record catalog but contains a wealth of high class songs, beautiful music and beautifully sung by some of our greatest artists, but which remain unsold on the shelves because, in the average machine owner, the title does not mean anything and he must be introduced to the selections orally before he becomes acquainted.

There is hardly a classification in the representative record catalogs that does not permit of utilizing it for some special drive and the results of such a drive or series of drives add just so much to the sum total of the dealer's business. They are in addition to the sales brought about by the manufacturers' advertising and to the sales developed by straight salesmanship in the booth. In the language of Wall Street, such business is "vitalized." Then, too, above and beyond the actual sales results the special week idea, carried out consistently, cannot but add to the prestige of the h,<er and will tend to increase the customers and prospects in his territory that the assortment of records he carries in stock is far and beyond any limitations heretofore placed upon it. And it can all be done within the stock limits of the average dealer, the man who is really conducting a talking machine store.

Of course the advertising must be generous, whether through the newspapers, by circularizing or by other means, and the store window for the week should be arranged to carry out the general idea and look the store up, unmistakably, with the campaign. Most important of all, the records should be in stock and within easy reach when the calls begin to come in. That is a matter of common sense.
Victor Supremacy
Is Overwhelming

Musically, artistically, commercially, Victor supremacy is always, everywhere, in evidence.

Its universal recognition makes success easy for every Victor retailer.

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

"VICTROLA" is the Registered Trade-mark of the Victor Talking Machine Co., 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.

Victor Wholesalers

Albany, N. Y. ....... Gatesy-Haire Co., Inc.
Atlanta, Ga ......... Elyea Company
Baltimore, Md. ...... Cohen & Hughes.
E. F. Droop & Sons Co.
H. H. Eirenbroad & Sons, Inc.
Birmingham, Ala. .... Talking Machine Co.
Boston, Mass. ....... Oliver Ditson Co.
The Eastern Talking Machine Co.
The N. Steinert & Sons Co.
G. T. Williams
Buffalo Talking Machine Co., Inc.
Burlington, Vt. .... Amer. Phonograph Co.
Butte, Mont. .......... Otton Bros.
Chicago, III. ......... Lynn & Healy.
The Rud. Wolitzer Co.
Chicago Tall. Mach. Co.
Cincinnati, O. ....... The Rud. Wolitzer Co.
Cleveland, O. ......... The W. H. Buescher & Sons Co.
The Eclipse Musical Co.
Columbus, O. ......... The Perry & Whitestore Co.
Dallas, Tex. ......... Sanger Bros.
Denver, Colo. ......... The Knight-Campbell Music Co.
Des Moines, Ia. ....... Nickel Bros. Co.
Detroit, Mich. ........ Grinnell Bros.
Elmira, N. Y. ......... Elmira Arms Co.
Honolulu, T. H. ....... Bergetrom Music Co., Ltd.
Houston, Tex. ......... The Talking Machine Co. of Texas.
Indianapolis, Ind. .... Stewart Tall. Mach. Co.
Jacksonville, Fla. .... Florida Tall. Mach. Co.
Kansas City, Mo. .... J. W. Jenkins Sons Music Co.
Schmeister Arms Co.
Lincoln, Neb. ........ Ross P. Curtis Co.
Los Angeles, Cal. ...... Sherman, Clay & Co.
Memphis, Tenn. ......... O. K. Hough Piano Co.
Milwaukee, Wis. ......... Radger Tall. Mach. Co.
Minneapolis, Minn. ...... Beckwith, O'Neill Co.

Mobile, Ala. .......... W. H. Reynolds
Newark, N. J. .......... Collings & Price Co.
New Haven, Conn. .......... The Horton-Gallo-Creamer Co.
New Orleans, La. ....... Philip Werlein, Ltd.
M. Blouson. C. Bruno & Sons, Inc.
Charles H. Ditson & Co.
Knipperbecke Talking Machine Co., Inc.
Layday Bros. Inc.
Musical Instrument Sales Co.
Orme, Inc.
S. S. Peasall Co.
Omaha, Neb. .......... A. House Co.
Mickey Bros. Co.
Peoria, III. ........ Putnam-Page Co., Inc.
Philadelphia, Pa. ....... Louis Buehn Co., Inc.
C. J. Hepp & Son.
The George D. Ornstein Co.
Penn Phono. Co., Inc.
The Talking Machine Co.
H. A. Weymann & Sons, Inc.
C. C. Moller Co., Ltd.
Standard Talking Machine Co.
Portland, Me. .......... Cre Quincy & Allen.
Portland, Ore. ......... Sherman, Clay & Co.
Richmond, Va. ........ The Corley Co., Inc.
Salt Lake City, U. ...... The John Elliott Clark Co.
San Francisco, Cal. ...... Sherman, Clay & Co.
St. Louis, Mo. .......... Knipperbecke Music Co.
St. Paul, Minn. ......... W. J. Dyer & Bros.
Towson, O. ........ The Toast Machine Co.
Washington, D. C. ...... Allen & Hughes.
K. F. Droop & Sons Co.
Holt, C. Rogers Co.

Victrola IV, $25
Oak
Victrola VIII, $50
Oak
Victrola X, $110
Mahogany or Oak

Victrola XVI, $250
Mahogany or Oak
Victrola XVI, electric, $312.50
Mahogany or Oak
REMODELED GEWEHR STORE OPENS


WILMINGTON, Del., December 2.—Hundreds of music lovers of this city were entertained royally at the elaborate opening of the show rooms of the Gewehr Piano Co., at 382 West Ninth street, late last month. Many complimentary remarks were heard regarding the handsome piano display rooms which was made for the Tower School, now which attracted much attention was the Steinway & Bach grands and small grands. An instrument of the city.

In the piano display rooms on the second floor were shown Steinway and Krainich & Buch grands and small grands. An instrument which attracted much attention was the Steinway grand which was made for the Tower School, new in process of constriction. The entire front of the first floor has been reserved for display of talking machines, including the Victrola, Aeolian-Vocalion and the Sonora. A score or more of handsome booths for the display of the reproducing qualities of the machines occupy the first floor. The balcony of this floor is also used for display of talking machines.

The store was handsomely decorated with potted plants. Souvenirs of miniature Victor dogs were presented, together with record dusters, postals and booklets. Although 2,000 of the well-known 000 of the well-known

Where Talking Machines Are Displayed.

A dog who recognizes his master’s voice had been provided, they soon were all taken up by the visitor, who found an unusually attractive feature in the little gift.

Altogether the opening provided a unique feature for music lovers, and was apparently taken advantage of by the shoppers, hundreds of whom visited the store. A number of representatives of the trade attended the opening and a large number of manufacturers sent handsome floral pieces to express their good will.

TO WHOLESALE THE SONORA

The Hillman Phonograph Co., Huntington, W. Va., is planning to open a distributing office for the Sonora talking machine in that city, according to an announcement made by H. E. Hillman, general manager of the company. The present Sonora representatives are the Thornburg-Davidson Furniture Co. and J. W. Pool. The new concern will do a wholesale business only and the main offices will be removed from Wheeling to Huntington.

A HANDSOME VOCALION FOLDER


There has just been prepared by the Aeolian Co. a new folder handsomely arranged and compiled, and describing in detail the various Aeolian-Vocalion period styles. The new folder, which represents a great amount of work, will be ready for distribution to the trade in a week or ten days. Of the sixteen pages in the folder, which is of convenient envelope size, thirteen are devoted to illustration of many of the most popular Vocalion period models, with the more important details, together with the specifications of the instrument, presented in the accompanying text. The Vocalion shows range in price from $250 to $750.

The cover design, which is in duplicate for front and back, and which provides space for the dealer’s name, shows a period Vocalion installed in most attractive surroundings in the home. The folder is printed throughout in a rich sepia ink on light cream paper, which serves to bring out the details of the various Vocalion designs most satisfactorily. Each page, too, has its own border design, with Vocalion records set in the top. The new folder should prove of distinct value.

MAKES AN ASSIGNMENT

Linhart, Inc., New York, dealer in talking machines, pianos, organs and other musical instruments, 200 East Seventy-second street, has made an assignment to John Jurdak, also of New York.

TO DEAL IN EDISON PRODUCTS

The Moodie Co., of Houston, Tex., has been incorporated with a capital stock of $25,000 to deal in Edison products. The incorporators are R. H. Moodie, R. B. Moodie and N. B. Smith.

PEERLESS Metal Back Album

Albums Sell Records

It's not hard to sell an umbrella when it's raining—it's not trouble at all to sell furniture to a man who has just built a house—it's a cinch to sell records to the owner of an empty record album.

Manufacturers: give your dealers a chance to sell more records by giving them a phonograph with a liberal filling capacity in the form of Peerless albums.

Dealers: expose yourselves to greater record sales—throw them in your way by throwing the album temptation in the way of each of your customers—sell one Peerless album today and twelve records tomorrow.

Prices and samples on request

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 BLEECKER STREET

NEW YORK CITY

Representatives: BOSTON, L. W. Hainl, 20 Sudbury Street;
CHICAGO, W. A. Carter, 87 E. Jackson Blvd; GRAND RAPIDS, C. W. Kalder, Oakl Bldg.
Victor Supremacy

The supremacy of the Victrola is linked with the world's greatest artists.

The prosperity of the music trade, the success of Victor retailers, are the natural result of this overwhelming supremacy.


"VICTROLA" is the Registered Trade-mark of the Victor Talking Machine Co., 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 process of manufacture and should be used together to secure a perfect reproduction.
The holiday season is again with us, and in a few days, comparatively, 1919 will be but a memory. The Christmas season with those influences which tend to sharpen and expand mankind's gentler lines, is reflected in a spirit which tends to cause happiness everywhere, and talking machine men have reason to feel happy over the measure of prosperity which they have enjoyed during the year which will soon come to a close.

The Christmas spirit is a buying spirit, and this is reflected very practically in the activity which prevails in the retail domain of the industry in all parts of the country. It is safe to say that never in the history of the talking machine trade has there been a greater measure of prosperity prevailed than during 1919. Manufacturers despite their most strenuous efforts have found it difficult to catch up with the demand for machines and records, and this condition exists at the close of the year. The curtailment in output which prevailed throughout the war has been felt throughout the year. Prices on everything that entered into the manufacture of talking machines have been steadily rising but, notwithstanding this, the music publishers, composers and authors have, since the present outlay is obvious.

The music publishers, composers and authors have, since the present law was enacted, maintained strongly that they were entitled to have confidence in the business in which they are engaged, and which is imbued with a higher sense of the talking machine and its future. Such men help to elevate the industry. Their vision includes a larger area of influence for the talking machine, and a wider recognition by the public of its great influence in musical and literary fields.

The most important problems of the trade, such as quality production, perfection of advertising, greater service for the dealer and for the public and other similar phases of the industry, have received the most careful attention. That the thought and consideration given these subjects have produced results commensurate with the outlay is obvious.

A fact worthy of emphasis and which in itself proves inspiring, is that the men who have accomplished real results are those who have confidence in the business in which they are engaged, and which is imbued with a higher sense of the talking machine and its future. Such men help to elevate the industry. Their vision includes a larger area of influence for the talking machine, and a wider recognition by the public of its great influence in musical and literary fields.

Another matter of vital importance to the talking machine trade, particularly to the record makers, is the promised revision of the Copyright Law of 1909. This session of Congress is one of vital importance to business. Government officials tell us that the revenue must be raised by one means or another and that if the War Revenue Act is repealed it appears to be a case of every one for himself and the devil take the hindmost.

DURING the past year the musical standing of the talking machine has received tremendous impetus. It has become a decided force in the musical life of the Nation, and as an educational factor in the school room and in the home it has greater influence than ever before. Record music is contributing more to the entertainment and elevation of our people than any other single element. In the schools in every city throughout the land pupils in folk dancing and calisthenics are keeping step with the rhythm of record music. Classes march from the buildings or assembly halls to the tunes of stirring marches. Music lessons are conducted with the children listening to records and studying the printed pages of music at the same time from the school books. The regular grade teacher is being assisted in her work. Analysis of songs with vocal illustrations teach enunciation, phrasing and expression; analysis of the modern symphony orchestra with the children learning the individual tone quality of each instrument, serious study of opera, librettos and chorus, all testify to the truth of the statement that talking machine records are to-day making America more and more musical. The results are gigantic in their import. Musical writers have not yet grasped the significance of this movement, nor do they properly appreciate its great value in the cause of musical appreciation and advancement. As far as the trade is concerned this mission of the high-class record is causing dealers and salesmen to become acquainted with musical literature, with the opera, with the record stock, forcing them to have a greater regard for the standard as well as the lighter musical compositions. Everything considered, this splendid movement is working out to higher and better things.

The national advertising carried on by our leading manufacturers has made a distinct impress on the public mind. It has been commended by advertising experts as symbolic of the highest type of modern publicity, and in view of its constant, forceful and always individual character, it is not to be wondered at that the sales of talking machines and records during 1919 have reached the high water mark, notwithstanding the great period of unrest we have been through following the closing of the war.

It is impossible to review the year's accomplishments without being impressed with the fact that the talking machine industry to-day is composed of an energetic body of men who represent modern business progressiveness, and their continuous advance towards greater achievements in 1920 is certain.

MEMBERS of the talking machine trade, particularly manufacturers, have had some distressing experiences with Federal laws and regulations, especially during the period of the war, and indications are that the industry is not yet out of the woods so far as legislation calculated to affect its interests is concerned. Although hostilities ended over a year ago, we are still laboring under the War Revenue Act, with its excise tax clause and the question of amending, or repealing, this law alone during the next session of Congress is one of vital importance to business. Government officials tell us that the revenue must be raised by one means or another and that if the War Revenue Act is repealed it will simply mean the enacting of other legislation of a tax raising character, and where the assessment of taxes is concerned it appears to be a case of every one for himself and the devil take the hindmost.

Constant watchfulness, therefore, is the only guarantee of safety.

Another matter of vital importance to the talking machine trade, particularly to the record makers, is the promised revision of the Copyright Law of 1909. This matter will come during the next session of Congress, but it will come along eventually and if the ambitions of certain factors are realized, it bodes no good for those who make a business of the mechanical reproduction of music. The music publishers, composers and authors have, since the present law was enacted, maintained strongly that they were entitled to

Advertises to advertisers—advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

NEW YORK, DECEMBER 15, 1919

The Talking Machine World
larger royalties for the use of their works, and when the Copyright Law comes up for revision there is promised an effort to have the mechanical royalties increased several hundred per cent. This in itself will have a direct effect upon the record business. It took four years of almost constant arguing before the present Copyright Law was decided upon and those in touch with the situation doubtless will have another lengthy fight over any proposed revision.

The Patent Laws and the protection they afford have played an unusually prominent and decisive part in the development of the talking machine trade up to the present time and, therefore, any move to revise these patent laws is of great interest to the members of the industry. Such a move will be made shortly and some drastic changes are promised, and these changes must be watched.

The World this month publishes some views from George W. Pound, general counsel of the Music Industries Chamber of Commerce, regarding probable legislation during the next year or so and the subject is important enough to deserve serious attention.

ANSWERING the cry of the retailers for more production in order to take care of the overwhelming demand for talking machines and records, manufacturers have in many instances completed plans that will mean an output of unheard of proportions for 1920.

The Victor Talking Machine Co. have taken occasion to call public attention, through the medium of full page advertisements run in newspapers all over the country, to the fact that the Victor output has reached normal and that plans have been completed for a tremendous increase in production in the very near future.

The Columbia Graphophone Co. have completed plans for the erection of new and supplementary plants in Baltimore and other important centers. The Aeolian Co. have established a great assembling plant in the Grand Rapids cabinet market and the Pathé Co., the Sonora Phonograph Sales Co. and a number of other manufacturers, particularly in the West, have been equally alive to the opportunities presented to them and the necessity of giving thought to quantity production.

For the past several years the talking machine trade has been oversold so far as the quality grades of machines and records are concerned. Whenever there was an increase in production there was a corresponding, or even greater, increase in demand and retailers and distributors while doing a big business have found opportunities for rolling up still larger sales records, limited only by their ability to get goods.

So far as most lines of machines and records are concerned, the distributing factors have been laboring under a rationing system in order that all might have an equal share of the goods produced by the factories.

The plans for the extension of the manufacturing facilities of the several companies promise to wipe out entirely this condition of things and to provide for the distribution of all the machines and records for which a market can be found. Past experiences indicate, however, that the demand will grow sufficiently to offset some measure of these expectations and that while the dealer will be in a position to receive and sell more goods he will still be forced to keep sufficiently behind public demand to overcome any tendency to indulge in the unsound trade practices that so often develop as a result of overproduction.

THE competition of mail order houses in the talking machine industry is arousing some excitement. The campaign is a direct challenge to local dealers. It means there is trade in their territory open to capture by those well organized institutions unless the dealers get after it. Hence the only solution of mail order competition is to match brains and service, and conquer.

Every dealer has the advantage over his mail order competitor in his territory. He has plenty of convincing arguments to adduce why local men should be given the preference in the matter of business, and if he makes his store and his goods known to the community just as prominently as does the mail order house, he is going to get the trade. There is no use in indulging in the baby act and crying about the outsiders coming in and getting the trade; it is up to the insiders to get the business, and to use aggressive methods in getting it.

In every community there are a lot of people who are reached by mail order houses because these concerns do not hide their light under a bushel—they advertise. It is up to the dealer to study his community and become alive to the fact that he is in business not merely to conduct a handsome looking store, but to SELL talking machines and records, and to use every means to sell them as effectively and as quickly as do the mail order houses.

IN THE WORLD last month comment was made upon the inactivity of a number of trade organizations, but the Tri-City Victor Dealers’ Association, with headquarters in St. Louis, should not be classed in the category of those inactive associations. The Tri State Association, for instance, has not been content with discussing terms and advocating cash business and large payments, but, rather, it has gone on record as fixing minimum terms upon which talking machines of various values should be sold, if the business is to be maintained on a healthy basis. It does not necessarily follow that all members of the Association will observe the minimum terms, for sometimes there are black sheep, but the moral effect of the move cannot be denied.

Merry Christmas

BUT it is a darned sight better to darn your Xmas stocking BEFORE you hang it up. Make your motto "a full stocking" and sell the Victor Records you might be inclined to pass up. Pearsall Service will help
Why it is Unwise for the Salesman to Try to Force a Sale on a Customer :: by D. G. Griffen

Some salesmen have tried to force a sale by means of talking the customer to death, so to speak, to overwhelm him with words before his objections were fully voiced. What could be more misadventure-like than this? If the salesman had a thorough knowledge of his product, its possibilities as well as its limitations, he should welcome the objections of the customer because, with his complete understanding of the product he was selling, he would be able to answer these objections in an intelligent and convincing way. The customer would have greater confidence in the salesman if he answered his objections in a clear way. As a reflex of this he would have greater faith in the merits of the particular product in question and the sale would soon follow.

An illustration of this is shown in the experience of a Metropolitan dealer who lost a sale and at the same time lost the opportunity of making a steady customer. A man came into his store and wanted to buy a talking machine, but when entering the store he had been plainly expressed for a walnut case. The salesman had obviously good intentions but he displayed a total lack of thought the customer now finished in walnut. The inevitable result followed; the customer became disgusted and walked out of the store. He went to another establishment, asked for an instrument with the desired walnut case, received it at once and the sale was made. The first man had not only lost the sale by being over loquacious, but had made an enemy of the customer.

To be sure, this was an extreme case and one not likely to happen very often, but it is an illustration of the fact we are trying to bring out that the salesman should not rush to conclusions, but should give his customer's wishes due consideration. The customer who writes a special article, and says so, should be given that article if possible without delay, and without any beating about the bush. The salesman may have his own ideas on the subject but he should keep them to himself.

Along this line, there is another thought to be considered and that is personal pride. Pride of possession plays an important part in the selection and purchase of any musical instrument and the ordinary man, upon whom the trade depends for its existence, is prouder of something he has chosen for himself than of anything he has bought on the suggestion of someone else, or that somebody else has picked out for him. There is the very justifiable element of vanity in showing to your family and friends something which is your judgment, the thing you have most desired.

This does not mean, however, that the salesman is uneasy to be a disinterested party to the sale. He should, on the contrary, be a very interested and considerate advisor and aid, as we have so often pointed out. But it is a matter calling for good sense and good judgment, for the salesman can be of great assistance if he goes at the matter in the right way. After the customer has expressed his wishes for some particular style, and should the salesman see a chance for a suggestion which would bring the customer greater satisfaction in the end, he should by all means make that suggestion and explain its advantages. But after he has done so and the argument does not appeal, he should drop his advice at once, and not run the risk of antagonizing his prospect. Knowing when and what to talk and when to stop is the great desideratum.

It is always well to try to lead the customer gently in the desired direction and there is no harm in that, but to fly in his face and try to force a sale diametrically opposed to his expressed wish and desire is folly.

Experience Proves That it Never Pays a Salesman to Know Considerably More Than Some Customers.
OKEH RECORDS
THIRD SUPPLEMENT

How Sorry You'll Be (Wait 'll You See)
Male Quartet
Peerless Quartet
Pretty Little Butterfly (Is a Fly Gal Now)
(Tenor)
Billy Murray
Nobody Knows and Nobody Seems to Care—
Baritone
Jack Kaufman
Goodnight Angeline—Male Quartet
Peerless Quartet
Hindu Rose—Baritone
Ting Ling Toy—Male Quartet
Peerless Quartet
Not in a Thousand Years—(Tenor) Henry Burr
Bye Lo—Tenor
Reed Miller
Oh, What A Pal Was Mary—Walz Instrumental
Joseph Knecht's
Waldorf-Astoria Dance Orchestra
Marilyn—(Fox-trot Instrumental) All Star Trio
A Pretty Girl Is Like a Melody (From "Ziegfeld's Follies 1919")
Fox-trot Instrumental
Van Eps Quartet
Weeping Willow Lane—Walz Instrumental
Okeh Dance Orchestra

That Naughty Waltz—Walz Instrumental
Okeh Dance Orchestra
That's Worth While Waiting For—Fox-trot Instrumental
Okeh Dance Orchestra
Starlight Love—Walz Instrumental
Okeh Dance Orchestra
Dreamy Amazon—Walz Instrumental
Okeh Dance Orchestra
Casse Noisette—Nut Cracker Ballet—Instrumental
Conway's Band
Tchaikowsky Melodies
Okeh Concert Band
Light Cavalry Overture
Conway's Band
The Gladiator March
Conway's Band
Titl's Serenade—Flute and Cello Duet
Ernest Wagner and Adrian Schubert
Foreign Folk Dances—Instrumental
Okeh Concert Orchestra
Transcription of Swanee River—Piano Solo
Ferdinand Himmelreich
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
THE TALKING MACHINE WORLD

DECEMBER 15, 1919

NATIONAL MUSIC FESTIVAL AND EXPOSITION A GREAT EVENT


One of the great happenings of the new year is the musical festival in New York. The National Music Festival and Exposition to be held at Grand Central Palace the first week of February. This event will be liberally patronized by talking machine manufacturers as well as other leading representatives of all branches of the music trade industry. It is therefore timely that the fullest possible attention be given to making the festival duly representative of music in the fullest sense, for there is little working time left. This mid-winter exhibition is a test, for it has been claimed that Music Shows in the past lost much of their pulling power and appeal to public interest through the fact that they were held in the early summer, when indoor entertainment had lost its attractiveness and the weather was too hot for comfort. The winter months are really the show months and an ideal time has been selected apparently for the coming Festival and Exhibition. The time being right, the big thing now is to put it over.

At a meeting held recently, which was attended by prominent members of the music world and of the trade, work was actively started on the music program, inasmuch as the selling of space for the show proper has practically been completed. The work of making the festival a musical success will require the co-operation of all those engaged in the music profession as well as those who sell musical instruments. This is the time for the consideration of prior rights, or personal or business jealousy. Neither is this the time to consider whether this name or that should go first on the program. The public must be impressed and only concentrated effort can accomplish that result.

The Mayor of New York city has announced publicly his interest in music for the people, and it is to be expected that this interest will result in the co-operation of city officials in having music programs carried out in the schools and in various public institutions as planned. The full co-operation of the city can only be expected if those directly interested in music show the proper energy. The men and women who make up the committee are noted for their standing in music circles and for their energy. Speaking for the trade it should be said that what is most needed now is activity and earnest support. The committee must have the backing of those who will benefit by their work.

The forthcoming Music Festival is only one event among many to be held in New York during the coming winter, and yet upon the success or failure of the venture much depends. Music, by divers means and for divers reasons, has attained a position of unquestioned dignity. The time is right for convincing the public in a concrete way as to the real importance of the art. The Festival offers an opportunity of which much has been said and for which much must be done. The necessary thing is to forget self for a while and work for the common cause. With music in schools, in the homes and in all public halls, with community singing strongly emphasized, with newspapers carrying the message of music through their advertising and news columns and with prominent artists lending their support, there should be little left to be desired.

If indications are to be accepted at face value, the work of the committee will be to organize those various forces in an orderly manner and direct their energies along lines that will accomplish the most good, not alone for the Festival, but for the cause of music which it represents. There are a number of suggestions already advanced that should serve to add to the success of the venture if properly carried out. Other suggestions will be forthcoming, but in choosing one from another their practicability must be the final test. The Music Festival and Exhibition, as has been stated before, will be a test in more ways than one. Let that test result in an overwhelming success.

LAWSON UNIVERSAL FOR LOESER'S

Large Brooklyn House Acquires Agency for Lawson Phonograph—New Instrument Will Be Featured Extensively in Advertising

Frederick Loeser & Co., Inc., the prominent music center and department store of Brooklyn, N. Y., has taken on the Lawson Universal phonograph and is featuring this instrument strongly in its daily newspaper advertising. The Loeser house has been one of the largest sellers of musical instruments in Brooklyn and the fact that the Lawson has been added to its musical instruments.

DON'T BE A KNOCKER

Don't be a knocker. Get a smile on. Hope a bit. Hold up your head. Get a hold with both hands and pull. Help yourself along. Get popular. Pull your friends with you, and you will soon have a procession.

To Furniture Dealers

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 be pasted on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.
Greetings

We extend to the Talking Machine Trade in general, and to our patrons and friends in particular, our sincerest wishes for the Holiday Season: A Merry Christmas and a Happy New Year to all.

Looking backward we feel happy in the thought that the year 1919 has been an exceptionally bright one for all engaged in the musical trade. We feel satisfaction in the further thought that we have been able to contribute to this result through our UNICO SYSTEM of intensifying the individual dealer's sales.

Looking forward the prospects for the new year 1920 appear even better: The country is successfully passing the post-war reconstruction period; there is a growing feeling of business stability; money was never so plentiful as now; the great public is in a liberal buying mood.

Our abiding faith in this splendid future has found expression in what we have been doing lately, and are doing now. With the restrictions of war production removed, we have once more reached our normal output. Our plans for expanding our plant to meet the tremendous increase in demand for our products have been fully matured and are under way. Our organization has been rounded out with a view to utmost efficiency in all departments. This means that we shall continue to make the interests of every dealer requiring and requesting our service our own interests.

However, and this is important: We advise early action on the part of those interested in order that their requirements may be taken care of without delay, because the growing demand for UNICO EQUIPMENT will tax to the utmost even our increased facilities.

Our Planning Department is at your service.

Address our nearest office

UNIT CONSTRUCTION COMPANY
Rayburn Clark, Smith, President

NEW YORK
38th Street & 9th Avenue
CHICAGO
20th Street & Dearborn
BOSTON
55 Essex Street
SAN FRANCISCO
Halbrook Building

PHILADELPHIA
58th Street & Gauss Avenue

UNIT CONSTRUCTION COMPANY
Rayburn Clark, Smith, President

NEW YORK
38th Street & 9th Avenue
CHICAGO
20th Street & Dearborn
BOSTON
55 Essex Street
SAN FRANCISCO
Halbrook Building

Address our nearest office
DECEMBER 15, 1919

The above is a partial list of 1919 installations only. Notice that 40% of these customers have re-ordered and these repeat orders are the strongest proof that UNICO installations have made good.

Over 1200 installations attest the supremacy of the UNICO SYSTEM as the modern method of Musical merchandising. The above is a partial list of 1919 installations only. Notice that 40% of these customers have re-ordered and these repeat orders are the strongest proof that UNICO installations have made good.

Call on us now to develop your Talking Machine Department and insure your full share of the 1920 prosperity.

Address our nearest office

UNIT CONSTRUCTION COMPANY
Rayburn Clark, Smith President

NEW YORK
430 Madison Ave. New York

CHICAGO
520 South Wells St.

BOSTON
85 Essex Street

PHILADELPHIA

SAN FRANCISCO
359 Street & Gauss Avenue

HOBOKEN BUILDING
Prestige!

The dealer who has the franchise to sell L'Artiste Phonographs acquires real prestige in his community. The qualities that distinguish L'Artiste are so apparent to eye and ear as to proclaim the instrument exceptional.

The mechanical equipment of L'Artiste is the best known in phonograph construction. The cabinets reveal at a glance rare distinction and beauty. In the appeal to the ear nothing more can be desired. All these points of excellence are so obvious that the instrument is its own best salesman.

L'Artiste is offered at a price that compares favorably with many machines that it distinctly outclasses in every respect.

Combined with the excellent margin to the dealer, this instrument is a most attractive selling proposition.

Nine Beautiful Period Models

GRAND RAPIDS PHONOGRAPH CO.
GRAND RAPIDS, MICHIGAN

THE PHILADELPHIA SHOW CASE CO.

123 NORTH THIRTEENTH STREET
PHILADELPHIA

2002 JENKINS ARCADE
PITTSBURGH
Important Legislative Questions That Confront the Trade in Nineteen-Twenty :: By George W. Pound

General Counsel, Music Industries Chamber of Commerce

December 15, 1919

THE TALKING MACHINE WORLD

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During and since the war the talking machine trade has been considered as one of the new branches of the music industry as well as other industries, has had abundant experience with national legislation calculated to add to the burdens of business, until, as was pointed out recently by George W. Pound, general counsel of the Music Industries Chamber of Commerce, with which organization several of the leading talking machine manufacturers and a great number of retailers are affiliated, in the course of an interview with The Talking Machine World, Mr. Pound said:

"Judging from all appearances it will take at least two years to solve the present legal problems confronting the music industry. The new War Revenue Bill is very probable and in fact is now being seriously considered. The principle on which the Bill will be founded has not yet been settled, but it will be worked out shortly by the committees at Washington, whether a general bill will be offered providing for such modifications, or repeal of taxes as may be deemed necessary. The other suggestion is that there be introduced a series of separate bills covering separate industries and emergencies, and granting the desired relief by that means.

"It appears to be the thought of the Senate Finance Committee that what is most desirable is a general bill drafted on a broad principle but even should this plan be adopted it will take several months to thresh out the many questions involved, and it is improbable that the new bill could be passed before fall. I have been asked to submit my views in connection with such a measure, not alone as they apply to my industry, but as they cover general revenue and excess profits questions.

New Copyright Law Coming

"There is also in prospect a new copyright law which, according to present plans, will embody some radical changes from the present set, particularly in regard to the mechanical reproduction of music. In the first place it will be demanded by certain interests that an increase of several hundred per cent be made in royalties for mechanical reproduction as at present provided for in the law, and this phase applies particularly to manufacturers of talking machine records and music rolls.

"The last United States copyright law was passed in 1909, after a four-year fight, and I was privileged to write the sections of the law applying to music. Copyright is always a heated question, and any new wave will naturally be made the center of a strong legal fight, which will mean that it will be a long time in passing.

The Proposed New Tariff Law

"One of the most important matters coming up before Congress sometime in the future will be the new Tariff Law, giving increased protection to American manufactured products. There is a growing sentiment in the Senate that the new law should be deferred until 1921, but at the present time statistics and information are being gathered which, it is believed by the United States Tariff Commission to submit facts and figures. It is probable that a duty of at least 48 per cent on musical instruments and supplies will be provided for in the new law when it is drafted. This is the figure held by members of the industry and economists generally as proper and necessary to guarantee the proper protection to American musical manufacturers.

Revision of the Patent Laws

"A general revision of the patent laws is also promised for the future, inasmuch as it is considered that there is room for many reforms in that measure. In the new law when drafted it is proposed to include a compulsory manufacturing clause under which a patent would have to be manufactured or utilized within a given period, probably one or two years, with precedent favoring the former period. Should the patent not be so utilized, it would fall in public domain and the holder would forfeit any exclusive rights to its use. It is felt that the inclusion of such a clause in the new Patent Laws would bring about a more general development of all industries by increasing the universal use of patented improvements.

The Federal Trade Commission's Activity

"The Federal Trade Commission, which has long held widespread and arbitrary powers in the matter of interstate commerce, is rapidly extending its functions and is gradually holding and promulgating the doctrine of control over bad and unfair business methods. The second hand, used or rebuilt articles, is an instance in point along this line, in being held that when used or rebuilt instruments are advertised, the fact must be so stated, not merely in a negative, but in a positive manner. I look for more general appropriation of the powers of the Federal Trade Commission in the regulation of business, and it would be well for the trade to keep in close touch with the newest rulings as issued by that body.

"The passage by Congress of a universal Conditional Sales Act in interstate commerce is also to be urged strongly. A large number of states have already passed such acts, and this is expected to give encouragement to those who are seeking to have such a law added to the national statute.

Necessity for Watchfulness

"I have referred to only the most important matters coming up before Congress in which the music industry is naturally interested, but there are many other matters, some of them cropping up almost overnight that will require of the industry that it be particularly on the alert during the months of uncertainty. Besides the acts of Congress there must also be watched the proceedings of the various State Legislatures who are prone now and then to take a call at business generally, and in many cases enact, or endeavor to enact, laws directed especially against musical instrument manufacturers and retailers. The war provided the excuse for much radical legislation and many of the law makers have not yet realized that the emergency is passed. Hence there is to be expected considerable legislation that is drastic, unequalled for, and unnecessary, and it is this that we must guard against."

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 Quartered Sawed Stock.

SOME SPECIALS FOR IMMEDIATE SHIPMENT

10 cars 2 1/2" No. 1 Com. & Btr. Plain and Quartered Red Gum.
10 cars 3" No. 1 Com. & Btr. Plain and Quartered Red Gum.
10 cars 1 1/2" No. 1 Com. Plain Red Gum.
10 cars 1" No. 1 Com. Btr. Quarter Sawed White Oak.
10 cars 1" No. 1 Com. Btr. Quarter Sawed Red Oak.

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.
Window Advertising is the Dealer’s one Best Bet in Selling Talkers and Records :: by Arthur Freeman

Every salesman and every advertising man as well as every merchant has always agreed theoretically that the best place to advertise is the place where the goods are. And yet at the same time window advertising has been the last advertising medium to enjoy the intensive cultivation, standardization and modern development which has been accorded almost every other form of advertising.

The newspapers, the magazines, the billboards, the trade paper and the street car card as well as certain forms of direct-by-mail advertising have been brought up to high standards of efficiency with the possibility of failure reduced to a minimum. But not so with window and store advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising, despite the assertion that this form of advertising deserves a place in the front line of advertising.

There is no form of advertising so rich in possibilities from every angle as store window advertising. It embodies every advantage of car and other advertising and many which most advertising mediums do not have. When it is rightly done it attracts attention, arouses interest, creates desire, and actually makes a sale, especially when the goods are harmonized with the display, particularly since the dealer is ready with the merchandise to instantly supply a sale made by the advertising. Of course he was spending half a million dollars in the newspapers and while he did not purchase it. No advertising is good advertising which attracts so much attention to itself that it detracts from the purpose in hand which is to sell merchandise.

The newer form of window advertising is being developed by lithographed window cut-outs, hangars, posters, cards, etc., which both by cleverly created illustrations in color and by the right kind of advertising copy and type are producing the same selling effect which one would expect out of high-colored back pages in the standard magazines.

Millions of dollars have been spent in sending dealers this form of printed and lithographed matter, but most of it has been so badly done, or so created to show advantage only for the manufacturer and very little for the dealer, that it has been devoid of the necessary advertising and selling value to get actual, visual, business results.

The day is past when a pretty picture and a few slogans under it giving the name of an article will sell goods. The public demands concrete reasons why, actual proof, concrete demonstrations and selling arguments that convince and persuade. The ideal lithographed window display which gets its inspiration from the complete magazine, newspaper and outdoor campaign, ingeniously concentrating in the dealer’s window every good element which was developed in the complete national campaign, so that any reader who may have been interested by the advertising in the national media to go to the dealer’s store, finds in the window the same impulse, perhaps presented in an even stronger way, to continue his search until he gets the merchandise itself.

Fortunes are spent every day in advertising in all forms of media which does not pay. Newspaper, magazine, trade paper, billboard and street car advertisements are run daily without result. The fault, it is found in most instances, is not in the medium but in the way in which is used.

(Continued on Page 15.)
Appreciation

WE WISH TO EXTEND TO OUR DEALERS OF THE PAST YEAR, OUR APPRECIATION FOR THEIR PATIENCE AND GOOD WILL DURING THE TRYING TIMES OF STOCK SHORTAGE.

WE WISH TO ASSURE THEM THAT WE HAVE DONE THE BEST WE COULD WITH WHAT MERCHANDISE WE HAD.

WE LOOK FORWARD TO A BETTER YEAR AND WANT OUR DEALERS TO KNOW THAT THEIR WANTS WILL BE LOOKED OUT FOR IN THE SAME CAREFUL MANNER AS HERETOFORE.

DO YOUR PART. BE SURE YOU ARE EQUIPPED WITH UP-TO-DATE FEATURES AND METHODS OF MERCHANDISING SO AS TO DO THE MAXIMUM BUSINESS IN YOUR LOCALITY AND RENDER YOUR CUSTOMERS FIRST CLASS SERVICE, GIVING THE VICTROLA AND VICTOR RECORDS, THE REPRESENTATION THAT THEY DESERVE.

OUR PRESENT DEALERS COME FIRST. WE WANT TO SEE THEIR WANTS FULLY SUPPLIED BEFORE WE ADD TO THE NUMBER OF OUR ACCOUNTS.

Hearty Greetings for a Merry Christmas and a Happy and Prosperous New Year

American Talking Machine Company
Exclusively Wholesale
VICTROLAS AND VICTOR RECORDS
BROOKLYN, N. Y.
THE VALUE OF WINDOW ADVERTISING

(Continued from Page 16.)

This is true of window advertising perhaps more than any other form of advertising, and one finds on the main street of the average town in this country, as well as many of the streets in the bigger cities, window after window wasting its effort because of a lack of the intelligent use of that window in attracting the attention of possible patrons and persuading them to come into the store and buy.

Sticking a lot of miscellaneous cards and merchandise in a window with irrelevant signs and expressions is as ineffective as a jumble of type merchandise in a window with irrelevant signs and expressions is as ineffective as a jumble of type and beauty, richness, and distinctiveness.

The fourth element, of course, depends entirely on the dealer. The dealer must be ready to back up the window display, first with the goods which he has, and to arouse interest in merchandise in a window only to find that the goods are out of stock or the size range is incomplete in a newspaper advertisement which induces a person to come to a store only to find that the store is not backing up the advertising.

Yet if the customer induced by that display to come in finds him slovenly and lax and inattentive, he has not only lost a permanent customer, but if the以致 the public is aware of the store service.

The simplest and most efficient Automatic Stop is the talk machine industry has set other business enterprises a splendid example. This young business giant which is rapidly becoming one of the greatest industries in the world has not been satisfied with the cut-and-dried methods of other national advertisers, but it has been generally remarked that window display advertising among talking machine dealers has been of an exceptional type and the results speak for themselves. Today the average dealer wouldn't be without his window display hooking up with the national advertising and he is willing to pay real money for it as a valuable asset to his business.

This development has only begun and the next few years are going to bring out in dealer service and window advertising for dealers a standard, modern form of advertising which will take its place alongside of the best advertising media in the country.

PROMINENT HOUSES TAKE AGENCY

Emerson Records to be Sold by Loesser & Co., in Brooklyn, and Hardman, Peck & Co., and Bloom- ingdale Bros., in New York

The Emerson Record Sales Co., New York, local jobbers of Emerson records, announced recently that arrangements had been completed whereby this line of records will be handled by the following well-known houses: Frederick Loesser & Co., Brooklyn, N. Y.; Hardman, Peck & Co., 453 Fifth avenue, New York, and Bloomingdale Bros., 99th street and Third avenue, New York.

Fredk. Loesser & Co. is one of the best known and most successful department stores in the country, and its publicity plans include an extensive campaign in behalf of Emerson records. Hardman, Peck & Co. are featuring these records to excellent advantage in their Fifth avenue showrooms, and Bloomingdale Bros. are devoting a considerable part of their talking machine ware- rooms to the display of this line.

NEW EDISON DEALER IN NASHVILLE

Lawrence & Briggs Open Attractive Store and Held Formal Opening of Premises.

NASHVILLE, TENN., December 4.—Lawrence & Briggs, Edison dealers of this city, opened last month at 516 Union street. On the day of the formal opening the store was attractively decor- ated with flowers and in spite of the inclement weather a large number of visitors came to the store during the day. A. E. Lawrence, one of the partners of the new concerns, was connected with the Houck Piano Co. for eleven years as manager of the talking machine department. Mr. Briggs was also with the Houck house and previous to that time was connected with the Lamb Piano Co. In addition to the New Edison and Edison and Emerson records, the Freeman talking machine, a local product is also carried.

"TALKERS" SHOWN AT MIAMI FAIR

S. E. Philpitt, One of the Exhibitors of Victrolas and Other Instruments in Miami, Florida. Fair Building—Exhibit Attracted General Attention.

MIAMI, FLA., December 2.—One of the most interesting displays at the recent exhibition held at the Miami Fair Building was that of S. Ernest Philpitt, who occupied three booths immediately inside the entrance, with a full display of Victrola, Steinway grands, Estey organs and Francis Bacon players. Special concerts were given each evening at which the various instruments were played.

In the exhibit arranged by the Miami Electric Co., which occupied a large space, Mr. Philpitt also had a Victrola and piano which attracted considerable attention. As a matter of fact the Philpitt exhibit as a whole drew the attention of the majority of the visitors.

The Vangi Liberty Talking Machine Co. has been incorporated under the laws of Delaware with a capital of $125,000 by W. I. N. Leffland, Frank Jackson and Mark W. Cole, of Dover.

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

Hackett and Stracciarri in a duet!—"Solenne in quest' ora" from La Forza del Destino. Their first joint record! Order big! Columbia 49666.

Columbia Graphophone Co.
NEW YORK
AEOLIAN-VOCALION REPRESENTATION

Its Present Value and Promise for the Future

The Phonograph business, though still comparatively new, is already undergoing the change which is inevitable in every industry. Real competition, without which development and progress is almost impossible, has made itself strongly felt in the field of manufacture and is rapidly becoming more and more apparent in the selling end. The time has come when it behooves every intelligent and far-sighted merchant to face the new condition and make provision for the present and the future.

To the merchant who does this, the opportunity to secure the representation of The Aeolian Company’s phonograph—the Aeolian-Vocalion—must appeal as the most valuable franchise available in the music-industry. Not only is the Aeolian-Vocalion today far superior to any of the machines of older type, both intrinsically and as a sales proposition, but its leadership in the future is equally assured. During the past twenty-five years, The Aeolian Company, its manufacturers, have been responsible for the most important developments in musical instrument construction. It is therefore safe to assume that the same spirit of initiative, backed by its wide experience and unparalleled equipment, will enable this Company to keep its phonograph far ahead of all competitors.

Moreover, the Aeolian policy of exclusive representation, which assures to the dealer the benefit of all the business in his territory, is not only a vital consideration at the present, but is destined to become more and more important in the years to come.

Valuable territories for representing the Aeolian-Vocalion are still available. Information as to these and full particulars will be furnished to those who inquire.
The development of the phonograph is the most interesting and important in musical history.

The phonograph and the telephone—that is, neither is of value in itself, but each, directly or indirectly, has been connected with the invention of the other. The phonograph has furnished the basis for the telephone, and the telephone has been utilized in the phonograph.

It is significant that from the phonograph should emanate the Vocalion Record, made by the Vocalion Company. The Vocalion Record is notable for its clarity, richness, and musical advantage. It contains more musical content than any other record upon the market.

Wonderful studios have been established in London for recording and manufacturing records of the highest beauty, in comfort and convenience. The Vocalion Company has combined all these features in the Vocalion Record, with the purpose of recording the phonograph industry.

As an artistic achievement of the Vocalion Record is worth...
ion Record

The phonograph has been one of the far-reaching events in musical history. Both the phonograph record and the phonograph itself are practically inseparable. An improvement in one tends to affect both. While this is true, the two are so interdependent that it is not possible to consider one without the other. An important event in recent years has been the production of practically perfect reproductions of music, made possible by the development of the electrical phonograph record. A notable illustration of this is the phonograph record of Vincenzo Bellini's "Il Trovatore," which is recognized as one of the finest in the world. It is a true representation of the music, and is worthy of the highest praise. The Aeolian Company, due to its production, is distinguished for its realism. It has the further advantage of being played longer than any other phonograph record. It is established in New York and has been reprinted by other companies. In every detail—ranging from the design of the phonograph to the quality of the recording—this phonograph record is the highest in the world. It is the result of the highest Aeolian ideals.
The distinguishing features of the Aeolian-Vocalion line, which is larger and more complete than that of any other phonograph upon the market, are—the good taste displayed in stock models, and the group of special Period cases which far surpass anything hitherto known in connection with the phonograph.

The stock models reflect the broad experience and ample artistic capacity of The Aeolian Company’s department of design and case-making. Utmost care and technical skill are apparent in every detail. Simplicity and the repression characteristic of genuine art are evident in every design.

In the Period Styles the most unusual and artistic case effects are displayed. While some of these are original, others are based upon authoritative Period and other classic models.

No intelligent merchant need be reminded that there is a large clientele in every community that appreciates real beauty and art, and that this clientele constitutes a highly desirable addition to his trade.

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

**Distributors of the Aeolian-Vocalion and Vocalion Record**

<table>
<thead>
<tr>
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<td>NORDHEIMER PIANO &amp; MUSIC CO., Ltd.</td>
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<td>THE AEOILIAN COMPANY</td>
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<td>THE AEOILIAN COMPANY</td>
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<td>THE AEOILIAN COMPANY</td>
<td>St. Louis, Mo.</td>
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<td>CLUETT &amp; SONS</td>
<td>Troy, N. Y.</td>
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<td>CONSOLIDATED MUSIC COMPANY</td>
<td>Salt Lake City, Utah</td>
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<td>B. DREHER'S SONS COMPANY</td>
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<td>EMERALD COMPANY</td>
<td>Birmingham, Ala.</td>
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<tr>
<td>GUEST PIANO COMPANY</td>
<td>Burlington, Iowa</td>
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<td>O. J. DE MOLL &amp; CO.</td>
<td>Washington, D. C.</td>
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<tr>
<td>STONE PIANO CO.</td>
<td>Fargo, N. D., and Minneapolis, Minn.</td>
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<tr>
<td>TITCHE-GOETTINGER COMPANY</td>
<td>Dallas, Texas</td>
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<td>VOCALION COMPANY OF BOSTON</td>
<td>Boston, Mass.</td>
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**THE AEOILIAN COMPANY**

*Makers of The Duo-Art Pianola Piano—Largest Manufacturers of Musical Instruments in the World*

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A "WIRELESS" MYSTERY SOLVED BY THE TALKING MACHINE

"Nauen Madrid Buzz," Which Baffled Intelligence Department, Solved by Recording Messages on Records—Discovery Made When Motor Ran Down—Details of System—Aftermath of the War

Just before the sixty-four-kilometer retreat of the German armies from the strongly entrenched Chemin des Dames position in 1918, the allied intelligence department informed the general staff the exact positions which would be evacuated. This was in spite of the fact that all the preliminary operations on the Berlin side were carried out with the utmost attempt at secrecy, that every movement up to the final withdrawal had been made at night. Yet even in guessing accurately concerning the extent of the retreat, Wireless and the talking machine told the story, says the Scientific American.

"No message telling this precious secret was intercepted. The Germans knew far too much to intrust this to errant ether waves. Yet from the enemy's use of wireless equipment the allies obtained their positive information."

The reasoning behind it was simple, but it was not until 1918 that either side used the process—perhaps for that very reason. Most communica-tions in the front trenches are carried out by telephone. "Buzzers" chit-chat incessantly. Some of their talk is important. More is merely trench gossip. A little is scare-head stuff calculated to start the foe guessing if he happens to be listening in with microphone.

The trench phone equipment is costly. On the German side toward the end of the war it was restricted to spies and agents in the line. Whenever the decision was reached to get out of a certain sector, the Huns had first to move out their phone instruments, wires and stations. From previous experience, French, British and American spotters had become familiar with the coincidental increase in the number of wireless messages, wires and stations.

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Another queer situation which arose in the wireless department during the war was known officially for months as the "Nauen Madrid Buzz." In May, 1916, it appeared for the first time, emanating from Madrid. It was a curious rustle of the spark unlike any message familiar to allied operators, who, of course, looked upon it with suspicion and tried to make something out of it. For perhaps five seconds—and sometimes as long as twenty—this peculiar phenomenon would occur. Then no more for perhaps a week. Until Nauen developed the same strange quality the buzz was diagnosed simply as an odd manifestation of "static.

But when Nauen buzzed, immediately the wireless champs in the allied ranks tackled the problem. Though there was no direct proof to hand that Nauen also was not bothered by "static," the coincidence was ugly. So many means whereby the Huns obtained precious information concerning secret military matters had been uncovered already, that the allies had become quite in the habit of regarding anything out of the ordinary as spy work. The best men were put on the job—and were baffled.

It is needless to detail the many theories which were held concerning this mysterious communica-tion—for after the first weeks no one doubted that the buzzing was just that. The solution was reached through pure accident.

In studying foe wireless—which is in code, if important—the practice is to take down the message on a talking machine record. Then it can be decoded at leisure. One of the many dozen of records of the Nauen Madrid buzz was run down. A young radio officer was attempting to solve the mystery. The spring in the machine ran down, and as he wearily readied forward to wind the box again he stopped, chilled by the excitement of a discovery. With the cylinder revolving at a very low rate something that might be a rapid message in code clicked from the horn.

Thrashing down the speed adjuster on the machine, he ran the record as slowly as possible. His hunch was justified! There was certainly something there, though it went too fast to be caught.

He wrestled with the problem over night. Next day he rigged up an electric motor to run his blank cylinder record at a prodigious rate of speed. When the buzzing occurred it was caught. Then when the record was rerun at a moderate rate the message was there! It was decoded shortly, and proved to be part of an important description concerning the disposal of allied troops.

The secret was simply that at Nauen and Madrid each message was cut into a perforated roll. This was run through the sending apparatus at the speed of 400 words per minute. Naturally it turned out to be a buzz to anyone not "in the know." At the opposite station they simply took it on the talking machine, and that was all there was to it.

The allies managed to trace down many spies through the requests made by Nauen. In addition to this a great deal of precious information was sent through channels by which it would reach Madrid, and thence Nauen. After this there always was a third party on the line when ever the Germans and their agents in neutral Spain got talking together.
HOW FOLLOW-UP SERVICE WILL HELP TO INCREASE BUSINESS

Illinois Dealer Gives Service and Makes Satisfied Customers — Follows Up All Sales and Keeps Machines in Good Repair—Valuable Pointers of Interest to Talking Machine Dealers.

Any mechanical device will give better satisfaction if it is sold occasionally. Yet, few people think of this after buying a bit of machinery for home use. So it occurred to a manager in an Illinois department store to give this service—the article he sells is a talking machine—to his customers in a way they would appreciate and that would build business for him.

When selling a talking machine he makes an entry in his card index. Six months later a representative of the store calls at the home of the purchaser of the machine and explaining that he is there merely to oil the motor and see that it is in the best of working order. The owner naturally is pleased at the thoughtfulness of the merchant. And usually the inspector finds the motor so much in need of a thorough cleaning that he removes it from the cabinet and takes it back to the store with him for a thorough overhauling.

A few days after the motor is returned to the owner he receives this letter:

"According to our view of the matter, service means doing the thing the customer wants, before he has time to ask why we haven't done it. "That's why we came out and got your motor and brought it down to our shop for a thorough cleaning. It might not have occurred to you that your machine needed cleaning and oiling that he removes it from the cabinet and takes it back to the store with him for a thorough overhauling.

"You see, service doesn't end with the sale of a machine. We want those who buy to get the full measure of enjoyment from their instruments. And for the first year after you buy, our inspection and repair service is at your service without charge. Feel free to call upon us at any time."

The manager has found that this service not only gains good will but it often renews the owners' interest in their machines and results in the sale of records. And in some instances, according to a writer in "System," it has brought into his store to buy records people who had been purchasing their records elsewhere.

NOW KNOWN AS DUO-TONE, INC.

Manufacturers of Duo-Tone Needles Reorganize With J. H. Bartholomew as Secretary and General Manager of the Company.

AMHERST, CONN., December 8.—The Duo-Tone Co. of this city, manufacturers of the Duo-Tone attachment and the De Luxe Stylus, have reorganized and are now known as Duo-Tone, Inc. The officers and directors of the company remain practically the same, the only change being the election of J. H. Bartholomew as secretary and general manager. Mr. Bartholomew is particularly well fitted to occupy the position as the entire affairs of the company have been in his hands for some time as the receiver of the old company. Extensive merchandising plans are now under way for the coming year.

RE-ENTER TALKING MACHINE FIELD

J. & A. J. Plotkowski, of Manistee, Mich., who handled talking machines for fifteen years, till forced to discontinue this department through lack of space, have enlarged their premises, and have re-established their talking machine department. At the present time they are handling the Claxtonola, and are planning to add other lines of machines.

The Amenia Music Shop, Inc., New York, has incorporated to deal in talking machines and supplies with a capital of $12,000. The incorporators are A. Cobb, G. A. McLaren and G. J. Kennedy, 2110 Broadway.

THE TALKING MACHINE WORLD

DECEMBER 15, 1919

BUDGET OF PATHE HAPPENINGS


The Christmas slide, offered by the Pathe Freres Phonograph Co. free of charge to dealers using this form of local advertising, is proving very popular. A large number of dealers have already sent for their slides and each day's mail contains additional requests. The slide features Pathe record No. 22191, "Christmas Eve in the Toy Shop" and on the reverse the immortal "'Twas the Night Before Christmas."

Recent literature sent out from Pathe head-quarters has attracted much favorable comment. The Pathe record poster featuring the Ziegfield Follies girl in colors is one of the most attractive that has been issued. A new booklet of machines which has recently been published is being welcomed by Pathe dealers everywhere as a valuable sales booklet for their showrooms. A folder entitled "As Suggestion From Pathe" has also been mailed containing many pointers in the way of dealer advertisements with various size spaces. The ads are strongly written and many dealers have already responded requesting stereotypes or mats for their local papers.

N. Steenlenburg & Co. have been added to the list of large Philadelphia department stores carrying Pathe machines and records, during the past month.

Rosalie Miller, who recently signed a three year contract to record exclusively for Pathe records was heartily acclaimed at a recital given at Carnegie Hall on November 18th.

Messieur Rapin, who will represent Pathe interests in the Far East, is now enroute for Yokohama. The Welfare Association, composed of Pathe Employees held a dance at Arcadia Hall in Brooklyn on December 4th. It was well attended and tended to materially increase the 'family' feeling among the large number of employees in the Pathe plant.

DULCITONE WALNUT HEADS THE LIST

The most beautifully figured and matched veneer in the entire phonograph world. We make other finishes too.

Equipment throughout of the highest class. The total "sum up" of the Dulcitone is a rare combination of finish, reproducing accuracy and musical perfection.

The best selling Phonograph on the market. Customers satisfied. The dealer's sales and profits increase.

Quick shipments.

PRICES AND COMPLETE INFORMATION ON APPLICATION

Dulcitone Phonograph Co.
South Haven, Mich.

Chicago Office: 404 Republic Building
The Holiday Sale of Phonographs necessitates an increased demand for Steel Needles

PREPARE to supply your customers, to whom you sell phonographs, with Steel Needles of Quality. Even a little thing like a Steel Needle becomes a big thing if the customer is pleased. The sale of a phonograph should be only the beginning of your sales. It is up to you to so please your customers that they will buy all their records at your store.

FOR CUSTOMER SATISFACTION, SELL BRILLIANTONE STEEL NEEDLES

Uniform Quality Uniform Lengths Uniform Points

Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

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

WALTER A. CARTER
57 East Jackson Blvd.
Chicago, Ill.

WALTER S. GRAY
342 Market Street
San Francisco, Cal.

Elmira, New York

Pittsburgh, Pa.

Elnora Arms

Company

Yahn & Lange

O HUG CO.

Niles, Ohio

Chicago, Ill.

902 Market Street

Pittsburgh, Pa.

Elmira Arms

Company

Yahn & Lange

Camera

Niles, Ohio

Chicago, Ill.

Chicago, Ill.

Chicago, Ill.

Chicago, Ill.

Elmira, New York

Pittsburgh, Pa.

Niles, Ohio

Chicago, Ill.

Emerson Record Sales Co.

6 West 48th St.

New York City

Emerson Record Sales Co.

6 West 48th St.

New York City

BRILLIANTONE COMBINATION TONE NEEDLES

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

BRILLIANTONE COMBINATION TONE NEEDLES

For sale at your store, at the BRILLIANTONE COMBINATION TONE NEEDLES

BRILLIANTONE COMBINATION TONE NEEDLES

For sale at your store, at the

BRILLIANTONE COMBINATION TONE NEEDLES

For sale at your store, at the

BRILLIANTONE COMBINATION TONE NEEDLES

For sale at your store, at the
INDUSTRIAL UNREST is prevalent in all parts of the world for the simple reason that man has not yet learned to know the fundamental truth that is the foundation of everlasting peace—brotherly love and a common interest between labor and capital and public.

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
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**
- O'Brien & Hughes, Washington, D.C.
- Lynn & Healy, Chicago, Ill.
- Cohen & Hughes, Baltimore, Md.
- Bucy & Talmage, New York City.
- Roche O'Neill Co., Minneapolis, Minn.
- W. J. Jenkins' Sons Music Co., Kansas City, Mo.
- Schooler Arms Co., Kansas City, Mo.
- W. D. & C. N. Andrews, Buffalo, N.Y.
- Perry B. Waitt Co., Columbus, Ohio.
- Badger Talking Machine Co., Milwaukee, Wis.
- Stewart Talking Machine Co., Indianapolis, Ind.
- Bellini Musical Co., Cleveland, Ohio.
- Avondale Music House, Mobile, Ala.
- Cleveland Talking Machine Co., Cleveland, Ohio.
- Budwig Wiltzler Co., Chicago, Ill.
- W. J. Dyer & Bro., St. Paul, Minn.
- W. D. Andrews Co., Syracuse, N.Y.

**EDISON DISTRIBUTORS**
- Denver Dry Goods Co., Denver, Col.
- Pardee Ehrenger Co., New Haven, Conn.
- Photophone Inc., Atlanta, Ga.
- Pardee Ehrenger Co., Boston, Mass.

**COLUMBUS WHOLESALERS**
- Lawren/e H. Luckey, Minneapolis, Minn.
- Riverstone Music Co., St. Louis, Mo.
- Phonograph Co., Cincinnati, Ohio.
- Photophone Co., Cleveland, Ohio.
- Bucy & Talmage, Frederick, Md.
- Proudfoot Sporting Goods Co., Ogden, Utah.
- H. R. Oliphant Co., Indianapolis, Ind.
- Harger & Bliss, Des Moines, Iowa.
- American Phonograph Co., Buffalo, N.Y.
- Bellini Musical Co., Cleveland, Ohio.
- Photophone Co., of Milwaukee, Milwaukee, Wis.

**PATHE DISTRIBUTORS**
- Fuller Roberts Co., Chicago, Ill.
- Hallet & Davis Piano Co., Chicago, Ill.
- K. E. Kimball Co., Chicago, Ill.
- National Piano Co., Baltimore, Md.
- National Piano Co., Kansas City, Mo.
- Wright & Wilhelmy Co., Omaha, Neb.
- Fidelity Photophone Co., of New York City.
- Fletcher Co., Cleveland, Ohio.
- Pittsburgh Pathophone Co., Pittsburgh, Pa.
- Buffalo Wholesale Hardware Co., Buffalo, N.Y.
- harbour Longoni Photophone Co., Oklahoma City, Okla.
- Salt Lake Hardware Co., Salt Lake City, Utah.
- B. R. Bayles Furniture Co., Birmingham, Ala.

**STARE PIANO COMPANY**
- Ad Deluxe & Distributors

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**CANADIAN DISTRIBUTOR—His Masters Voice, Ltd., Toronto, Canada**

29 W. 35th St., New York.

**JONES-MOTROLA, Inc.**
315 So. Broadway, Los Angeles.

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**THE TALKING MACHINE WORLD**

**RE-OPENS IN SALT LAKE CITY**


**SALT LAKE CITY, Utah, December 1.—The enlarged house of the Glen Bros., Roberts Piano Co., Victor, Columbia and Edison dealers, was thrown open to the public two weeks ago and the event was made a notable one indeed. Numerous new sound-proof demonstration booths, perfectly ventilated, comprises one of the many features of the store. James A. Bitt, vice president of the company spared no effort to make the formal opening a success and planned several novel features, including special concerts for the children in the room designed exclusively for them. Victor dogs were distributed to the guests visiting the store during the day and several contests, both of records and player rolls, made up the musical program.

**TRUST THE MAN ON THE JOB**

Trust the man on the job—or if he shows he cannot be trusted put somebody else in his place. Spread responsibility around and through the whole institution. But make it conscious responsibility. Let every individual have a chance to manifest initiative, make everyone realize that he is an actual and important cog in a big machine. Man power is the multiplied power of every individual exerted in the same direction.
The Cheney Tone-Arm

The Longer you Play it
The Sweeter it Grows

The Cheney Tone-Arm

The Master Touch

CHENEY Phonographs bear the mark of individuality.

In method of tone-reproduction they differ fundamentally from every other phonograph. The underlying acoustic principles of the pipe organ and violin have been combined into an instrument of exquisite tone.

Cheney Cabinets are made of chosen woods and are fashioned by the finest furniture craftsmen that this country affords. They are made only in the period styles of Old England.

Discriminating buyers recognize the master touch immediately. They are surprised at the fairness of the prices.

Cheney Talking Machine Company
831 Marshall Field Annex Building
24 North Wabash Avenue
Chicago
The Talking Machine Assumes the Part of Pedagogue Most Successfully :: by J. S. Parsons

After a long and intensive fight against prejudices due to lack of understanding and appreciation of the real musical worth of the talking machine, this instrument has won a well earned position as a musical instrument worthy of a place in the highest musical circles. The finest homes in the country have their talking machines as well as their pianos, organs, harps and other musical instruments. Musical education has been materially advanced by means of the talking machine in schools, colleges and other institutions of learning. Music departments of public schools, high schools, colleges and conservatories of music have come to realize that in their work of spreading the knowledge of music among the people of the land through the pupils attending their courses, the talking machine has been a valuable aid in proving theories by actual demonstration and comparison.

In the great work of Americanization, of teaching those who come from foreign shores the ideals and practices of America the talking machine has had its place. It has helped these people to become better citizens through giving them a conception of the things for which America stands not only in music, but in other spheres as well. It has brought to their new home the music of their native lands and has helped to keep them contented while they were assimilating the many experiences of the new land. It has helped them to learn English and has been used in night schools to help the pupil to learn the rudiments of our difficult language. It has now come to be a part of a different work and one which affects the business world of America in very definite ways.

The great call of modern business demands men and women for work in all parts of the country. Great exporting houses with branches in innumerable countries send out men to carry on the work in foreign lands. Many a young man has wished to take up this work but has not been able or has not enjoyed the privileges of education which would permit him to become an adept in the language of the country to which he would like to go. To supply this need language courses in the home, and made available at any time, a means have been established. The study of languages in schools, colleges and other institutions of learning is now being done than by using the talking machine record courses. The people of this country have recognized the need for just such an improvement upon modern conditions. Many talking machine dealers, scattered in every corner of the land, handle these record courses and consequently there is no one who cannot profit by this intensive educational work. Inaccessibility of location and insufficient means should no longer hinder anyone on his way up the ladder of success. If his ambitions point to work in great enterprises either here or abroad he can learn the necessary language equipment in his own home and in his spare moments.

The man or woman who is just starting upon a business career and sees a future ahead, can make the most of the time after working hours by learning a new language. The salesman or clerk can qualify for that position he has been longing for. A few minutes each day taken from his time in the evening when he has returned from work will make him eligible for positions in a higher department or perhaps in another branch of the work. In these days of hurry and rush in business great stress is laid on utilizing spare moments and in no better way can this be done than by using the talking machine record courses in the study of another language.

It is always a source of satisfaction to have the consciousness of a task well done, and in learning a language well, so that you have command of its peculiarities and difficulties, there is the feeling that you have accomplished a great deal. This is perhaps one of the reasons why these language courses make such an appeal to earnest workers. After using the record courses there is the feeling that something very real and definite has been accomplished and you feel repaid for your work. So it is obvious that in the field of commercial education the talking machine has done and is continuing to do a great work. It is deserving of a place in this new sphere just as successfully as it has in musical and educational fields that it is very much more than an amusement factor.

Greetings::---

For a most joyous Christmas Season and for a New Year marked by progress and prosperity in full measure.

OLIVER
DITSON-BOSTON COMPANY
VICTOR EXCLUSIVELY
THE EDISON POLICY IN REGARD TO NEWSPAPER ADVERTISING

Wm. Maxwell, Vice-President of Thos. A. Edison, Inc., Explains to "Newspaperdom" the Attitude of the Company in regard to Newspaper Advertising.

A recent interview in "Newspaperdom" with William Maxwell, vice-president of Thomas A. Edison, Inc., is of interest to the trade, in that it clearly explains the attitude of the Edison Co. in regard to newspaper advertising. In commenting on the advertising policy of the company, Mr. Maxwell has always said: "We want to help the live dealers—the ones who will help themselves. There is a limit to the amount that any company can spend in newspaper advertising. We don’t want a dollar of our money to go to a dead or disloyal dealer. We want it all to go to loyal and live Edison dealers. This is the reason for the sales promotion plans, whereby newspaper advertising at our expense is made contingent upon the dealer doing things which show he is both live and loyal. It means that such a dealer gets a bigger slice of our money than he would otherwise receive and that the inactive or disloyal dealer gets none of it."

The following is the interview which Mr. Maxwell gave to "Newspaperdom":

"Two or three years ago we had a prize contest, extensively advertised in the magazines. We prepared newspaper copy and sent it to our dealers, urging them to run the newspaper copy contemporaneously with our magazine advertising. In our letter, or bulletin, to the dealers, we stated that we proposed to make up special scrapbooks of the dealers’ advertising in connection with this contest and that such scrapbooks would be shown to Mr. Edison. We, therefore, urged each dealer to send us clippings of his advertisements.

"Somehow or other, our bulletin to dealers got into the hands of one of the newspaper trade papers. I don’t think it was 'Newspaperdom,' but perhaps it was. The editor literally took the hide off of us by means of an editorial, which denounced us for asking our dealers to do what we intended to show the scrapbooks to Mr. Edison. As a matter of fact, we did intend to show the scrapbooks to Mr. Edison, we did show them to him and he looked through them with a great deal of interest. He wanted to feel a genuine interest in such matters helps to keep him young.

"That minor point disposed of, let us take up the other question. In this particular case, more than 9,000 of our dealers responded to our request and ran newspaper advertising in conjunction with our magazine advertising. In other words, the dealers used about ten times as much newspaper space as we could have afforded to use and the editor was quarelling with a policy which brought more money into the cash drawers of the newspapers than any other policy we could have adopted.

"There seems to be an impression abroad that we believe a phonograph manufacturer should spend all of his appropriation in magazines and farm papers and none of it in newspapers. There is probably no manufacturer who believes more fully in newspaper advertising than we do, but until recently we have been unable to find a satisfactory way of spending our money in the newspapers.

"Five or six years ago we ran a newspaper campaign at about 200 central points and appended the names and addresses of the local dealers. This campaign was very successful, so far as these 200 towns were concerned and the dealers in these particular towns were highly pleased but they retailed a good deal like the ghost which ran a foot race with Nigger Sam. Sam was walking by a gray-eyed one night and a ghost started after him. Sam outran the ghost for about a mile and then sat down, exhausted. The ghost, catching up with him, sat down beside Sam and said: 'That was a mighty fine race we had; let's have another.' When our campaign was over, the dealers in these 200 towns said to us: 'That was mighty fine advertising you did; let's have some more of it.' When we suggested that maybe they might do a little advertising themselves in addition to the small space they had been using in conjunction with our advertising, they were shocked at the idea. Meanwhile, in the 3,000 odd towns wherein we had done no advertising, the dealers were complaining and refusing to put forth any noteworthy sales effort until we had run an advertising campaign in their respective towns.

"A situation thus arose where it seemed necessary to say to our dealers that we would do (Continued on Page 27.)

ILSLEY'S
GR. PRITE PHONO SPRING LUBRICANT

Baby’s Lubricant makes the Motor make good
In prepared to the proper consistency, will not run out, dry up, or become sticky or rancid. Recommended by the manufac-
turers in this country. Each under the trade name of
ILSLEY-DOUBLEDAY & Co., 229-231 Front St., New York.

EUREKA
NOISELESS TALKING MACHINE LUBRICANT

Wax for special applications in phonographs.

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.

KEYSTONE MINERALS CO.
41 Union Square, New York City
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


BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.
Ponselle’s pure soprano makes a perfect vocal combination with Maurel’s alto in that popular ballad, “Whispering Hope. Columbia 78325.

Columbia Graphophone Co.
NEW YORK

NEW FATHERS, BE CAREFUL!


When the doctor comes through the door and announces that it is a boy, or girl, as the case may be, and that therefore the H. C. L. is going to hit you another wallop, control your glee, brother, for you may be called upon to explain to the judge. The real careful man will turn the lock in his talking machine and hide the key until the excitement is all over, just as a matter of precaution, following the experience of a New Yorker recently.

In the case referred to, the proud, or was it sorrowful, daddy received the announcement of the new arrival with comparative calmness and then proceeded to give a concert on his Victrola, using the loud needles exclusively. Mother-in-law was there and somehow got the impression that the flood of music was the result of sorrow rather than of joy and that malice was the motive.

The result of the ensuing discussion was the breaking of some records and a considerable quantity of dishes, according to dear mother-in-law. Next morning the proud father said: "Good morning, Judge," explained his case and was accorded the privilege of paying ten dollars into the city treasury.

Let us warn you again, brother. Be careful! Either lock the talking machine, or see that mother-in-law is not among those present when the important event happens. Safety first!

DOEHLER REVIEW MAKES ITS DEBUT

The first issue of the Doebler Review has been recently issued. This "live" publication is the employees’ paper of the Toledo plant of the Doebler Die Casting Co., covering their activities as Doebler Topics covers the various happenings in the Brooklyn plant.
The Greatest Combination in the Phonograph Industry

Garford Service
AND
LATERAL CUT

OKEH RECORDS

Ask us for Agency Proposition Now

LIBERAL DEALER DISCOUNTS

The Garford Manufacturing Company
ELYRIA, OHIO
The Application of Decorative Motifs to Talking Machine Cabinets—The Use of the Lyre

Because of its ancient fame, and because it is not used in modern music, the lyre possesses a certain romantic interest that renders it especially suitable for decorative purposes where music is to be indicated. In addition to this, it is of a decorative form, and can be used in decoration of any style. The lyre is said to have originated in Egypt, but it appeals to us because it was the national musical instrument of Greece, and it entered our decoration because of its use in Greek decorative work.

The Greek lyre had a hollow body, with two horns branching upward. Near the top these horns had a cross-piece, and the strings extended from the cross-piece to the body. A bridge was inserted under the strings to raise them. There were from three to ten strings. The Greek lyre was probably never used alone, but always to accompany the voice, and from this we have the word "lyric," meaning a song to be sung with accompaniment on the lyre.

The lyre as used in decoration is really but a mere symbol of the original instrument. The body is seldom more than indicated, and is often entirely omitted, while the comparative size and length of the strings and horns are emphasized. In thus conventionalizing the instrument its decorative value is increased, and its beauty improved. It permits the introduction of pleasing curves in the horns in contrast with the (usually) five straight lines of the strings, and thus forms a really complete composition that meets all the rules of decoration. It has been said that three straight lines, side by side, form a decorative whole, and it is certainly true that the conventionalized lyre is about the only musical instrument that forms a complete decoration without added details of ornamentation. It is the symbol of music and is a decorative whole. So used it is popular for music rooms, ball rooms, etc.

The examples collected on this page and featured here serve to show some of the most used lyre forms. That at the top of this page is from a panel in the Chateau de Compiegne and is a typical French form, used from Renaissance days to the Empire period. The panel below it, with the dancing girl is Empire, and shows that severity of line that was characteristic of that period. Figures 4 to 10, 12 and 16 are also Empire. Figure 1 is a modern Italian design; 2 is a Louis XVI creation by the celebrated Berthault, 3 is an English design, or at least was done in England, under English supervision, in the eighteenth century; it is by Pergolesi. Figure 13 is by Jean Le Pautre and dates from the Louis XIV period; 14 is modern; 15 was designed by Robert Adam; 17 and 18 are two of Sheraton's celebrated "lyre back" chairs, and 18 is one of the new art grotesques.
KRASCO
PHONOGRAPH
PRODUCTS

Twenty-five years of intensive experience in the manufacture of fine machinery are indelibly stamped upon KRASCO phonograph products—open and enclosed motors, tone arms and reproducers—in the up-to-the-minute design and the fine workmanship by which they may be recognized.

The latest ideas in phonograph engineering are embodied in their construction, and they may safely be adopted as standards by phonograph manufacturers.

Expert supervision and rigid inspection with ample manufacturing capacity make it possible to satisfy the demand for both quality and quantity production. Our increased facilities enable us to add a few names to our large list of satisfied customers, hence our solicitation for your inquiries.

See us at the New York Music Show.

Krasberg Engineering & Manufacturing Corporation
536 Lake Shore Drive Chicago, Illinois U.S.A.
KRASCO ENCLOSED MOTOR

The New KRASCO Enclosed Motor will appeal to those manufacturers of phonographs of the better sort who desire to use a strictly high-class, exclusive power unit which will add class and distinction to their product.

Every refinement of workmanship and design is embodied in this new motor and those of our friends who have awaited this announcement will do well to get in immediate touch with us while we are still able to arrange for reasonable deliveries.

After much experiment and long, painstaking research and preparation, we are at last ready to announce the New KRASCO Enclosed Motor which is something radically new and destined to revolutionize the phonograph industry.

The New KRASCO Enclosed Motor is not an ordinary motor in a case, but a strong substantial, light-weight frame forming a housing into which a phonograph motor of new and improved design has been built.
PLAN FINE MEMORIAL MUSIC HALL FOR ALBANY, NEW YORK

Active Campaign to Pay Fitting Tribute to the Memory of Soldiers and Sailors Who Fought and Died in the Great War—John L. Gately an Active Worker in the Campaign.

ALBANY, N. Y., December 8—Plans have been prepared for the erection in this city of an elaborate memorial building in honor of the soldiers and sailors who fought and died in the world war and various interests, including organizations of veterans of several wars, are behind the new move to put the plans through. The Mayor will shortly name a Committee of Twelve, made up of himself, the City Commissioner of Public Works, and ten citizens among whom will be included at least seven service men. This Committee will start an active campaign to bring about the erection of a new building.

There is a considerable sum of money still remaining from the War Chest Drive and it is said that this sum, together with what may be realized from the sale of Harmoanus Bleeker Hall, erected originally for a soldiers and sailors memorial, will be sufficient to pay for the erection of the new hall.

John L. Gately, head of the Gately-Haire Co., Victor wholesalers of this city, and a member of Admiral Coughlin Post, Veterans of Foreign Wars, is one of those actively interested in the movement for the erection of the Memorial Hall. In a recent public statement, Mr. Gately said in part:

"As this country recovers from its activities of war among the features of reconstruction and recognition work are general plans for suitable memorials of the Nation's support and sacrifice so generously and freely given in this great struggle. Instead of monuments the American people are planning community center buildings, music halls, libraries, and such structures. The Albany Music Hall is being largely favored, and where there is no such structure this is one of the most practical and worthy for patriotic and memorial expression. Such a structure has long been needed in Albany and could be easily and properly maintained. Our prosperous, progressive and thoughtful people could build no more enduring and beneficial monument.

"Lowell, Mass., is now constructing an edifice in commemoration of the good work of the heroes in the late war which will involve an expenditure of the War Chest Fund, together with public subscription, totaling nearly two million dollars. The public of Lowell have found the plan possessive of many decidedly practical advantages which amount to definite superiorities over any other form of recognition. Hence it is perfectly logical that more structures of this character will be the final adoption of the majority of progressive cities.

"The musical industry is an index to the great and general prosperity of this country as is evidenced by the fact that everybody without exception loves music.

"Music and art are exploited by all progressive cities. Thus far, unfortunately, the leading City of the Capital District does not boast of a musical institution.

"There is today in the process of construction or organization an institution to be known as the Capital Concert Bureau, an organization that will bring all the musical events of national importance obtainable to this city. As soon as the plan is launched it will undoubtedly meet with great public approval, but it cannot expand in accordance with its anticipations unless suitable quarters are available, which according to investigation do not exist at this time.

"A large public gathering place which could be put at the disposal of all veteran organizations for recreational and fraternal purposes, as well as all public events of importance, would make an ideal memorial and practical structure adding materially to the prestige of the Capital City.

"That the theatre and opera are cultural institutions and essential educational factors in modern progress without which no people can do and get the best intellectual development and inspiration—that theatres and opera must be still more popularized and the best of them brought within the reach of the public in general cannot be denied.

"The City should maintain this institution and if it were conducted under the supervision of a Committee appointed for such purposes the surplus receipts derived therefrom could be utilized for municipal or free musical events."

In view of the agreement that the Music Hall is a public necessity and one of the most ambitious enterprises yet attempted in this section it would attract much attention to the City of Albany."

FREE TALKING MACHINE CONCERTS

Dealer Draws Business by Open Air Concerts in Town Park—Large Crowds Attracted

A free talking machine concert, given in the town park, draws business for an enterprising dealer in a small New Jersey city. His advertisements in the papers and elsewhere always contain a program of the next concert.

On the evening of a concert the dealer has a handsome instrument placed on the regular bandstand. With a sounding-board behind, and with the machine equipped with an extra-large horn, the volume of sound is ample. The program consists of about fifteen selections, diversified to appeal to all tastes. The crowd attracted by the advance advertising is augmented by the usual "park-goers," and the concert is always a success. No attempt is made to do any business at the concert; but results during the next few days have always led the dealer to continue the concerts. The idea is passed along.

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

ALBANY, N. Y.

356-358 BROADWAY
"A Merry Christmas and A Happy New Year"

Time mellowed are these words; yet simply expressive of our sincere wish for our many dealers and other friends.

Vitanola Talking Machine Company
508 West 35th St., Chicago, Ill.
Now we have Nora Bayes' bad boy song, "Freckles." Everyone will love both the boy and the song. A-2816.

Columbia Graphophone Co.
NEW YORK

EDISON RECITAL PICTURIZED

Such Enormous Crowds Attend Recital at Store of A. F. Beyer in San Antonio That the Event Was Put on the Screen in That City

A recent Edison recital in the shop of A. F. Beyer, Edison dealer of San Antonio, Tex., attracted such an enormous crowd of people that pictures of the event were featured in some of the San Antonio theatres.

Mr. Beyer is one of the progressive dealers of Texas, and has practically Edisonized San Antonio. The accompanying picture shows Mr. Beyer and one of the five feature singboards he has erected for Edison advertising in advantageous places in San Antonio. Mr. Beyer is a great Edison enthusiast and emphasizes that he uses every publicity method recommended by the Edison Laboratories.

ERECTS BIG PLANT

The Raymond Engineering Corp., manufacturers of typewriters, phonograph motors and tire pumps, with offices at 300 Lafayette street, New York, have purchased a tract of fifteen acres at Farmingdale, L. I., where they are now starting work immediately on the first two units of a half million dollar plant, to be followed by later units next summer. This company has just closed contracts amounting to over two and a half million dollars.

INCREASING VITANOLA DEMAND

H. T. Schiff Tells of Increasing Demand Throughout the Country and Plans Being Made to Enlarge Production at Various Plants.

H. T. Schiff, of the Vitanola Talking Machine Co., Chicago, Ill., made a flying visit to New York the closing week of last month to call on some of his customers. In a visit to The World sanctum he reported tremendous activity in the various plants operated by this institution. Mr. Schiff is concentrating all his attention on the production end so as to be able to satisfy the demand for Vitanolas which is so rapidly growing throughout the country. At an early date some new features will be embodied in the Vitanola which will add still further to its distinctiveness in the matter of tone. At the present time the Vitanola Co. is turning out an enormous number of instruments, but as soon as the enlargement and equipment of additional factories in Chicago, Saginaw and Cicero are completed this company will be able to turn out enough instruments to satisfy every possible demand of the trade. It may be interesting to note that the growth of the Vitanola business for the past twelve months has exceeded one hundred per cent, as compared with last year.

GREAT EDUCATIONAL FACTOR

"The Record Review," published by the Columbia Co., Has Much of Interest for Those Interested in Educational Propaganda in the Trade.

The October issue of "The Record Review," published by the educational department of the Columbia Company, has a leading article by Mar- cus Lona Mohler, in which he analyzes the various phases of the subject of music appreciation. It is admirably written. The records prepared by Prof. Seashore for the Columbia Co., "Measures of Musical Talent," are the subject of special comment. These wonderful test records, referred to before in The World, are as essential to the work in music as are the tests in reading, spelling and arithmetic. In the "News and Notes" column we notice that Bertha R. Palmer, Assistant Superintendent of Public Instruction, North Dakota, in an article in "School Education" entitled, "The Phonograph in School Activities," says: "The talking machine came into existence to amuse; it remains to educate. What was once a luxury has become a necessity." She also observes, "The Columbia people have published a course of edu- cation outlines which furnish a very definite study concerning each selection chosen."

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

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.
Put This Silent Salesman to Work This Christmas

SALESMAINSHIP consists in convincing a person that what you have to sell is what he wants. For this there is no better entering wedge than this powerful convincing silent salesman entitled "What to look for in buying a phonograph," by Henry Purnmott Eames, Concert Pianist and Lecturer, Director Pianoforte Dept., Cosmopolitan School of Music, Chicago.

From a selling point of view it not only suggests purchasing a phonograph, but actually gets one foot inside the customer's door. While the book doesn't insist that he buy a Brunswick it prescribes a number of fundamental rules up to which the Brunswick Phonograph measures 100 per cent.

Live dealers will not hesitate to capitalize the booklet by getting it into circulation. The best, cheapest and quickest way to do this is to run advertisements in your local newspaper. We will furnish you mats or plates as required of advertisements about the booklet and copies of the booklet in quantities to fill your needs.

Send for these booklets NOW. Run the ads as soon as your allotment comes. You'll find it the psychological thing at the psychological time. Every customer — every prospect — every good name on your mailing list should have one immediately. Everybody who gets one, whether they buy or not, will know that their first good advice on how to buy a phonograph came via YOU. Sale? — A possibility! Friend? — A certainty!

The Brunswick·BALKE MANUFACTURERS
Selling Brunswick Phonographs For You

Melody made real! Amazing tones of exquisite quality and purity! Use these terms if you want to describe the Brunswick Phonograph to gift buyers. Then prove them by demonstration and comparison!

Method of Reproduction

The essential laws in artistic tonal reproduction are reinforced by the recording and reproducing processes of the Brunswick Phonograph. The musical work appears, develops and perpetuates itself like a living being. Its Method of Reproduction consists of the Ultona and the Tone Amplifier.

The Ultrona

Plays All Records at Their Best

The ULTONA is a scientific creation at the end of a tone arm. By a slight turn of the hand it can be adapted to play any make record. Without the slightest complication it presents the precise weight, the proper needle and correct diaphragm.

The TONE AMPLIFIER is the all-wood throat of The Brunswick. It is oval in shape and made entirely of moulded hollywood. No metal touches it. By it, sound waves are unfolded into full rounded tones. It complies with all musical and acoustical laws.

The Brunswick-Balke-Collender Co.
General Offices: Chicago
Branch Houses in Principal Cities in the U.S., Mexico and Canada
Canadian Distributors
Musical Merchandise Sales Co.,
819 Yonge St., Toronto

COLLENDER COMPANY
ESTABLISHED 1845
ANNOUNCE NEW CANADIAN COMPANY

General Phonograph Corp. of Canada, Ltd., will represent prominent phonograph concern—C. J. Pott appointed general sales manager and A. Pollock appointed general manager of production—Otto Heineman is president and treasurer.

An important announcement was made this week from the headquarters of the General Phonograph Corp., New York, to the effect that the General Phonograph Corp., Ltd., had been organized with a paid in capital of $500,000.

This company takes over the Canadian sales offices of the General Phonograph Corp. and the plant of the Pollock Mfg. Co. The former company has conducted its offices at 172 John street, Toronto, and the Pollock plant is located at Kitchener, Ont.

C. J. Pott, who has been manager of the Canadian business of the General Phonograph Corp. for the past two years, has been appointed general sales manager of the new company, and A. Pollock, who was head of the Pollock factory, has been appointed general manager of production for the new concern. Otto Heineman is president and treasurer of the General Phonograph Corp., of Canada, Ltd., and Jacob Schechter is secretary.

During the past few years the Canadian business of the General Phonograph Corp. has increased by leaps and bounds and the company recently purchased the Pollock factory at Kitchener, Ont., in order to co-operate with its Canadian clientele in the production of motors, tone-arms, etc. C. J. Pott has been a material factor in the growth of Canadian sales for the company, and his efforts are recognized in his appointment to the important post of general sales manager.

Mr. Pollock is thoroughly familiar with every phase of motor and tone-arm production, and plans are being made for a general expansion of manufacturing and merchandising facilities. The new company will make its headquarters at Toronto.

D. B. TILSON ON VISIT TO EUROPE

D. B. Tilson, superintendent of the Bliss Reproducer, Inc., sailed to Europe on the liner Celtia for the important post of general sales manager and a large scale, and he is prepared to book orders in quantities for the Bliss Reproducer and the English markets.

Mr. Pollock was appointed general manager of the General Phonograph Corp. of Canada, Ltd., and Jacob Schechter is secretary.

VOCALION ARTISTS ON LONG TOUR

Maurice Dambois and May Peterson to Appear in Recital in a Number of Cities in the East and Middle West During the Season

Vocalion dealers in Canada and in the eastern and middle western states of the Union should be much interested in the coming tours of several of the leading Vocalion record artists, including Maurice Dambois and May Peterson.

Mr. Dambois will start on a recital tour on December 16th, his first appearance being at the Emerson Music Hall, Buffalo, and he is scheduled to give nine recitals in various cities as far west as Cleveland, Ohio, before March. His itinerary calls for his appearance in Philadelphia, N. J., on December 29th; Portland, Me., January 22nd; Lowell, Mass., January 26th; Brooklyn, N. Y., February 5th; East Orange, N. J., February 6th; Lexington, Ky., February 10th; Springfield, O., February 12th, and Cleveland, O., March 4th. Miss Peterson will also start on a recital tour on December 16th in Montreal, Can., and her itinerary embraces the following dates: Toronto, December 19th; Pittsburgh, Pa., December 22nd; Cleveland, O., December 23rd; Duluth, Minn., February 5th; Wilkes-Barre, Pa., March 15th; San Antonio, Tex., March 22nd, and Cleveland, O., May 13th.

Both artists are distinctly popular and have a large following, and Vocalion record dealers in the cities to be visited will be afforded an excellent opportunity of looking up their publicity with the appearance of the artists in person.

NEW "LITTLE WONDER" MANAGER

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this week the appointment of Miss Helen A. McKillop as manager of the company's Little Wonder department, with headquarters in the executive offices in the Woolworth building. Miss McKillop, who has been associated with this department for some time past, succeeds R. W. Jenkins, who was recently appointed assistant manager of the company's Philadelphia branch.
PALATIAL VICTOR SUITE OPENED BY SHERMAN, CLAY & CO.

Newly Remodeled and Decorated Talking Machine Department Opened on the Third Floor Is a Perfect Gem Considered From Architectural and Artistic Viewpoints—Nineteen Booths and Special Victrola Salon Make This Department One of the Finest in the Country

SAN FRANCISCO, CAL., December 3.—The newly remodeled and decorated Victor talking machine department of Sherman, Clay & Co., located on the third floor of their building, is unquestionably one of the most artistic talking machine emporiums in this city if not in the country. The decorative scheme is in the style of the Eighteenth Century and it is strictly in keeping with the magnificent line of instruments displayed therein. The entire floor has been remodeled, fourteen rec-}

The Georgian Victrola Salon

Another Victrola Salon After the Georgian style demonstration booths and five machine rooms being arranged for the use of their clientele, in addition to a main foyer, illustrated herewith, and which is entered direct from the elevators. In addition there is an exclusive Victrola salon after the Georgian Style wherein a number of special models are displayed. Period furniture and draperies make this one of the most attractive rooms of this very artistic department. In fact, every person who enters this room expresses ad-

miration and delight at its handsome appearance.

This Victrola salon is separated from the main reception room by leaded glass doors, and it is conceived along the same decorative lines of the rest of the department, as well as the same gen-

eral color scheme, although exclusive in itself.

The color scheme throughout is developed in perfect keeping with the

FORM NEW GREAT BRITAIN COMPANY

Great Britain business will hereafter be conducted under the name of the General Gramophone Corp. of Great Britain, Ltd. A. J. Balcombe will be in charge of this business as heretofore, and the talking machine trade in Great Britain is giving the company's products an enthusiastic welcome.

ORGANIZE BRUNSWICK CLUB

The E. M. Kotz department store, Syracuse, N. Y., has instituted a Brunswick Club and is featuring in its advertisements the merits of the Brunswick, and the advantages of this plan of buying an instrument for the holidays.

NYOIL

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

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

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

Hundreds of satisfied customers have written us that they would never use anything else for Talking Machines, Graphophones, Phonographs and Sewing Machines.

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

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.
Success
is the
Reward of Merit

Our success has been gained through merit. We originated the Console Phonograph. The Windsor Phonograph is now recognized as "The Aristocrat" among talking machines.

The full, rich, mellow tones and the beautiful cabinets combine to make the Windsor a "Phonograph De Luxe". The Windsor is a musical instrument of quality, made by experts of over thirty years' experience in the manufacture of fine furniture.

Direct from the factory to the dealer.

No Jobbers Profit to Pay

Why do other makers try to copy The Windsor Phonograph?

An Attractive Catalog on Request
To Dealers Only
Stimulates Victor Record Sales

Every time you sell a Lundstrom Converto to owners of Victrolas IV and VI, you stimulate new interest in the talking machine, and create new desire for Victor Records. This is one way in which the Converto Line reflects to your greater profit.

Naturally, of even greater importance to you is the fact that it provides you an effective weapon for meeting low-price cabinet machine competition.

The C. J. Lundstrom Mfg. Co.
LITTLE FALLS, N. Y.

Lundstrom "Converto" cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

Conerto
Wholesale Distributors

Atlanta, Ga....Phillips & Crew Piano Co.
Baltimore, Md....Cohen & Hughes
E. F. Drey & Sons Co.
Birmingham, Ala....Talking Machine Co.
Boston, Mass....The Eastern Talking Mach. Co.
Oliver Ditson Co.
Buffalo, N. Y....W. D. & C. N. Andrews
E. F. Droop & Sons Co.
Burlington, Vt....Talking Machine Co.
Phillips & Crew Piano Co.
Cohen & Hughes
E. F. Droop & Sons Co.


Conerto Wholesale Distributors

Cleveland, Ohio....The Rudolph Wurlitzer Co.
Cleveland, Ohio....The Collister & Sayle Co.
E. F. Droop & Sons Co.
O. K. Houck Piano Co.

Denver, Colo....The Knight-Campbell Music Co.
Des Moines, Ia....Mikel Bros.
Elmira, N. Y....Elmira Arms Co.
El Paso, Tex....W. G. Watts Co.
E. F. Droop & Sons Co.

Fayetteville, Tex....C. Bruno & Son, Inc.
Knickerbocker Piano Co.

Hartford, Conn....The Geo. D. Ornstein Co.
Penn Phonograph Co., Inc.

Chicago, Ill....Lyon & Healy

Cincinnati, O....The Rudolph Wurlitzer Co.

Cleveland, O....The Collister & Sayle Co.
The Eclipse Musical Co.

Columbus, O....The Perry B. Whitall Co.

Dallas, Tex....Sanger Bros.

Des Moines, Ia....Mikel Bros.
Elmira, N. Y....Elmira Arms Co.
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The Eclipse Musical Co.

Columbus, O....The Perry B. Whitall Co.

Dallas, Tex....Sanger Bros.
VICTOR OUTPUT HAS NOW REACHED NORMAL COMPANY REPORTS

For a long time past it has been recognized that the Victor Co. was bending every effort to place their factory production on a pre-war basis, or better, and that rapid progress was being made. It was recognized likewise that owing to the overwhelming demand that had piled up for Victor products the gradually increased output was absorbed so quickly that the increase was not fully realized.

Now comes the official announcement presented to the trade and public through the medium of full page advertisements in the leading daily newspapers of the country as to the effect that the Victor output has been again placed on a normal basis.

The advertisement which was inserted in hundreds of newspapers, at an aggregate cost of several hundred thousand dollars, bore the caption "Victor Output Reaches Normal.—The Shortage in Victrolas Will Soon Be Relieved."

There was reproduced a letter sent to the Victor Co. by the navy department expressing the appreciation of the government for the assistance rendered by the Victor Co. during the war, and the text of the advertisement itself read in part:

"The value of the Victor Talking Machine Co.'s output for October was the greatest in its history. The unprecedented shortage of Victrolas will therefore soon be relieved.

"During the war practically 90 per cent of the $36,000,000 Victor investment was devoted to war work. This was responsible for the almost total disappearance of Victrolas from the market.

"The armistice was signed in November, 1918, but it was not until March, 1919, that the Victor Co. could clear its plant of war orders. And as it requires at least four months to manufacture Victrolas in the way the Victor Co. manufactures them and in the way they should be manufactured, the rapidity of our recovery to normal output will be appreciated by all who know about manufacturing.

"The Victor Co. is the only talking machine company in the United States which has a complete plant for the manufacture of complete talking machines. All others are operated more or less by a system of contract construction—the fabricating system.

"Years ago the Victor Co. found it necessary to erect a large plant of its own in order to maintain its own standard of quality—Victor quality.

"As this plant happened to be exactly what the government required to produce bombing hydro-aeroplanes and other submarine detecting devices, the Victor plant was chosen for the place of honor and sacrifice, while our less fortunate or less competent competitors were ignored and allowed to continue.

"This is the true story, the cause of the shortage, in Victrolas which our competitors have not been slow to take advantage of."

INTEGRATED IN ROCKFORD, ILL.

The Rockford Phonograph Co. has been incorporated in Springfield, Ill., with a capital of $60,000. The incorporators are Ivan Fleischman, Morton A. Mergenthaler and Maxim Hirsch. The stockholders of this company have formerly conducted the business in Chicago and a modern factory in Rockford is planned.

EDISON FOR PRINCE OF WALES

Layton Brothers Loaned Him Instrument During Stay at Ritz-Carlton Hotel in Montreal

In the World last month reference was made to the fact that when H. R. H. the Prince of Wales was in Montreal, Layton Brothers loaned him a New Edison, from which the Prince derived much pleasure. Since then Sir Godfrey Thomas, private secretary to the Prince of Wales, wrote Mr. Maxwell of the Edison Co., expressing the Prince's appreciation, and stated that the Prince was greatly pleased with the instrument. The illustration shows a portion of the royal suite at the Ritz-Carlton Hotel in Montreal, where the New Edison was given a prominent place.

New Edison in Suite Occupied by Prince of Wales at Ritz-Carlton Hotel

The Phonograph Co. of McAlester, Tex., has been organized with a capital of $35,000 by G. B. Sloan, M. C. Parker of McAlester, and A. C. Dennis, Oklahoma City.

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 8\(\frac{1}{4}\)" or 9\(\frac{1}{4}\)" arm

FLETCHER-WICKES CO., 6 East Lake Street, Chicago, Illinois

THE GEORGE McLAGAN FURNITURE CO., STRATFORD, ONTARIO, EXCLUSIVE CANADIAN AGENTS

HOPKINS ADDRESSES ADVERTISERS

"The Value of Sales Conventions" Subject of Talk at Convention Held at Hotel Commodore

At the recent advertising convention of the clients of the George Batten Co., New York, held at the Hotel Commodore, at which eighty-six non-competitive advertisers gathered to discuss agency service, George W. Hopkins, general sales manager of the Columbia Graphophone Co., was one of the speakers. Mr. Hopkins spoke on "The Value of Sales Conventions."

ACCESSORIES CORPORATION FORMED

The Amalgamated Phonograph Accessories Corp., New York City, has been incorporated with a capital of $50,000 by R. Kanarek, S. Heckler and W. Brand, 12 East Forty-second street, all of whom are well known in the trade.
The Season's Greetings

BUFFALO TALKING MACHINE CO.

An Appreciation

Thro the grace of Victor Dealers who recognize and appreciate an impartial

Wholesale Victor Service

Buffalo has become one of the biggest Victor Distributing centers in the World.

BUFFALO SERVICE

Vigorous Durable Dependable

BUFFALO TALKING MACHINE CO.

BUFFALO, N. Y.

A helping hand for the loyal Victor Dealer---always
A new danger apparently menace established retail talking machine dealers through the anxiety of certain manufacturers and assemblers in the trade to secure new distributing agencies without investigating properly the status of the applicants. In many cases a private individual has been permitted to send in the wholesale price of a certain machine by way of sample to secure new distributing agencies without the anxiety of the local dealers to take away from him a retail sale to which he is legitimately entitled.

Not only that but several reports have reached The World recently of individuals in various towns who have been, and are, carrying on a sort of itinerant business in talking machines and parts, to the disadvantage of the regular retailers. These individuals peruse the advertisements in the trade journals and then write for a sample where the offer is made to send such a sample free or at the wholesale price. The individuals then proceed to sell these goods at considerably less than the list prices and realize fairly satisfactory profit on them inasmuch as they have no overhead to pay.

One dealer has a most serious kick to make in this connection for, he declares, one of the frequenters of his store, a man with a trade, has found no difficulty in securing from the manufacturers of the products the dealer sells samples of machines and records, as well as accessories, and has by that means taken several hundred dollars worth of business away from the dealer's store. It would seem that it would be a matter of wisdom for the manufacturer to investigate, to some extent at least, the standing of those who seek to purchase sample instruments. It may be a bit troublesome were the inquiries to result only in a sale of the sample, but the original offer is made with the view to having the applicants enroll permanently on the manufacturer's books as representatives and if the deal goes through, there must be some credit investigation. Certainly the manufacturer should at least demand that applications for samples at the wholesale price be made on a business letterhead. There is, of course, a chance for fraud in this connection, but it will still shut out many of those who would not go to the trouble of securing a letterhead of some local house, or having one printed.

In some lines of business the practice is followed of supplying samples at the full retail list price with the proviso that where the legitimate business standing of the applicant is indicated, the sample may be returned within a specified time, and after examination, or that the regular discount on the sample article will be deducted from the bill for the first regular order.

There are many ways of getting around the difficulty, but the manufacturer should at least endeavor to protect his dealers and incidentally his own reputation by being careful.

In the first place no sample machines should be sent into the territory where a dealer is already located. If a new outlet is desired a personal investigation should be made. If it is an exclusive territory then the inquiry should be placed in the hands of the dealer to follow up. It is the only fair way.

**NEW POST FOR G. I. STANTON**

Appointed Manager of the Dealers' Service Department of OkeH Record Division of General Phonograph Corp.—Now Working Out Plans

W. C. Fulchi, general sales manager of the OkeH record division of the General Phonograph Corp., New York, announced recently the appointment of G. I. Stanton, as manager of the company's dealers' service department, with headquarters at the executive offices in New York. Mr. Stanton was formerly a member of the Columbus Graphophone Co.'s branch in Chicago, being in charge of the dealers' service work at this branch.

With the advent of the new lateral cut OkeH record, Mr. Stanton will have unlimited opportunities to utilize his intimate knowledge of dealers' service work. He will co-operate with OkeH dealers along practical and efficient lines, and will also work in conjunction with the publications of popular music whose hits are being recorded for the OkeH library.

Rosenstreter & Nimmer, of New London, Wis., have completed a talking machine department on the ground floor of their store, and have installed several demonstration booths.

**CONVENTION OF ADVERTISERS**

Indianapolis to Entertain Ad Men Next Year—Tom Griffith, Sales Manager of Uddel Works, Member of the Executive Committee

Indianapolis, Ind., December 5.—This city has been chosen as the place for holding the 1920 convention of the Associated Advertising Clubs of the World.

An executive committee of five has already been chosen, of which Tom Griffith, sales manager of the Uddel Works, is a member. He is the representative of the manufacturers of Indianapolis on this board, and is very busy sending messages to all the manufacturers of musical instruments, furniture, cabinets, etc., in the country, telling them that they will do well to have their advertising and selling forces attend this convention, which, without doubt, will be a notable one.

The convention will be held early in June and the largest gathering of men ever gotten together interested in selling, advertising and distribution is expected. The attendance will probably be between 6,000 and 10,000. Great preparations have begun for a very effective program, and anyone attending will feel that it was well worth while.

John Wanamaker's latest "record"

Wanamaker's believes in handling "come-and-go" merchandise—not "come-and-stay" merchandise. Wanamaker finds out what people like, then makes a point of supplying it.

Wanamaker found out that customers were calling for Emerson Records. Immediately the full line of Emerson Standard 10-inch Gold Seal Records was put in.

Wanamaker's example is a good one for you to follow. Emerson Records are fast sellers and proven money-makers, because they exploit the big hits of the day while they are hits.

If you are not handling Emerson Records, we have an attractive proposition which we would like to have you consider.—Write for details.

**Emerson Record Sales Company, Inc.**

EXCLUSIVE METROPOLITAN DISTRIBUTORS

6 West 48th Street, New York City
H. L. MOOREY IN HIS NEW POSITION

Popular Columbia Man Appointed Assistant Branch Manager in New York—Well Qualified for New Post by Lengthy Experience

As announced recently in The World, H. L. Moorey has been appointed assistant manager of the New York branch of the Columbia Graphophone Co., succeeding Kenneth Friedl, who was appointed manager of the Chicago branch. Mr. Moorey has already assumed his new duties, and is rendering invaluable assistance and cooperation to Lambert Friedl, manager of the New York branch.

Mr. Moorey is ideally qualified for his new and important post, as he has been associated with the Columbia organization for many years. He was a member of the auditing staff for several years, and more recently was manager of the New Haven branch. He understands and appreciates the problems that confront the dealer in his daily work, and will undoubtedly give efficient service to the Columbia dealers in New York territory.

SHELLAC IMPORTERS ARE WORRIED

India's Crop of Kasanie Said to be Far Below Normal—May Affect Record Prices

Importers of shellac report that the latest advices from India indicate a decided shortage in the Kasanie crop, which will come into the market late this month. According to latest advices the new crop will yield only about 40,000 packages as against a normal yield of 80,000 packages. The Rugeen crop, which was harvested in September, totaled only about 15,000 packages as compared with a normal yield of 50,000 packages.

In view of the heavy demands for shellac that are being made by the manufacturers of phonograph records and other commodities it is expected that the present price of $1.10 per pound will hold for some time, and that it may even go above the present figure. The main crop will not come in until next April, and before shipments reach this country it is expected that all available stocks will be exhausted. The surplus remaining from the Rugeen crop of last April was very small, and in view of the two unusually small crops of this fall it is improbable that the supply will be sufficient to keep the various interests supplied until the new crop comes in next April.

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.

TABLATONE REFINEMENTS

All Metal Parts of Machine Made by DeRivas & Harris Now Gold Plated

The DeRivas & Harris Mfg. Co., 135th street and Willow avenue, New York, have had a very promising demand for the "Tablatone," the machine which they announced a few months ago. By way of refinement, all the metal parts of the "Tablatone" are now gold plated. The combining of an artistic library table and a talking machine, has proved to be a very successful type and dealers all over the country have not only sent inquiries to the company regarding it, but have placed substantial orders.

We Wish the Victor Dealers a Merry Christmas and a Prosperous Victor New Year

W. D. & C. N. ANDREWS
BUFFALO, N. Y.
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
Columbia Grafonola is exceedingly great at the head of the republic and the status of the sugar industry of sugar, he says, constitutes the chief business of the present producers. The price for sugar is very favorable in Cuba, in that the present turnover which the Robins Co. are doing runs in the neighborhood of $250,000 per annum.

The demand for re-ords runs chiefly to the instrumental music, particularly for the famous Danzone records. The "Danzone," by the way is a Cuban dance which has been taken cognizance of by the Columbia Co., in that quite a number of special records for it have been put out. The song records are not, by any means, confined to those in the Cuban tongue, as a large percentage of the business done in these records is in English selections.

The Robins Co., whose headquarters are at the Grand Teatro Nacional, Prado y San Rafael, Havana, about four or five months ago embarked in the piano business and are at present handling the Brambach baby grands and Davenport & Son's pianos, also the Q. R. S. and Cuban made music rolls. Mr. Ramirez states that the demand in the piano and roll end of the business is greatly in excess of the available supply.

General conditions, according to Mr. Ramirez, continue to be very favorable in Cuba, in that the present producers’ demand for sugar is sufficiently high to guarantee a continued prosperity in the country for some time to come. The sale of sugar, he says, constitutes the chief business of the republic and the status of the sugar industry therefore to a large extent determines the prosperity of the music business.

Mrs. R. D. McCracken and Mrs. R. S. Edmonds, of Knoxville, Ill., have opened a music store in that city and will carry several lines of talking machines. The new store is known as the Knox Music Shop and is located in the former headquarters of the Red Cross.

Phonograph Supremacy
With the "Leader of them All"

The CHORISTER

These instruments, owing to their excellent quality, will enable your trade to enjoy the music of any record to the fullest extent.

Our facilities enable us to supply complete machines in large quantities

INTEGRATED IN SAN FRANCISCO

Walter S. Gray Co. Chartered With Capital Stock of $200,000 to Engage in the Jobbing of Talking Machine Accessories and Other Specialties

San Francisco, Cal., November 29.—Articles of incorporation have been filed by the Walter S. Gray Co., whose principal place of business is given as 942 Market street, this city. It is stated that the corporation will engage in a general jobbing business in talking machine accessories and musical supplies, and will likewise import and export goods of that character. The capitalization is $200,000, half preferred and half common stock.

The incorporators and directors for the first year are Walter S. Gray, Robert G. Gray, A. M. Gray, Forrest Brackett and G. Victor Strain.

Walter S. Gray, the head of the company, requires no introduction in talking machine circles, for he has been connected with the trade in various capacities for many years both in the East and West.

A MOTOR OF SUPERIOR QUALITY—No. 10

IMMEDIATE DELIVERIES IN LARGE AND SMALL QUANTITIES

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

Ask for Specifications on No. 12 and 22

New Okeh Jobber Appointed

The M. M. Roemer Sales Co., New York, distributor of Vitanola phonographs, has been appointed a jobber for the new lateral cut Okeh record. This company is splendidly equipped to develop a profitable Okeh business in this territory, and Mr. Roemer is enthusiastic regarding the possibilities for this record line in the metropolitan district.

TRAVEL VERY ACTIVE IN CUBA

P. J. Ramirez, Manager of the Talking Machine Department of F. G. Robins Co., Havana, Cuba, spent about ten days the latter half of November in the United States. After landing in New York and spending some time with a number of the officials of the Columbia Graphophone Co., whose products and records are sold exclusively by the Robins Co., Mr. Ramirez visited Buffalo and Detroit.

In chatting with The World, Mr. Ramirez stated that the demand for the talking machine division of Frank G. Robins Co., Havana, Cuba, spent about ten days the latter half of November in the United States. After landing in New York and spending some time with a number of the officials of the Columbia Graphophone Co., whose products and records are sold exclusively by the Robins Co., Mr. Ramirez visited Buffalo and Detroit.

In chatting with The World, Mr. Ramirez stated that the demand for the table models of the Columbia Grafonola is exceedingly great at the head of the republic and the status of the sugar industry of sugar, he says, constitutes the chief business of the present producers. The price for sugar is very favorable in Cuba, in that the present turnover which the Robins Co. are doing runs in the neighborhood of $250,000 per annum.

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To The Friends of
The Fibre Needle:

We Wish

A Merry Christmas
made merrier by
GOOD music.

A Happy New Year
made happier by
BETTER music.

We wish also to assure
our patrons that every
effort, consistent with the
maintenance of quality,
will be made to satisfy
the demands of our cus-
tomers during the year

1920

B & H FIBRE MFG. CO.
33-35 W. Kinzie Street, Chicago
Sell SOME Fibre Needles With EVERY Sale of Christmas Records!

Records are going like the proverbial "hot cakes" this Christmas season.

You can add a dollar or so to every sale if you use the B & H "fibre needle system."

Just suggest to each customer the idea of having their records last forever through the constant use of Fibre Needles.

The cheaper, popular-melody discs take care of themselves, so far as selling is concerned. Nobody wants THEM to last forever.

But many hesitate about buying the costly operatic selections through fear of too great a risk. And so the Fibre Needle idea will prove a highly welcome suggestion. Purse strings loosen like magic.

The Holiday Season is a mighty good time to put this plan into operation. Suppose you try it. And please note its effect on the sales on your larger-profit records.

B & H Fibre Mfg. Company
33-35 W. Kinzie Street, Chicago
CLEVELAND PLANS FOR NEW TRADE RECORDS IN 1920

Cleveland, Ohio, December 8.—Cleveland's talking machine dealers are going to strive for new records in sales during 1920. Handicapped in various ways during the past twelve months, these dealers will seek during the next year to overcome some of the difficulties which have beset the retail trade. Dealers in this section of the state are optimistic over the future. They see visions of bigger sales—better business all around—and are hopeful that manufacturers will be better equipped during 1920 to supply the ever-increasing demand for products of factories. Cleveland this winter is enjoying the greatest season of operas and high class musical concerts ever known. The results have been beneficial in more ways than one to the musical instrument trade. The frequent appearance on the concert stage of world-famed artists has created new demands for their songs reproduced in phonograph records. Dealers in music of all kinds have benefited. Dealers have featured records to an extent hitherto unknown among retail stores. The display windows of Cleveland's retail stores which specialize in talking machines and records never offered so many temptations to prospective buyers.

Members of the Talking Machine Dealers' Association of Northern Ohio are of one accord—that 1920 must be made a banner year. While the date of their annual meeting, election of officers and banquet is several weeks away, members are already discussing the expected gathering, because they realize that new ideas will be developed during the meeting. Cleveland's retailers are closer together than ever before.

The announced policy of Herman Wolfe, head of the Wolfe Music Co., when he was elected president of the association last winter was cooperation, closer business and social relations and less friction and more good fellowship. No failures were reported among talking machine retailers in Cleveland during the past year.

The Starr Piano Co., the Wurlitzer Co., and the Drehers have been among the well known musical instrument concerns to expand. The Starr took over the old house of Wannebink, opened a fourth retail establishment in Cleveland and doubled the climax two months ago by opening a complete house furnishing emporium in connection with the firm's talking machine, player and piano business. This new move is already a success.

The Drehers have found a new home in Huron road, near their present Euclid avenue store, paying $250,000 for the site and building which will be remodeled for occupancy several months in the future.

The Wurlitzer Co. has its new six story Euclid avenue building about completed. While the firm moved from its old Huron road site several months ago, the ground floor of the new quarters is still in the hands of workmen. This firm also took over the Caldwell Piano Co. during the year.

The McMillen Music Co. shifted its location, in that Ninth street, going to Huron road for a few months, while a bigger and better ground floor store than the one formerly occupied was being remodeled adjacent to the Miles Theatre.

Many furniture stores have increased their talking machine business. Many others have added this class of merchandise to furniture stocks, with excellent results.

Record dealers in Cleveland are reporting unusually large sales of all the standard makes. The appearance of "Victor Record Makers" in two concerts at the New Masonic Temple stimulated Victor record sales in all the city's retail musical instrument stores.

The appearance of the eight well known Victor artists in these two December concerts here afforded Cleveland's talking machine advocates an opportunity to hear some popular singers in person. The concerts received much publicity through numerous critics and advertise.

Among the firms which joined in exploiting the appearance of these artists in full page newspaper advertisements were the Eclipse Musical Co., Victor distributors, the May Co., the Wolf Music Co., Booker's Park Music Store, the Harmony Jewelry Co., the Harmony Music Shoppe Co., and the stores operated by the Euclid avenue and Lakeside Music Co.

Edward B. Lyons, sales manager of the Eclipse Musical Co., was chairman of the committee which made arrangements for the concerts, and was assisted by representatives of several other Victor houses, including the H. Dreher's Sous Co., the May Co. and Businesses.

The galaxy of singers included Henry Burr, John H. Meyers, Frank Crescent, Frank Banta, Billy Murray, Albert Campbell, Monroe Silver, and Frank Van Vips.

Cleveland's talking machine dealers did their best to aid in putting across subscriptions for the city's 1920 $3,500,000 Community Chest. The financial drive for this money, which was over-subscribed nearly $1,000,000, lasted eight days, and more than 160 retail stores allowed the free use of their show window space for non-profit work. The display of the ninety charitable, social and welfare organizations which will participate in the distribution of the chest fund. More than $500,000 free window space was donated to the displays and a spectacular parade was featured Sunday, November 23, a score or more of floats typifying the work done by the associations seeking funds being in line.

The Fischer Co., Putah distributors, is running some very catchy ads in the Cleveland newspapers, featuring records and machines. This firm reports good sales during November and prospects splendid for holiday trade.

The A. B. Smith Piano Co., Akron, is featuring the Chrysler and Steinburn makes of talking machines to excellent advantage. In discussing the talking machine business Mr. Smith, who is president of the Cleveland Music Trades Association, said that dealers in the territory served by their stores are still complaining of the difficulty in obtaining machines and records.

Clara Schoeder, 4124 Clark avenue, are featuring the Hargreaves talking machine and Okeil records. The Moorehouse Bros., are emphasizing the value of the Sonora phonograph in various styles of display newspaper advertising. Genuet records are being played up by the Starr Piano Co.
The Trade in Boston and New England

JOHN H. WILSON, MANAGER, 314 WASHINGTON STREET, BOSTON, MASS.

Boston, Mass., December 6—Not in many years has there been such a demand for talking machines and records and the end of the month will see distributors quite rid of goods. The demand has been phenomenal everywhere and jobbers have had their hands full supplying the demand for all lines. One of the interesting developments of the year has been the many seen in the talking machine business who have gone into the retail end and without exception they are all making the most pronounced successes of their new undertakings. They are discovering that this line is one of the most lucrative, and that prospects for the future are bright because new artists are constantly connecting themselves with the industry, and the production of quality records is constantly demanding attention from music lovers. On this end of the business in particular much could be written.

Decorated for Christmas

Already with this the first week of the month the local stores are beginning to take on a holiday atmosphere and wreaths and festoons of holly are already being put up. The first shop to get busy today was the Tremont Talking Machine Co., in Tremont street, of which Manager Warren Butcher is in charge. Beautiful wreaths have been put in the windows and the interior hung with greenery. This shop is now among the handsomest retail Victor showrooms in the city.

Making the Beacon Talking Machine

One of the latest of talking machines to make its appearance on the market is the Beacon, which is to be formally incorporated, 245 Boylston street, Boston. The officers of the company, which is to be formally incorporated in January, are Richard Nelson, president and general manager; Henry A. Robbins, treasurer, and Chester W. Johnson, production manager. Mr. Nelson has been identified with the Boston talking machine business for several years, having been wholesale distributor for the Sonora.

The Eastern Talking Machine Co.

VICTOR DISTRIBUTORS
(Wholesaling Exclusively)

Extend their Christmas Greetings to the Victor Trade in New England

85 ESSEX STREET
BOSTON

The Talking Machine World

DECEMBER 15, 1919

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST. BOSTON

WHOLESALE HEADQUARTERS

Christmas

is a time for rejoicing and friendly greetings. We are happy to have had your patronage during this year and extend our wishes to you for a most prosperous and successful year.

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The Eastern Talking Machine Co.

VICTOR DISTRIBUTORS
(Wholesaling Exclusively)

Extend their Christmas Greetings to the Victor Trade in New England

85 ESSEX STREET
BOSTON

How "Jazz" Records Help Pupils

A talking machine and a set of "Jazz" records are a part of the equipment of the Reading High School, where the pupils in the typewriting classes hammer the keys to the strains of the "Jazz" music. "We start the beginners off with a slow waltz," says the head of the commercial department, "and by the time they have been in the class a few weeks they are touching the keys in perfect rhythm to the snappiest Jazz numbers."

Service Department for M. Steinert & Sons Co.

A fully equipped service department is to be opened by M. Steinert & Sons Co. at its Arch street Victor headquarters early in January. The details are being mapped out by Wholesale Manager Kenneth E. Reed, who has some very comprehensive ideas as to just how to meet the needs of dealers for whom there will always be novel display features and other advantageous data at their disposal. The department will be in charge of Miss Esther Samuel, and in anticipation of the opening of this department, Miss Samuel, Herman Fleischner and James Graham lately took the two weeks' salesmanship course at the Victor factory so that they are especially well equipped to render the best possible service to Victor dealers. They will not only be ready with their services at the Arch street establishment, but they will be ready to go out of town for one or several days by way of instructing dealers gratuitously within their own domain.

Steinert Service Serves We are happy to have had your patronage during this year and extend our wishes to you for a most prosperous and successful year.

M. STEINERT & SONS CO.
35 ARCH ST.
BOSTON

CHRISTMAS

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A talking machine and a set of "Jazz" records are a part of the equipment of the Reading High School, where the pupils in the typewriting classes hammer the keys to the strains of the "Jazz" music. "We start the beginners off with a slow waltz," says the head of the commercial department, "and by the time they have been in the class a few weeks they are touching the keys in perfect rhythm to the snappiest Jazz numbers."

SERVICE DEPARTMENT FOR M. STEINERT & SONS CO.

A fully equipped service department is to be opened by M. Steinert & Sons Co. at its Arch street Victor headquarters early in January. The details are being mapped out by Wholesale Manager Kenneth E. Reed, who has some very comprehensive ideas as to just how to meet the needs of dealers for whom there will always be novel display features and other advantageous data at their disposal. The department will be in charge of Miss Esther Samuel, and in anticipation of the opening of this department, Miss Samuel, Herman Fleischner and James Graham lately took the two weeks' salesmanship course at the Victor factory so that they are especially well equipped to render the best possible service to Victor dealers. They will not only be ready with their services at the Arch street establishment, but they will be ready to go out of town for one or several days by way of instructing dealers gratuitously within their own domain.
request. Roy Ott, the company's representative in western Massachusetts, succeeds Mr. Sheppard in the local field. Mr. Ott in turn is succeeded in his former territory by J. C. Carr, who for several years has been manager of the dealers' service department at the Boston headquarters. He will make Springfield his headquarters. Mr. Carr at the local office is succeeded by E. H. McCarthy, who heretofore has been head of the order department. J. W. Murphy, who has been with Assistant Manager F. R. Smith, becomes head of the order department. Mr. Carr, who has been a faithful and efficient official at the Columbia office, will be missed by many in the local trade who, however, will be glad to learn of his promotion.

Another Business Trip

Wholesale Manager Reed, of the Victor department of the Steuart establishment, started off on another business trip on the first of the month. He went first to Philadelphia and the Victor factory at Camden, then he planned to make visits to Pittsburgh, Columbus, O., Buffalo, and other New York points before returning home. The trip will be an observation visit.

To Retail Exclusively

John Payles, of J. Samuels & Brother, the well-known Providence, R. I., dealers, was in town lately, and made the interesting announcement that his house had discontinued its wholesale department, beginning December 1, and will devote itself exclusively to the retail end of the business.

C. B. Suew Visits "the Hub"

Charles B. Suew, wholesale manager for Cressey & Allen at Portland, Me., spent a couple of days in town recently, dividing his time between the Steuart's Arch street establishment and the Eastern Talking Machine Co., whose wholesale inau-
ger, Herbert Shoemaker, also played the part of Steuart's Arch street establishment and the East-
ern Talking Machine Co., whose wholesale mana-
ger, Herbert Shoemaker, also played the part of the order department.

Suffice it to say that on this occasion Mr. Carr, who has been a faithful and efficient official at the Co-

munication office, will be missed by many in the local trade who, however, will be glad to learn of his promotion.

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

THE TALKING MACHINE WORLD

TRADE NEWS FROM BOSTON

(Continued from page 48.)

Plaza when the individual groups discussed informally with members of the Chamber of Commerce some of their most pressing problems.

Visits Victor Plant

Herbert Shoemaker, wholesale manager of the Eastern Co., returned today from Camden, where he went on Victor business. With him while visiting the factory were Hovey Dodge, of the Eastern Co., who made a special study of the factory methods, and Mrs. Dodge. Mr. Shoemaker enjoyed his Thanksgiving at home with his parents, and he was able to take in the big game between the Pennsylvania (his alma mater) and Cornell, which was played at Franklin Field, Philadelphia.

Joins Mitchell Co. Forces

Charles Ullas, who has been associated with the Eastern Co. for some time, and has been a valuable travelling man for the company, has severed his relations with the house and gone to Haverhill, where he has accepted the management

of the Victor department of the Mitchell Co., a well-known house in that city, which also operates stores at Fall River and Springfield, all of which are immediately in charge of Prince Yahn. To succeed Mr. Ullas, Manager Shoemaker has taken on A. M. Hersey, who spent a week studying Victor methods at Camden, and is now out in the territory.

Business Active With Vocalion Co.

Manager Hindley says that after the Christmas rush the meetings of the Boston Chapter of the Aeolian Employees' Association, will be resumed, which means that the Vocalion people at the Boylston street warerooms will see that things get lively. Manager Hindley reports that business has been coming along wonderfully and that some fine sales have lately been made. Horace Hull, the Vocalion special representative was over in town for several days lately.

Feature the Steger Phonograph

The Steger line is being distributed here by the Iver Johnson Co., whose talking machine department is managed by Arthur W. Chamberlain, but more goods could be disposed of if the shipments were better for they have not been coming with that degree of regularity that the house would like. There is a steady improvement, however, and this is pleasing, because the Steger phonograph is steadily growing in favor with the discriminating purchasing public.

Active Wholesale and Retail Business

Harry Spencer of the Brunswick says that November was a wonderful month and that in both the wholesale and retail the distribution was enormous. Mr. Spencer has made connections with a number of new dealers whose identities will be made known after the new year. The retail end of Mr. Spencer's business is now known as "Spencer's Music Shop," while the wholesale establishment continues to be known as Kraft, Bates & Spencer.

COLUMBIA NEW ENGLAND MEN MEET

One Hundred Dealers From Eastern Massachusetts and Southern New Hampshire Hold Business Conference in Bridgeport—Notable Gathering

Bridgeport, Conn., December 5.—One hundred Columbia dealers, representing eastern Massachusetts and southern New Hampshire, gathered in this city November 15 for a business conference and it was especially interesting that the attendance was nearly 100 per cent of the Columbia representation in their respective territories, something that Boston Branch Manager Mann was especially proud of. Dinner was served at the Hotel Stratfield, after which there were interesting talks by T. C. Roberts, assistant to President Francis S. Whitten; Assistant General Sales Manager F. K. Pennington, of New York, and Manager Mann. A feature of the occasion was the appearance of "Prince Napoleon," as he is called, (Continued on Page 50.)
Mr. Pennington referred to the dealers as the only point of contact between the company and the purchaser; and that by the development of a closer relationship and cooperation it was hoped to put Columbia "in the position it is destined to occupy and that is in first place."

He spoke of the accomplishments of Mr. Roberts with regard to the recent acquisition of the Edison Automatic Cover Support & Mfg. Co. and among the recent acquisition of the company, he mentioned the purchase of the Canadian Aeroplane plant, fifteen acres in the Dominion at an expense of over a million and a half dollars, the acquisition of fifteen acres in Baltimore, the Pennsylvania and Baltimore & Ohio railroads, where ground will be broken immediately for a three and one-half million dollar establishment to be in full operation in 1920.

At the conclusion of this session the dealers boarded two special trolley cars provided for the occasion and visited the East plant, the departments of the West plant having been visited in the early forenoon.

Mr. Oliver stopped at Pitsfield, on his way home, calling at the headquarters of the Standard Talking Machine Co., Victor wholesalers, where J. C. Roush and French Noster gave him a royal welcome.

TAKE POSSESSION OF NEW FACTORY
The Automatic Cover Support & Mfg. Co., of Bloomfield, N. J., have taken possession of their new factory building at 77-81 Mills street, that city. The erection of this factory was completed in record time in order that the Automatic Cover Support & Mfg. Co. might be running on a capacity basis by the first of the year.

NOT AFFECTED BY EXPLOSION
In a letter recently received by Thomas A. Edison, Inc., from H. H. Johnson, a prime vendor of Chicago, Pa, he tells of an explosion in the front part of his home and notes the fact that while an Edison phonograph was within twelve feet distant from the explosion it only loosened the diaphragm of the new Edison reproducer.

Watson Brothers, Inc.
170 PURCHASE ST.
BOSTON, MASS.

MICA DIAPHRAGMS

which "a handful of black dough" is pressed into a Columbia record was witnessed and explained. Numerous photographs were taken of the group at both plants and late in the afternoon the party left Bridgeport for Boston.

FRED P. OLIVER'S EXTENDED VISIT
Vice-President of the Blackman Talking Machine Company, Calls Upon Many Members of the Trade in the West—Received Hearty Welcome.

Fred P. Oliver, vice-president and general manager of the Blackman Talking Machine Co., New York, Victor wholesalers, returned recently from a trip to Buffalo, Cleveland and Chicago, where he visited the Victor wholesalers in order to become acquainted with some of the new systems which they have installed, and to generally observe conditions in this territory.

At Chicago, Mr. Oliver had a very pleasant stay with C. A. Wexell, manager of the wholesale Victor sales department of Lyons & Healy, and during the week-end he called upon Fred H. Putnam of Putnam & Page, Victor wholesalers at Peoria, Ill. In Cleveland Mr. Oliver spent a few days with C. K. Bennett of the Eclipse Musical Co. and Howard Shortie, who was recently appointed general manager of the Cleveland Talking Machine Co. In Buffalo he was entertained by W. D. & C. N. Andrews and V. W. Moody of the Buffalo Talking Machine Co. Mr. Oliver stopped at Pittsburg on his way home, calling at the headquarters of the Standard Talking Machine Co., Victor wholesalers, where J. C. Roush and French Nester gave him a royal welcome.

TAKE POSSESSION OF NEW FACTORY
Automatic Cover Support & Mfg. Co. Builds New Factory in Record Time

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E. H. LANSING
611 Washington St., BOSTON

PHOENIX TRADING COMPANY
1265-69 Broadway, New York

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

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611 Washington St., BOSTON

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Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

Distributors for New England

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

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

Hallet & Davis Piano Co.
146 Boylston Street
BOSTON, MASS.

TRADE GLEANINGS FROM BOSTON
(Continued from page 48.)

His real name is Curtoe, and he is a hustling Columbia dealer in South Boston, Mass. He is a midget, standing only forty inches high, and a previous visit to this city made for him many friends.

Mr. Roberts spoke chiefly on production, saying that the dealers were now taking out of the factory three times as much as they were six months ago. "New systems have been perfected in the matrix department," he said, "to take care of all the 'hits' immediately. We have re-arranged machinery and bought new equipment to increase production from three to over 100 per cent. The company has also bought new grounds, new plants and new machinery. I think that within the next six months the factory will be crowded to sell all we bring forth."

'We accept the dare,' called out Manager Mann, who is one of the most popular men in the Columbia outfit.

No. 3 Carrying Strap Shown in Cat.
We are at the close of another year. We have trudged happily along the Road of Nineteen and Nineteen together, until we find ourselves today at this the Yuletide Season; the Season of Good Cheer, of Peace on Earth Good Will Toward Men, when it is the custom to celebrate by gift and kindly thought the birth of Christ. And so to you, now, we would extend this our Christmas Greeting... a wish that the day may find you very happy and that the New Year may bring to you a full measure of love and joy and work.

**Stephenson Incorporated**
One West Thirty-fourth Street
New York City
Season’s Greetings

Thank you for your Business
This Year

Here’s to Big Days
Ahead

LIONEL M. COLE
frequ olds Sales Corporation
BUFFALO, N. Y.

"PATHÉ RECORDS" A LIVE SHEET

New Publication Gives News of the Activity of
Employees of Pathé Frères Phonograph Co.
—Industrial Democracy in Force at Big Plant.

"Pathé Records," a well written paper covering
the activities of the Pathé employees at the
large Brooklyn plant of the Pathé Frères Phono-
graph Co., made its initial appearance under date
of November 20th. The opening article entitled,
"Take Hold and Lift," is an inspiring message
from President E. A. Widmann, to the employees
of the company.

Much space is also given to covering the Indus-
trial Democracy system in effect at the Pathé
plant. This system is not new or untried, but has
been successfully used in many of the leading
plants of the country. The principles of the pol-
picy are fundamentally the same as those used
by our government at Washington, D. C. The plan
provides for the establishment in the Pathé plant
of a "House of Representatives" composed en-
tirely of the workmen, a "Senate" composed of
the executives, and a "Cabinet" composed of the
officials of the company. The representatives
are elected by a secret ballot by the workers, while
the senate and members of the cabinet are selected.
Meetings of these bodies are held weekly and the
president is chosen by a secret ballot by the work-
men at milking time by a small Victrola.

The story regarding the excellent effect of talk-
ing machine music in increasing the amount of
milk given by cows thus serenaded has covered
the country so thoroughly that it attracted the
attention of the "movie" kings. The result is
seen in one of the flashes in a current news
pictorial showing a barn full of cows being exter-
tained at milking time by a small Victrola.

"Dividends on Top of Wages"

The balance of the paper contains many newsy
personalities regarding the various popular members
of the force, and it is safe to predict that this
paper will not only find great popularity with the
employees, but will also be very valuable in stimu-
lation great interest in the many activities in this
efficiently conducted plant.

NEW FOLDER ON TONE WAVES

The Latest Interesting Addition to Aeolian-Vocalion Literature.

The Aeolian Co. has just issued a most attrac-
tive folder devoted to the subject of tone waves and illustrated with photographs of tone waves as created by the complete orchestra, the indi-
vidual instruments thereof and by the human
voice. The folder is intended primarily for those interested in Vocalion records and presents in tabulated form material issued by the company
sometime ago in a special booklet. The new
folder is intended for the use of dealers and is
designed particularly for enclo sure in a standard
size envelope.

Space is taken for descriptive matter regarding
the Vocalion itself, Vocalion records and the
Gradua tone control.

APPOINTED AGENT IN FRANCE

Otto Heineman, president of the General Phono-
graph Corp., New York, announced this week that
J. Rosen had been appointed general agent for
France for all of the company’s products. Mr.
Rosen, who will make his headquarters at 43
Rue La Bruyère, Paris, sailed recently for France
in the "Rochamb threatens.

The cause of record deterioration is generally misstated.

The record is not worn out, as is supposed, but, instead,
the grooves are scratched out.

You can be sure of the best
played results only in using
TORRINGTON
UNIFORM NEEDLES

They will not make old rec-
cords new, but they will prevent
new records from getting old
too soon.

Much is explained in Plan K,
and we suggest that you write
today for a copy.

Brown, McManus & Co.
51 E. 42nd St., N. Y.

have extended their
prompt and efficient serv-
vice to the famous
CONNORIZED
Music Rolls

and

PARAMOUNT
Lateral Records

The Latest Hits and
Popular Artists

If you can’t call, send
for our attractive
proposition for dealers

DISTRIBUTORS FOR THE

PHONOGRAPH in
NEW YORK STATE
and NEW JERSEY

Uniform Needles

Condon & Company
SOLE AGENTS
Fifth Avenue Building
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

LATERAL GUT

OKEH RECORDS

This new line affords the most remarkable opportunity ever presented the progressive dealer to build up a permanent and profitable record business.

We are ready to make shipments immediately of the most popular hits of the day.

Be the first in your territory to handle this new line of records.
"BUFFALO MEANS BUSINESS"

Iroquois Sales Corporation
TALKING MACHINES, RECORDS AND ACCESSORIES

20-34 North Division St. Wholesale Distributors Buffalo, N. Y.

We present the

MASTERTONE

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.

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

Motor, quiet running, laboratory tested—

Pleasing and acceptable to all classes.

The Famous
STEPHENSON
PRECISION

--------

Every Said!

AVOID REGRETS

HEAR

All wooden tone chamber.

The MASTER - TONE

Sound box—

The New
HEINEMAN-
MISSLBERG

Enough Said!

MAKE COMPARISON

LET

YOUR EAR

DECIDE

$95.00

$125.00

$110.00

$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
---in the book business a "hit" is a book everybody wants to read---a "best seller".

In the phonograph-record business a "hit" is a song or dance-tune everybody wants to hear---also a "best-seller".

Speaking of Emerson Records—

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

Emerson Phonograph Company
NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvd.
A YEAR’S LESSONS AND DEDUCTIONS

The articles which have appeared under this heading for the last two years have all been intended to promote thought, and to inspire the dealer or salesman with more energy directed along right lines—in a word to teach him to think rightly about his business. From time to time, it is well, therefore to pause in our progress and to ask ourselves what we have learned. From time to time the business man must pause and take stock. If he be a wise man he takes stock not only physically, but mentally. He attempts to find out how far he has progressed in thought, in vision, in the right direction of his energies, since his last overhauling. For he knows that the man who would really make himself a power in the community must be constantly moving forward, and that there is no way to do this save by the road of mental progress, of steady improvement in one’s thinking, and especially of putting to the best uses the experiences through which he passes.

The end of a year affords an excellent point of pause in this process, and it is therefore quite meet that this month’s article should be devoted to a sort of stock-taking. What have we learned that comes within the purview of the general subject of these articles? And, still better, what have we neglected to learn, if anything?

For one thing surely, and that a very important thing, in our consideration of the articles we have learned that the people prefer to meet that this month’s article should be devoted to a definite subject. The salesmen and the operators are likely to care more for a definite subject than for a miscellaneous one in each article, and to ask for that which they desire. One, however, is the people do not care unless they are asked to care, and are likely to care less for an article than for one devoted to their special interest.

The Musical Possibilities of the Talking Machine...
LOYALTY

A BLACKMAN POLICY

LOYALTY to our duty as American Citizens united every true patriot when we entered the war—overcame unpreparedness, delay, hyphenism, etc., and our speedy VICTORY was inevitable.

LOYALTY called for extreme sacrifices on the part of Employes, Retailers, Wholesalers, and Manufacturers.

LOYALTY during the war was interpreted by Blackman as a call to "first win the war" and to support and supplement the VICTOR Company's patriotic leadership in industrial war service.

LOYALTY caused Blackman to discourage the Victor trade from taking on competing lines. Sacrifice usually earns its reward and in the long run pays big dividends.

LOYALTY obligated us to allot among our regular Dealers the small supply of VICTOR goods we received from the factory. It prevented our opening new accounts at the expense of old ones.

LOYALTY restrained many Dealers from offering competing goods except with an apology and as a temporary substitute.

LOYALTY to the trade by the VICTOR Company will take the form of increased production which we believe will exceed anything contemplated by its competitors.

LOYALTY as interpreted by Blackman will be rewarded during 1920 by participation of the VICTOR trade in the fruits of greatly increased VICTOR production and sales.
A YEAR'S LESSONS AND DEDUCTIONS

(Continued from Page 55.)

note that high-class sale all he can. Now if what has been said above has any weight at all, the high-class record must more and more come into the forefront of the game; for only the high-class record can be made to set the stage for a true musical judgment of the worth of the talking machine. No matter how one works it, one simply cannot obtain from an intelligent purchaser a musical reaction which will justify him or her in making a sound decision, if the records used—that is to say the music heard—are altogether trivial. It is imperative that the better sort of music be used; which is to say that the high-priced record be pushed to the front.

Taking the Music Seriously.

Thus we have before us the one big lesson that the merchant and the salesman of today who wishes to make a real showing in the trade must begin to take seriously—the music as side of the talking machine. He must begin to sell from the standpoint of tone and reproduction. To do this he must bring elevated taste and judgment to bear on the music used for demonstration and offered for sale. At least, that is to say, the merchant must begin to take a serious interest in the musical content of his goods, as well as in their shape and price.

Fortunately, the very conditions of the problem render easy the attainment of the necessary knowledge. The achievement of an educated taste in music may be, like a Wright plane, a matter of musical hearing. It is in fact a matter of familiarity rather than of any occult or even obscure faculty of hearing. It is a matter of hearing plenty of good music; and where can this be done better than in the music stores?— where the talking machine, and of its records. Sell Music only. That is the lesson of lessons the year has brought.

NEW STORE IN LAWRENCE, MASS.

Fred Gardner, who has for a number of years handled talking machines in connection with his drug business in Lawrence, Mass., has branched out and opened a new store at 379 Essex street, that city, where he handles the Victor and Sonora talking machines, music records, etc.

Features of the Talking Machine, and of its records.

One of the features of "Mlle. Latoy's Models," a posing act, now covering the Keith circuit, is a perfect reproduction of the Victor trade-mark, "His Master's Voice." Mlle. Latoy uses three well trained dogs in her act and the posing was all done in a heavy gilt frame with clever effects, and a special backing for each view. For the reproduction of "His Master's Voice" there is provided a Victor talking machine of the original model and one of the dogs, a genuine double of the Victor dog of commerce, sits motionless for a number of seconds in the well-known and accepted pose, while the machine actually plays an old time record. The backing of the picture shows the interior of a talking machine store. The pose is so natural as to give the effect of a clever oil painting.

TAKE ON NEW BUSINESS LINES

Brown, McManus & Co., to Distribute Paramount Lateral Cut Records and Connoisseur Music Rolls

Lease Large Loft at 87 Warren Street

Brown, McManus & Co., the eastern jobbers for the Regina phonograph, are also distributing the Paramount lateral cut records, featuring these products in their publicity as "Popular Hits by Popular Artists." In addition they have recently closed negotiations with the Connoisseur Music Rolls Co., to carry a large stock of the rolls manufactured by that firm. They have also announced deliveries to the trade of their own steel needle which they are marketing under the name "Trim point." In order to carry ample stocks and make quick delivery a large lift has been acquired at 87 Warren street, New York City.

TWO EDISON ARTISTS IN WINNIPEG

Leola Lucey and Osborne Stearns Give Private Recital and Tone Test With New Edison

WINNIPEG, MAN., December 3.—The remarkable reproducing powers of the New Edison were charmingly demonstrated recently at the private recital given in the City Hall to several hundred music lovers by W. G. F. Reethan & Co., Ltd., Regina, Sask. Miss Leola Lucey, soprano, and Osborne Stearns, flutist, were the artists whose re-created work were compared with so much pleasure and interest to their audience. The Edison reflected the living voice of the songstress with great fidelity, and the instrumentalist along with the recorded flute solos, and the other flute solos accompanied by the piano.

The pose is so natural as to give the effect of a clever oil painting.

ANNOUNCING THE

NEW 1920 PLAYERPHONE

MANUFACTURED BY
PLAYERPHONE TALKING MACHINE CO.

DEPARTMENT: CHICAGO, WASHINGTON, NEW YORK, CHICAGO, ILL.

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The pose is so natural as to give the effect of a clever oil painting.

ANNOUNCING THE

NEW 1920 PLAYERPHONE
COLUMBIA CO’S MANUFACTURING PLANS ARE ON A BIG SCALE

Vast Manufacturing Plant to be Erected in Baltimore Where 115 Acres Have Been Purchased—Following Expansion Plans in Toronto This Company Well Prepared—Geo. W. Hopkins Sends Out Very Interesting Letter to Sales Staff Regarding Expectations for the Coming Year

As announced in last month’s issue of The Talking Machine World, the Columbia Graphophone Co. has arranged to erect a vast manufacturing plant in Baltimore, Md., in order to take care of the tremendous increase in the demand for Columbia products. In connection with this new factory, George W. Hopkins, general sales manager of the company recently sent out the following bulletin to his sales organization:

"When we advised you under date of October 24th of the purchase of our wonderful factory in Toronto, we gave you a little insight into the aggressive and progressive campaign plans for 1920. Columbia comes into its own, and President Whitten makes his big vision an actuality.

"The Columbia Graphophone Factory Corp., formed to take care of building activities, has just completed the purchase of 115 acres of land in Baltimore, situated on the Pennsylvania and the Baltimore and Ohio Railroad, on which ground will be broken immediately for the erection of plants in 1920 which will cost in excess of $3,500,000. Add to this the twelve acres purchased for our Canadian factory in which an investment of plant and equipment will exceed $1,506,000, and in a small way you will realize the breadth of the plant."

"It is expected that both the Baltimore plant and the Toronto plant will be in full operation during 1920. Figure that this is in addition to the two factories working day and night in Bridgeport, and you realize that in the coming year we will have five times the acres we have at the present time. Add to this the consideration and investigation that is now being given to sites in three other cities, and you will agree with us 'That dreams come true.'"

"This wonderful development is made after careful consideration of the business conditions ahead of the Columbia Graphophone Co., believing in the loyalty of the dealers who represent Columbia Grafonolas and records throughout the United States and Canada, and confidence in the sales organization and their ability to represent the Columbia Co. in getting volume of business from these dealers."

"Careful analysis of the possibility for phonograph sales throughout the United States and Canada, conservatively considered, warrants the activities outlined above. Far be it from us to wish time away, but if you knew how we felt, and we are rather inclined to believe you have the same feeling, you look forward with keen anticipation to the time when these various plants are turning out Columbia product of the quality and standard set by the Columbia Graphophone Co."

"Tell this story from the housetops. Throw out your chest with pride in the company you have the privilege of representing, and realize as best you can the confidence that the president, the general manager and the officers of the company have in our sales getting ability."

THE TALKING MACHINE WORLD

DECEMBER 15, 1919

You Talk Quantity on
Gram. Brakes, Needle Cups, Needle Rests, Cover Supports, Crouch Handle Escutcheons (with fibre washer), Modifier Rod Escutcheons, Stylus Arms & on any Special Parts

and

We Will Talk Price
Immediate Deliveries

H.K. Jorentzen
Phonograph, Hardware & Specialties Manufacturers

GRAND STREET & WEST BROADWAY

NEW YORK CITY

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"Tell this story from the housetops. Throw out your chest with pride in the company you have the privilege of representing, and realize as best you can the confidence that the president, the general manager and the officers of the company have in our sales getting ability."

WATCH NEW TELEPHONE NUMBERS

The American Talking Machine Co., Victor distributor, 356 Livingston street, Brooklyn, N. Y., has sent out a card advising the trade that its telephone numbers have been changed to Sterling 1821, 1822, 1823. Dealers should transfer these numbers to their cards so that they can get in touch with this enterprising company when they have occasion to.

"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 re-

PLEASING SOUND PHONOGRAPH CO.,
204-106 East 111th St., New York.
U. S. TONOFOONE DISTRIBUTORS

REVIEWED LIST TO DATE

WORLD PHONOGRAPH CO., 442 Fourth St., San Francisco, Calif.
J. E. GODFREY & SONS CO., Milwaukee, Wis.
MONROE FURNITURE CO., Monroe, La.
GEO. A. LOWE CO., Ogden, Utah.
STARR PIANO CO., Richmond, Ind. (and branches).
E. R. GODFREY & SONS CO., Milwaukee, Wis.
WALTER S. GRAY, 942 Market St., San Francisco, Calif.
KRAFT - BATES & SPENCER Inc., 156 Boylston St., Boston, Mass.

I am growing better and making new friends every day and

I WISH YOU THE HAPPIEST CHRISTMAS AND THE MOST COM- PLETELY PROSPEROUS NEW YEAR YOU HAVE EVER IMAGINED

Early in the New Year I shall send out a message of interest and a special offer which no dealer can afford to miss. Make sure you are on our mailing list by writing us about it, at our home office TODAY.

THE TALKING MACHINE WORLD
DENVER TRADE OUTLOOK EXCELLENT

Record Winter Wheat Crop Makes Business Conditions Brighter—Holiday Trade in Full Swing—Many Dealers Make Changes in Lines

DENVER, Colo., December 3.—With indications pointing to a record crop of winter wheat in this section, the trade outlook both for the holidays and the coming year is very bright. The rural districts especially promise to be a good field. Holiday advertising by local talking machine dealers in starting in a large way and full pages in the daily papers are spreading the gospel of music broadcast.

There have been several changes in trade circles during the past month. H. B. Dillard, for some years with the McKaunon Piano Co., as vice president, has bought the Maple Piano Co., located at 1522 California street, and the business will be conducted under the name of the H. B. Dillard Music Co. Andrew Maple, who is one of the pioneer music dealers of this city, retires from active business. In addition to the Edison phonograph, a line of pianos will also be carried. New booklets have been added to the equipment of the Smith Jewelry Store, Victor and Columbia dealer. The Wilsonian machine is now handled by the Home Furniture & Clothing Co., at 1424 Champa street. The Tingle-Howell Furniture Co. has just taken on the Agency for the Pathophone. Co-operative advertising has been used successfully by several of the local dealers. A full page ad featuring the New Edison was used in the daily press and was signed by the A. L. Arvidson Co., the H. B. Dillard Music Co., the Denver Dry Goods Co., the Carl Schultz Piano Co., and the McKaunon Piano Co.

Numerous changes have taken place in the outlying districts and the Foltz Music Store, Fort Collins, has moved into new quarters in the Northern Hotel block. New quarters have also been occupied by the H. L. Martin Music Store in Loveland, at 337 Fourth street, where the Brunswick is the leader. O. C. Clark, of the O. C. Clark Music Co., Rocky Ford, is planning to open an up-to-date talking machine shop in La Junta soon, where he will carry Victor, Columbia and Brunswick machines and records in addition to a large line of pianos.

The Cassell Bros. Music Co., western distributor for the Pandeon Phonograph Co., of this city, has announced the appointment of several dealers in Nebraska, Kansas and Utah, who will feature the Pandeon.

Herbert Thiele is planning to open a talking machine shop in Brooklyn at 914 Flatbush avenue in the near future, where he will feature the Victor line exclusively.

Supreme Tone Arms and Sound Boxes

A Large Tone Arm—8¾ inches centre to center—height 4½ inches.

A Small Tone Arm—8¼ inches center to center—3⅜ 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

A Merry Christmas and a Happy New Year To the Trade

C. BRUNO & SON INCORPORATED
Victor Distributors to the Dealer Only
351-353 Fourth Avenue NEW YORK WE DO NOT RETAIL

ISSUED ATTRACTIVE FOLDER

Iroquois Sales Corp. Sending Out Some Interesting Literature Bearing on Their Lines

The Iroquois Sales Corp. of Buffalo, N. Y., distributors of the Master-tone phonograph, have issued a very attractive folder featuring this instrument. The various distinctive qualities of the Master-tone are set forth to excellent advantage in this folder, and an illustration of one of the most popular models occupies an entire page. This company is also a distributor for lateral cut Okeh records, and this line of records is featured in its new folder attractively and effectively. A unique illustration adds to the value of this section of the folder. Lionel M.Cole, general sales manager of the Iroquois Sales Corp., was a recent visitor to New York, bringing with him excellent reports of the business situation up state. He states that the Master-tone phonograph is meeting with favor everywhere, and that the sale of lateral cut Okeh records is limited only by the available merchandise.

The Sadowski Music Co. now control four talking machine stores in Detroit, having recently opened two more stores at 245 Root Jefferson street, and 563 Gratiot avenue.
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

"My Mamma"

Manufactured by WORLD PHONOGRAPH CO. CHICAGO.

More Instruments of Same High Quality Write at once for Agency Plan
“Tell Me” is a typical Jolson record. You’ll tell the world so when you hear it. A-2821.

Columbia Graphophone Co.
NEW YORK

DOING WELL IN THE EAST

A. M. Druckman Co., featuring the Steinburn Line in a Big Way from New York Headquarters—Also Handle Lyric Records.

Since the appointment of A. M. Druckman as eastern distributor of the Steinburn Corp., the firm’s expectations in regard to the salability of the line have been more than fulfilled. The volume of business is constantly increasing and despite the fact that the announcement of the acquisition of the Steinburn line by A. M. Druckman was made at a late date, when holiday business was to be taken into consideration, the results have been most gratifying and the firm have been high in their praise of the rapidity with which they have received their shipments from the factory, and in getting the products to the dealers in eastern territory the Druckman Co., have lost no time. Apart from the publicity campaign carried on by the Steinburn Corp. itself, their eastern agents have also done much to exploit the line.

Part of the main floor of the A. M. Druckman Co., 140 W. 23rd street, New York, has been set aside for the display of the numerous models of the Steinburn line. It has been most attractively arranged and dealers visiting the headquarters find every convenience on hand to transact business.

The company have added 35 sales representatives to the staff. These will travel in eastern and southern territory. All have been selected with great care and will be equipped to carry out the sales plan of their organisation.

In addition to their handling the Steinburn line the A. M. Druckman Co. will distribute Lyric lateral cut records manufactured by the Lyricophone Co. of America.

ALFRING HOME FROM THE WEST

W. H. Alfring, manager of the wholesale Vacation department of the Aeolian Co., returned recently from a short trip through the Middle West visiting the various Aeolian Co. branches, as well as a number of the company’s representatives, in Buffalo, Detroit, Chicago and St. Louis. Mr. Alfring stated that he found conditions as a rule quite satisfactory, with the general unrest having little effect apparently upon the demand for musical instruments and particularly Victorias.

IT IS THE OPTIMIST WHO WINS

It is often said that men with money can make money, but it is only those who have vision and courage who make money with their money. The timid, the over-cautious, those who are afraid, who are always looking for disaster, seldom make a big success. That applies with great force right now to the mercantile business. For the past two or three years it is the merchants who have had an optimistic outlook and the courage to go ahead, to get merchandise, who have been making the big money, and it will continue to be so for several years to come.

TO DISTRIBUTE TALKING MACHINES

The Zona-Tone Distributing Corp., Brooklyn, N. Y., has been incorporated to distribute talking machines and other musical instruments. The capital is $10,000 and the incorporators are R. H. Wood, A. U. Haffner and F. N. Turner, 1139 Woodhaven avenue, Brooklyn.

For Dealers in Philadelphia Territory

We can make immediate deliveries of the best selling, popular hits—some of them are listed below:

Lateral Cut

OKEH RECORDS

Seven Big Sellers

<table>
<thead>
<tr>
<th>Record Title</th>
<th>Artist</th>
<th>Label</th>
</tr>
</thead>
<tbody>
<tr>
<td>The Vamp</td>
<td>Fox-trot Instrumental</td>
<td>Rega Dance Orchestra</td>
</tr>
<tr>
<td>My Cairo Love</td>
<td>Fox-trot Instrumental</td>
<td>Green Bros. Xylophone Orchestra</td>
</tr>
<tr>
<td>My Baby's Arms</td>
<td>Fox-trot Instrumental</td>
<td>All Star Trio</td>
</tr>
<tr>
<td>Some One-step</td>
<td>One-step Instrumental</td>
<td>Conway's Band</td>
</tr>
<tr>
<td>How Sorry You'll Be</td>
<td>(Wait'll You See)</td>
<td>Male Quartet</td>
</tr>
<tr>
<td>Pretty Little Butterfly</td>
<td>(Is a Fly Gal Now)</td>
<td>Peerless Quartet</td>
</tr>
<tr>
<td>Nobody Knows and Nobody Seems to Care</td>
<td>(Baritone)</td>
<td>Billy Murray</td>
</tr>
<tr>
<td>That's Worth Waiting For</td>
<td></td>
<td>Jack Kaufman</td>
</tr>
<tr>
<td>That Naughty Waltz</td>
<td></td>
<td>Peerless Quartet</td>
</tr>
<tr>
<td>Oh, What A Pal Was Mary</td>
<td></td>
<td>Jack Kaufman</td>
</tr>
<tr>
<td>Waltz Instrumental</td>
<td></td>
<td>Peerless Quartet</td>
</tr>
<tr>
<td>Mister Fox and All That</td>
<td></td>
<td>Peerless Quartet</td>
</tr>
<tr>
<td>A Pretty Girl Is Like a Melody</td>
<td>(From &quot;Ziegfeld's Follies 1919&quot;)</td>
<td>Waldorf-Astoria Dance Orchestra</td>
</tr>
<tr>
<td>Fox-trot Instrumental</td>
<td>All Star Trio</td>
<td>Van Eps Quartet</td>
</tr>
<tr>
<td>Weeping Willow Lane</td>
<td>Waltz Instrumental</td>
<td>OkeH Dance Orchestra</td>
</tr>
<tr>
<td>That Naughty Waltz</td>
<td>Waltz Instrumental</td>
<td>OkeH Dance Orchestra</td>
</tr>
<tr>
<td>That's Worth While Waiting For</td>
<td>Fox-trot Instrumental</td>
<td>OkeH Dance Orchestra</td>
</tr>
<tr>
<td>We are also distributors for DEAN STEEL NEEDLES—We are at your service</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

HEATH & GORHAM

24-28 South 15th Street
PHILADELPHIA, PA.
THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, Pa., December 6.—The talking machine business in Philadelphia during the month of November was most satisfactory, not alone in the amount of selling that was done, but in the amount of goods, both machines and records, that came to the merchants. While there is bound to be a shortage of machines during the month of December, this shortage will not be nearly as great as it was feared by the dealers would be the condition a short time ago.

The Victor Co. is making good the promise to dealers that it would increase the output right along, and the Victor dealers are entering the last month in the year with considerably larger shipments than they received any previous month in 1919, and with the assurance that they would be well satisfied with the amount of machines and records that they were going to get for their holiday customers.

To Tear Down Piano Row

A sort of a bombshell was thrown into the business the last week of November with the announcement that the Girard estate was going to demolish the present row of stores between Eleventh and Twelfth streets, that has for years been known as "Piano Row," and on this block erect the largest office building in this city. The leases for this row do not expire until early in 1921, so that all the firms will have ample time to find new quarters. The following are dealers in talking machines in this row:

The Cunningham Co., who handle exclusively the Columbia; N. Stetson & Co., Edison exclusively; the Ludwig Piano Co.; G. Dunbar Shewell, who is the eastern representative, jobber and retailer of the Cheney; the Grafonola Shops, exclusively Columbia; C. J. Hoppe & Son, Victor jobbers and retailers; the Perfek'tone Co., and James Bellak's Sons.

New Line for Wanamaker

The Wanamaker store has added another machine to its already long list, the Solotone, which makes nine lines of machines in the one store. This machine they have selected to be used in their down stairs store. Regarding this machine, they say in their announcement: "We have tested the Solotone and it has passed every test. Its tone is clear and fine and there is a pleasant absence of mechanical noises of any kind. Here in the little phonograph show, in the down stairs store, we will make the same tests for you, for after all the way to judge the tone is actually...."

CHRISTMAS

Peace □ Goodwill □ Prosperity 1920

Not alone our wish - but our constructive plan for the Victor Dealers we serve.
We don’t need to remind you that Emerson hits move off dealers’ shelves in two-four time.

The thing to do is to keep plenty of Emerson hits on hand for your trade. Then everybody’ll be happy—including the cash register.

We take our own advice in this matter of keeping well stocked. Anything you may order from us, you’ll get—and get quickly. Call on us any time for any Emerson hit.

(P.S. Do you happen to know of a live dealer in your town who would like to make a lot of money selling Emerson Records? If you do, tell us about him—don’t be modest.)

Philadelphia Co.

BROAD and CHERRY Streets :: PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY (Continued from page 63)

to hear it yourself.” The Wanamakers will feature this machine for $100.

To Open Another Store
A new talking machine store is about to be started in a new section, as far as this instrument is concerned, for the Pennsylvania Talking Machine Co. will soon open large warerooms at 821 Chestnut street for the exploiting of the talking machines. This is another store added to several that have been established here by this firm.

Columbia Shipments Improve
Business at the Columbia Co.’s new quarters is most active these days, and they are finding less trouble to get machines, and are able to fill most of their orders to a greater extent than at any time during the year. They have the promise from the Columbia factories that they will be able to get practically as many machines as they may need, and they hope to be able to supply their big trade with enough goods for the rest of the season, very early in December.

W. A. Schreiner, who comes here from Spokane, Wash., where he was connected with the Columbia Jobbers’ Co., has taken charge of the Columbia dealers’ service department. He will shortly start an active campaign, and is expecting some very good results. H. L. Fuer, the head of the Columbia dealers’ service department, New York, was a visitor to the local office.

Miss Mary Walp, who for some time has been one of the live wires of the Columbia office force, has resigned and has accepted a position with the Grafonola Shops Co., of Wilmington, Del. Miss Walp recently represented the Columbia Co. at the big Columbia week of publicity at Wilmington, which was pulled off by Calver Anderson, the enterprising dealer of that city.

Columbia Week in Wilmington
Mr. Anderson’s Columbia week was one of the biggest things of its kind ever given in that section. It was begun on Tuesday and continued to Saturday night, the affair being held in the magnificent ballroom of the million dollar DuPont Hotel. It is estimated that more than ten thousand people attended during the week. Aside from music of the Columbia machine, the Louisiana Five Jazz Orchestra played for dancing. During the week the annual Wilmington Kirmess was given in the hotel and during the evening several of the guests accepted the invitation of Mr. Anderson to visit his exhibition and enjoyed a few dances to the music of the Louisiana Five.

W. A. Wilson of the Columbia Co.’s New York office, was present several days helping in drill exercises, and Miss McClafferty gave an exhibition of the use of the machine for folk dancing.

RECORD ENVELOPES

In All Sizes and Styles

Ready For Immediate Delivery

H. G. Neu & Co.—Paper

108 Worth Street, New York City

“IF IT’S OF PAPER WE HAVE IT”
**TALKING MACHINE CABINETS**

For the Trade

ALL STYLES MADE TO ORDER

IDEAL CABINET MFG. CO.

BRANCH OFFICE

22nd and Glenwood Avenue

PHILADELPHIA, PA.

New Emerson Representatives

John Wanamaker has taken on the handling of the Emerson records, and has made an extensive purchase from the Emerson Philadelphia Co. Harry Fox, the local manager, is naturally very much elated at this new representation, and feels that it means that the Emerson has been brought to a very high point through this agency. Aside from this connection Mr. Fox has also succeeded in placing the Emerson with the Winner Bros. from this connection Mr. Fox has also succeeded to a very high point through this agency.

Last month it was announced that the Sonora, both wholesale and retail, would have to find new quarters for the reason that the present location was going to be demolished. The wholesale offices will be removed to 2428 South Fifteenth street, while the retail business will be removed from 2311 Walnut street to 1626 Chestnut street, to be continued under the management of F. C. Cummins. More Sonora machines have arrived in Philadelphia during November than any previous month of the year, but not in sufficient numbers to nearly satisfy the demand.

Pathé for Gimbels Bros.

The Gimbels Bros. have been advertising liberally their taking on of the Pathé machines and records and they have been giving a large space in their spacious department to this new agency. They have added to the sales force in this department John Keagy and H. F. Gould.

Changes in Brunswick Building

The Brunswick offices and hearing rooms, in the Brunswick-Balke building here, have been removed to the second floor during the month, where ample space has been given to the department. Manager Chew, the local distributor, states that machines are coming in very much better, although few of them ever reach the warerooms, but are shipped direct from the cars upon which they arrive. "The output has been increased wonderfully," says Mr. Chew, "but it seems every time we make a fair increase the demand doubles."

Became Dusonzo Jobber

Heath & Gorham, who recently opened offices at 2428 South Fifteenth street, where they are handling the OkeII lateral cut records with great success, have also secured the distributing rights in this section for the Dusonzo talking machine. Their territory will cover not only this city, but eastern Pennsylvania, southern New Jersey, Maryland, Virginia and the District of Columbia. A. J. Heath, of the company, was formerly the local Columbia manager, and was associated with Mr. Gorham in Brooklyn, while Charles S. Keyes, who for five years was with the Columbia Co., has been placed as salesman in the territory. A large display of the various Dusonzo styles are shown in the offices, while the firm has recently rented a large warehouse where a large quantity of OkeII records and other goods, which they handle, are stacked.

Penn Greetings for Gewehr Opening

The Gewehr Co., of Wilmington, have recently opened their new warerooms, which cost them upwards of thirty thousand dollars, and on the day of the opening the Penn Co. here sent them the following congratulatory message: "Hearty congratulations on progressive attitude you are showing and your faith in the future of the Victor. Sincerely hope that your efforts will be crowned with success and that there will be a continuance of our past pleasant business relations."

What Some Others Are Doing

Mrs. H. L. Stone, a dealer of Oliphant, Pa., has enlarged her Victrola department, having added three attractive demonstration rooms. The Lauda Music & Jewelry Store, of Wilkes Barre, Pa., has opened a most attractive branch at Hazleton, Pa. The opening was the last week in November.

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.

**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)

World last month, has opened an attractive Victor (exclusive) shop at Tenth and Walnut streets, will also handle some lines of small musical instruments.

Paul B. Silver, for some time connected with the Sonora here, has removed to Plainfield, N. J., where he will take charge of the music store of R. Montalvo, at 310 Front street. He was formerly a service man in the Royal Air Force, and served four years with the Canadian forces.

Louis Buehn is Optimistic.

Louis Buehn is most optimistic as to the future of the Victor business and since the announcement of the Victor Co. in the papers, he says they are making good to the dealers their promise that they are getting into such shape that they will shortly be able to supply in full all demands upon them.

Among the recent visitors at the Buehn offices were: George W. Davy, of George W. Davy & Son, Coatesville, Pa.; J. A. Downes, of Dover, Del.; Louis Wittig, of the Wittig Co., Reading, Pa.; F. Elliot, of Kline, Ephrath & Co., Reading, Pa., and Raymond L. Ope, of Perkasie, Pa.

Hinley Buys Albertson Business.

The W. L. Hinley Co., Victor dealers of Camden, have purchased the business of E. C. Albertson, of Bridgeton, N. J.

E. J. Youngjohns, of Norristown, Pa., and Monroe M. Johnson, of 2631 West Lehigh Avenue of this city, expect shortly to obtain new establishments near their present homes.

Attended Gathering of Pathe Jobbers.

Walter L. Eckhardt, Philadelphia's well-known Pathe man, was in attendance at the end of last month at the reunion of Pathe jobbers in Chicago.

Mr. Eckhardt reports that his business has been wonderfully good all through November, and it is most gratifying to him that the Pathe machines and records are giving satisfaction everywhere they are handled. Gimbel Brothers, who were among the most recent of the firms here to undertake the handling of the Pathe are advertising it extensively.

The Franklin is different

The Franklin

FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th & Columbia Ave.

PHILADELPHIA, PA.
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.
Toscha Seidel's violin solo is Tschaikowsky's "Andante Cantabile." You'll triple your order when you hear it. Columbia 49624.

Columbia Graphophone Co.
NEW YORK

AMBEROLA BUSINESS SHOWS INCREASE OF EIGHTY PER CENT.

K. R. Moses, Amberola Sales Manager for Thomas A. Edison, Inc., predicts greater increase the coming year—Details of Dealers Co-operative Advertising Campaign—Advertising Plans Worthy of Mention—Jobbers Submit Suggestions That Are of Practical Value and Merit

The Amberola business of Thomas A. Edison, Inc., shows an increase of 80 per cent over that of last year. K. R. Moses, Amberola sales manager for Thomas A. Edison, Inc., who has just returned from a business tour of the East and Middle West, predicts a far greater increase for the coming year. This increase, he says, is due in considerable measure to the announced sales plans for 1920, but principally to an accentuated demand on the part of the public for Amberolas.

Mr. Moses' visits to the jobbers were preliminary to two great Amberola advertising campaigns, which have just been launched. A third plan, which includes an extensive full page advertising campaign in the Saturday Evening Post, will be put into effect soon.

"Indications promise a far greater success than we predicted for the dealers' co-operative advertising campaign, which will run until next April in each dealer's local newspaper," said Mr. Moses. "The expense of this campaign is shared by dealer, jobber and the laboratories. As an indication of the success of this plan, dealers earned sufficient allowances up to November 10 to pay for 2,126 full page ads in their local papers. Before the campaign ends, it is expected that dealers will earn allowances sufficient to pay for more than 5,000 pages of advertising.

"Our other big advertising campaign is being run in twelve of the biggest and best family and home magazines in the United States and Canada, and features monthly Amberola supplements," said Mr. Moses. "From F. H. Silliman, vice-president of the Pardee Ellinberger Co., of Boston and New Haven, I learn of a clever advertising plan originated by that company, and which, in all probability, will be adopted by us. Especially worthy of mention are the modern business methods of the Iver-Johnson Sporting Goods Co., Amberola dealers in Boston. A. W. Chamberlin, the manager of the phonograph department, has a most attractive department, clever sales plans, and novel advertising and window display methods."

"Our Amberola supervisor-at-large, J. W. Scott, for many years familiarly known to the phonograph trade of America as 'Scotty,' is enjoying his most successful of many brilliant years with Thomas A. Edison, Inc. His tour now in the Indianapolis territory is producing many thousands of dollars of new business weekly."

INCORPORATES IN DELAWARE

The Polinia Phonograph Co., Inc., has been incorporated under the laws of Delaware with headquarters in Wilmington. The incorporators are T. L. Corteati, P. B. Drew and H. E. Knox, all of Wilmington. The capital is $700,000.

Season's Greetings

We extend the season's greetings and express our appreciation for the loyalty of our many friends in the trade.

It is our fondest hope that the New Year has much in store for you and assure you of our hearty co-operation.

ORMES, Inc.
Wholesale Exclusively
26 East 125th Street NEW YORK
THE SONORA factory facilities have been greatly enlarged and many more of these famous instruments will be available in 1920 than ever before.

The production in 1919 was over twelve hundred times what it was five years ago and the record for 1920 will be over two thousand times what it was in 1913.

Even with the large number of Sonoras available it will be difficult to make enough to satisfy the swiftly growing public favor. If you wish to handle The Highest Class Talking Machine in the World, made and operating under BASIC PATENTS of the phonograph industry, write to the nearest Sonora jobber at once.
To Our Customers and Friends

We hope that this holiday time brings you good cheer and happiness and that Fortune will continue to smile on you brightly during the coming year.

Smith, Kline & French Co.,
State of Pennsylvania, Maryland, Delaware, District of Columbia and New Jersey, south of and including Trenton.
The Magnavox Co.,
616 Mission St., San Francisco, Cal.
Washington, California, Oregon, Arizona, Nevada, Hawaiian Islands, northern Idaho.
Sonora Phonograph Sales Co., Inc.,
279 Broadway, New York.
Distributors for Greater New York.
Southern Drug Co.,
Houston, Texas.
Southeastern part of Texas.
Southern Sonora Phonograph Co.,
Selma, Alabama.
Alabama, Georgia and Florida.
Southwestern Drug Co.,
Wichita, Kansas.
Southern part of Kansas, Oklahoma (except 5 northeastern counties), and Texas Panhandle.
Minneapolis Drug Co.,
Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota.
I. Montagnes & Co.,
Ryrie Bldg., Toronto, Canada.
Canada.
M. S. & E.,
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.
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.
Stevell-Paterson Hardware Co.,
Salt Lake City, Utah.
Entire States of Utah, Colorado, Wyoming, New Mexico and southern Idaho.

Rountree Corporation,
Richmond, Va.
North Carolina and South Carolina.
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.
Ohio Sales Co.,
Beckman Bldg., 409 Superior St.
Cleveland, Ohio.
State of Ohio.
Griffith Piano Co.,
605 Broad St., Newark, N. J.
Northern New Jersey.
W. B. Glynn Distributing Co.,
Saxtons River, Vermont.
States of Maine, New Hampshire, Vermont and part of Massachusetts.
Hessig-Ellis Drug Co.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.
Hillman Phonograph Co.,
Wheeling, West Virginia.
Virginia and West Virginia.
Kiefer-Stewart Co.,
Indianapolis, Ind.
Entire State of Indiana.
C. L. Marshall & Co.,
82-84 Griswold St., Butler Bldg.,
Detroit, Mich.
State of Michigan.
C. D. Smith Drug Co.,
St. Joseph, Mo.
Nebraska, Missouri, northern and eastern part of Kansas and five counties of northeastern Oklahoma.
The Advertising Value of the Child in the Retail Machine Trade :: by W. A. Willson

Do you fully realize the advertising value of the child? Present something new and attractive before the child and he will talk about it for a long time afterwards.

Impressions are easily made upon the mind of a child; and if the means used are new, novel and attractive, he will not be content to keep it to himself but will want to tell the members of his family and all his little playmates about it.

Children are everywhere and how they do talk! It is their privilege to do so and they are encouraged by parents and teachers to tell about things they see during the day and their happenings on the street, in the school, and in the Sunday school.

Children do not hesitate to express their likes and dislikes and what they learn to like and want they demand for their use. Parents are glad if their children are well and happy, and are usually willing to purchase any material that will add to their enjoyment and education.

"Once a customer always a customer." Why not bring your product to the attention of the children in a way that they can understand and that will please them. A beautiful shop with great brilliantly lighted windows awe's a child into silence and shyness, even though he may be impressed by its beauty, but the moment he sees a picture, toy, a little chair, children's books, etc., his shyness vanishes and he feels that the dealer must be thinking of him. At once he becomes interested in everything in the dealer's store, for he feels that he has found a place in which things for children are displayed. Henceforth this store is the place he wants to go to see things for children and to hear the records and see the pictures in the Bubble Books, and to hear the stories about Peter Rabbit and Old Buster Bear.

Soon parents are brought to the store by children whose friends had spread the news, and before long this is the most popular children's resort in the town.

Draconianus of children's songs and stories and display cards showing that there are special records for the children, will create as much interest in the parents as the children themselves. There is nothing in the world in which parents are so much interested as in their own children. Any appeal to children is an indirect appeal to parents.

A little attention given to children by holding short musical programs in your store, using children's record material, and then giving a little souvenir such as the Peter Rabbit Bangle Pin, is going to make a tie-up between you and the homes that will be most profitable to you.

A demonstration and entertainment was given recently with the Grafonola. The school children had a part in the demonstration. Because the children had a part in the program, of course, there was a greater interest in the show and the Grafonola shop is a striking illustration of the value of having the little ones your friends. Whenever a mother and her child come to this up-to-the-minute store a neatly dressed maid takes charge of the little one and conducts it to the most attractive place in the store—a miniature playground.

In one corner of the room there is a large mound of pure white sand with shovels and pulls. Around the room are placed toys and pictures and most important of all a small Grafonola painted white and a number of children's records and Bubble Books. The kiddies have the time of their life and the genial manager who is their host counts it as one of the best paying investments of his store.

What would you not give, Mr. Dealer, to have all the children in your town and community talking about your product when the family is gathered together in the evening? If the child has been pleased he persists in making the parents feel the same way.

AUERBACH WITH A. M. DRUCKMAN

Former Eastern Representative of the Mandel Mfg. Co., Resigns to Take Position as General Sales Manager of A. M. Druckman Interests

S. Auerbach, well known to the trade and recently eastern representative of the Mandel Mfg. Co., of Chicago, is now in charge of the A. M. Druckman organization, 140 West 23rd street, New York, in the capacity of general sales manager.

Mr. Auerbach recently resigned the position with the Mandel Mfg. Co. to take up his new work in New York City. He had been connected with the Mandel Co. since 1912 as general manager of the New York office, and at that time he was doing business under the name of the Chicago Ferrotype Co. In 1916 when the Mandel Mfg. Co. was organized, Mr. Auerbach was put in charge of the New York office and remained there until November 22, when he resigned to take control of the Druckman interests.

During his years with the Mandel Mfg. Co., Mr. Auerbach built up an excellent organization in his department and his leaving was the occasion for many expressions of regret from the officials of the company and his many friends with whom he had been closely associated there, and he received testimonials of the highest sort from all his co-workers who wish him success in his new venture.

Wishing the Trade a Merry Christmas and a Happy New Year

ECLIPSE MUSICAL CO
CLEVELAND, O.
Victor Wholesale Exclusively
Edison Message No. 60.

Edison Dealers:

At the Hotel Washington, Seattle, Washington, there was a banquet on the night of September 25th, attended by about fifty Edison dealers. At the conclusion of the banquet, which by the way was strictly dry, a prominent dealer said to his brother dealers:

"Since the armistice, the Edison Co. has shown more enterprise and progressiveness than all of the other manufacturers combined and if it continues to do so, as it undoubtedly will, there is no question in my mind that in 1920 the Edison Co. will dominate the 'talking machine' field."

THOMAS A. EDISON, Inc.
ORANGE, NEW JERSEY
MUCH ACTIVITY IN ROCHESTER

THE TALKING MACHINE WORLD

DECEMBER 15, 1919

TALKING MACHINE DEALERS IN THAT CITY AND SURROUNDING TOWNS MAKING A STRONG BID FOR BUSINESS—STORES BEING ENLARGED.

ROCHESTER, N. Y., December 4.—The Pathé Shop, Pathé wholesalers, have been holding a school for dealers under the direction of B. H. Stagner. The school lasts for one week during which the record catalog is dissected for hidden gems. Advertising, salesmanship, dealer aids are discussed, obscure points cleared up and everything possible done to help make better Pathé dealers. Special mention should be made of the attractive way in which Mr. Stagner is linking up the national Pathé advertising with the local dealers.

The Talking Machine Co., of East Main street, have entirely remodeled their store, installing six new booths, a new record rack and a new front. An attractive feature is the posting of photographs of exclusive Victor artists on the walls of the store as a sort of border, surrounding them with a narrow paper panel which sets them off in a new and novel style.

K. W. Edwards & Sons have opened a talking machine department in their Burke store with eight pretty booths finished in old rose and ivory. This department is under the supervision of Miss Kathleen Whalen, manager of the talking machine department in the Edwards store. Miss Whalen has recently returned from the Victor Factory in Camden, where she attended the school on Red Seal Records.

The Music Lovers Shoppe, of East avenue, have opened its new store, which is one of the finest in New York state. Besides handling Victor talking machines exclusively, Mr. Richter, the manager, has added a fine line of musical merchandise, carrying the Weymann Keystone State line of musical instruments.

S. Goleo & Company, N. Y., Victor and Edison Amberola dealer, has added the Pathé line and reports it an instant success.

Rolly Bros., of Penn Yan, N. Y., exclusive Victor dealers, are great believers in advertising and have been getting considerable publicity lately by the clever way in which they advertise their reasons for handling the Victor exclusively.

Cass Williams has purchased the store of W. E. Brown, of Waverly, N. Y., Mr. Brown having decided to devote his time to the wholesale tobacco business. Mr. Williams is well known in that vicinity and besides his talking machine department has a fine sporting goods store.

L. H. Durand, Son & Co., of Watkins, N. Y., is installing two booths and new record racks in their talking machine department. They now handle the Victor, Columbia and Edison.

Griffith & Bailey are meeting with a great deal of success in handling the Sonora exclusively.

EFFECTIVE HOLIDAY PUBLICITY

DAILY PAPERS CONTAIN SOME ADMIRABLY PREPARED ADVERTISING IN WHICH THE LEADING MAKES OF TALKING MACHINES ARE FEATURED.

The leading talking machine companies have been splendidly represented in the New York daily papers—in fact throughout the country—during the past few weeks, preparatory to the Christmas retail sales campaign. The Victor, Sonora, Edison, Columbia, Pathe, Brunswick, Cheney, Victorola, Aeolian and other well known instruments have been brought to the attention of the people of New York through advertisements running from a couple of columns to a full page, all of them admirably designed and unusually well written. The character of this advertising merits special commendation, because it is all educational and tends to impart a greater knowledge of the functions and musical importance of the talking machine.

MAINE SPRINGS
3/4-in. Main Springs, suitable for Heintzman No. 2, Markel, Columbia, etc. 37c each. Authorized distributors for all Heintzman & Meiswinkel Products.
EVERYBODY'S, 38 N. 8th St., Philadelphia, Pa.

January, 1920

POPULAR VOCAL SELECTIONS

Wait Till You Get Them Up in the Air, Boys (Brown-Van Tiller).....Jolly Murray, Tenor
You Ain't Heard Nothing Yet (Zolten-Sikes-On Biddle).....Kneed Hare, Baritone
Wonderful Pal (Tracy-Pickard).....Lewis James, Tenor
Just For Me and Mary (Clark-Rogers-Edwards)....Tener
Cool as the Mountains (Hasbrouck-Henson).....R. A. Booth, Baritone
Freckles (Hearn-Johnson-Ager).....Billy Murray, Tenor
Slew and Lazy (Williams-Sweeney).....Kneed Hare, Baritone
Past Adshep in Poppyland (Gay).....Peerless Quartet
Swanee River (Mitchell-Fields-Kraftman).....Henry Burt, Tenor
I Might Be Your One in a While (Smith-Harbour).....Arthur Fields, Baritone
A Pretty Girl Is Like a Melody (Irving Berlin).....Sam Ash

HAWAIIAN SELECTIONS

Shadow Waltz (Latter).....H BARITONE CHAMBER ORCHESTRA
Hawaiian Lullaby (Ferris-Bridges).....Hawaiian Hawaiian Orch.

SACRED SELECTIONS

Abide With Me (Moon).....Joe Evans, Tenor, Organ and Chimes
Home of the Soul (Phillips).....Joe Evans, Tenor, Orgue and Chimes

INSTRUMENTAL SELECTIONS

My Sugar Coated Chocolate Boy (Mahaney-Look).....George L. White, Saxophone
My Sugar Coated Chocolate Boy (Mahaney-Look).....J. H. Johnson, Saxophone
Irish Medley of Jigs (Accordian Duet).....DeBuchi Bros.
Rayon Overture, Part I (Thomas).....Operaphone Concert Band
Rayon Overture, Part II (Thomas).....Operaphone Concert Band

DANCE

In Your Arms (Ford-Glass-Norton)....Medley Fox Trot
Dream of a Lonely Girl (Dietrichson).....Operaphone Dance Orchestra Vocal Refrain
Little Clouds (Noble).....Operaphone Dance Orchestra Vocal Refrain

Home of the Soul (Phillips).....Joe Evans, Tenor, Organ and Chimes

24 NEW TITLES EVERY MONTH

OPERAPHONE RECORDS PLAY ON ALL TALKING MACHINES WITHOUT ATTACHMENTS

OPERAPHONE DISTRIBUTORS

New York City CRESCENT TALKING MACHINE CO., 109 Reade St.
Philadelphia, Pa. SUPPLEE-HIDDLE HARDWARE CO.
Pittsburgh, Pa. REED CO., INC.
Chicago, Ill. OPERAPHRONE SALES CO.,
Selma, Alabama SOUTHERN SUPERTONE CO.,

Write for your nearest distributor

OPERAPHONE CO., Inc., Long Island City, N. Y.
The unusual demand upon the Cardinal factories for more and more instruments is unquestionable proof of Cardinal popularity.

The universal satisfaction expressed by our dealers is ample assurance of the excellence of our proposition.

Are you interested in doing a bigger, better-paying business? The Cardinal Phonograph offers you an exceptional sales possibility --- one that you should investigate today. With this unusual instrument, prompt deliveries, a liberal sales policy and a complete dealers' service there is a live opportunity for someone in your territory.

If you are looking for a strong co-operative connection, take up the Cardinal agency. A card from you will bring detailed information of our proposition.

The Cardinal Phonograph Co.

NEWARK, OHIO

Factories—ZANESVILLE, OHIO

Los Angeles, December 3.—Dealers have been pleasantly surprised and very much encouraged by the unexpected arrival of a number of carloads of instruments and the immediate distribution of some by their various jobbers. The huge business during November would have entirely depleted the stocks of many stores but for these welcome additions, and the last month of the year, with its holiday season, is looked forward to as another high water mark in volume of sales. A Los Angeles department store, which claims to be the largest of its kind in the West, has fitted out a new talking machine department which, judged from the amount of space occupied and the sumptuousness of its appointments, may well appear to be one of the finest in the United States. Other houses have also found it necessary to enlarge their departments in order to take care of their ever-increasing numbers of record purchasers. The introduction of a profit-sharing scheme for employees has been made by two companies, the one a furniture store, including its music department, and the other a well known exclusive music house.

Wholesaler’s Largest Month

Bunting all past records, the Los Angeles branch of the Columbia Graphophone Co., closed its books for the month of November on the 30th. The month included 27 days only, three being holidays, Armistice and Thanksgiving days, and in point of size, as well as beauty of decoration and arrangement. The new department is reached on the fifth floor. As the visitor steps from one of the elevators he is immediately in phonograph land. A few steps take him to the reception hall or main auditorium, at one end of which is a full-sized stage. The carpeted floor is highly polished and the polished floors cleared for dancing at will. On three sides, sixteen demonstration and record sales rooms have been provided, and to these rooms up to seventeen. With our talking machine sales rooms, we have a total of thirty rooms altogether and should be able to take care of the business during the holidays this year, although we have none too many even now.

Barker Brothers Enlarge

General Manager Boothe, of Barker Bros. music department, has found it necessary within the last two or three weeks, to still further increase the number of record rooms. ‘‘We found that business was getting away from us,’’ remarked Mr. Boothe, ‘‘through lack of accommodation. So we have now brought the number of our record rooms up to seventeen. With our talking machine sales rooms, we have a total of thirty rooms altogether and should be able to take care of the business during the holidays this year, although we have none too many even now.’’

Wiley B. Allen Specialize

Discontinuing the Edison line by mutual agreement with the distributors, Edison Phonographs, Ltd., the Wiley B. Allen Co., are devoting their efforts entirely to the sales of Victor and Brunswick. Department Manager Jackson reports good sales for the month and excellent prospects for December.

Palatial Quarters for Hamburger’s

Department Manager Humphrey wears a smile of the ‘‘I won’t come off!’’ type now-a-days. His new salons de Luxe are undoubtedly superb both in point of magnitude and size, as well as beauty of decoration and arrangement. The new department is reached on the fifth floor. As the visitor steps from one of the elevators he is immediately in phonograph land. A few steps take him to the reception hall or main auditorium, at one end of which is a full-sized stage. The huge business during the holidays this year, although we have none too many even now.

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.
Manufacuters’ 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

Palatial Quarters for Hamburger’s

Department Manager Humphrey wears a smile of the ‘‘I won’t come off!’’ type now-a-days. His new salons de Luxe are undoubtedly superb both

Discriminating Buyers

voluntarily state that

Console Model 250

STRADIVARA

"KNOWN FOR TONE"

Is the finest piece of phonograph merchandise on the American market today, regardless of price or make. This is literally true because of its super-quality, backed by our organization schooled for years in the spirit of service and co-operation.

No more modern phonograph factory is to be found in the country today. The very atmosphere of quality pervades our entire plant.


A Complete Line to Correspond
Liberal Discounts Advertising Service
Play Safe! Write Today!

THE COMPTON-PRICE CO.
COSHOCTON, OHIO

CONTINUED ON PAGE 75
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
New York City, N. Y.

OTTO HEINEMAN, Pres.

Ida Gardner Gives Recital

Under the auspices of the Fitzgerald Music Co., an Edison tone test was held at Trinity auditorium on November 20th. Miss Ida Gardner, assisted by Harold Lyman, flutist, gave a most successful recital with the New Edison and the voice. Several of the Edison tone tests were played, and the music publishers were glad to co-operate with the talking machine dealers, giving them window cards, hang- ers and signs on popular hits. Mr. Cordray and his assistants sang three of the hits, "Golden Gate," "My Baby's Arms" and "Pleasures." The January records were played, each one of which was given great applause, and the new dance records were so irresistible that several of the dealers picked their partners and danced.

MEETINGS OF COLUMBIA DEALERS

Charles Cordray, State Manager for Leo Feist, addresses fifty Columbia dealers in Indian-

apolis—N. B. Smith Discusses Dealer Help

INDIANAPOLIS, Ind., December 6.—The monthly meeting of Columbia dealers held November 28 at the Lincoln hotel was attended by fifty dealers. Charles Cordray, State manager of Leo Feist, Inc., addressed the dealers on how music publishers were glad to co-operate with the talking machine dealers, giving them window cards, hang- ers and signs on popular hits. Mr. Cordray and his assistants sang three of the hits, "Golden Gate," "My Baby's Arms" and "Pleasures." The January records were played, each one of which was given great applause, and the new dance records were so irresistible that several of the dealers picked their partners and danced.

N. B. Smith, assistant manager of the Cincinnati branch, told the dealers how he would run a re- tail store, and the benefits he would derive by taking advantage of the dealer service helps the Columbia Co., were offering them. The idea was brought out that Columbia dance records were made with actual dancing time, having dancers at the recording laboratory for this purpose, and it was suggested that this would be a very novel way for the retailer to sell them—hear them, dance them and take them home. Ben E. Brown, manager of the Indianapolis wholesale branch, presided at the meeting.

Cory Co's Holiday Literature

Richmond, Va., December 5.—The Cory Co., of this city have been using for the holiday season, a very attractive Christmas letterhead in holly and Santa Claus design. At the top is featured their well-known trade mark, "The House That Made Richmond Musical," and at the bottom there is the timely admonition, "Let there be music in your home this Christmas." Such propaganda as this, is in keeping with the general progressive spirit of the House of Cory, and will have an influence which will be felt by the trade in gen- eral.

Nearly Half a Century of Growth

After nearly half a century of growth, this company represents probably the largest com- plete organization in the country devoted to the production, manufacture and distribution of Mahogany Lumber and Veneers

Growth is the natural result of service, and now that we have co-ordinated all branches in the industry under one organization we are in a position to offer even more complete service than in the past.

Astoria Mahogany Company, Inc.
347 Madison Avenue, New York
Successors to
Hudleston-Marsch Mahogany Co.
Astoria Veneer Mill and Dock Co.

Mills and Yards, Long Island City, New York

BRANCHES :
44 North Market Avenue
Grand Rapids, Mich.
2256 Lumber Street
Chicago, Ill.
Eldredge H. Johnson gives Legion his $200,000 Merion Estate

President of Victor Co. Makes Generous Contribution for Service Men From His Community—To Build $150,000 Tribute House and Pay All Costs Himself.

Philadelphia, Pa., December 6.—What is perhaps one of the largest individual donations made by public spirited citizens to the men of their communities who served in the great war was made last week by Eldredge H. Johnson of Merion. In the name of eighty-one young men from Pennsylvania's richest community and the thousands of others throughout the state, the president of the Victor Talking Machine Co., presented to Merion his $200,000 estate and agreed to build upon it the finest tribute house in the country.

Work is to be started at once on the tribute house. It will contain an auditorium to seat 500 people, a tea room equipped to serve social gatherings throughout the community, lodge rooms for the American Legion and club comforts for the citizens of Merion. Without the furnishings it will cost Mr. Johnson upward of $150,000.

Announcement of this unusual gift was made at a meeting of citizens of Merion held in the Bungalow, the building which has been used as a community meeting place. Edward Bok, president of the Merion Civic Association, made the announcement for Mr. Johnson.

Residents of Merion have known for some time that the beautiful Johnson estate, Chimneys, on Hazelhurst Avenue, was to be made available as a site for the building the community has planned to erect in honor of its soldier dead and those who risked their lives for freedom. But not until the details were announced did anyone but members of a small committee realize the extent to which Mr. Johnson had gone in his effort to keep Merion in the place the community has set for itself as the leader in civic achievement.

According to Mr. Bok, the gift was first suggested two months ago. At that time it was the plan of Mr. Johnson merely to turn over his Merion seat, consisting of a huge mansion, a fine stone garage, a lodge keeper's house and eight acres of beautiful and valuable land.

But when the manufacturer learned that the $81,000 raised by Mr. Bok and his associates for a tribute house—$10,000 of it came from Mr. Johnson—would not be sufficient, in his opinion, to provide for a house fitting for Merion, he decided to build one himself.

"I'll tear down my house and build a tribute house," he told Mr. Bok. "You can put your own architects and engineers on the job to see to it that it shall be the most beautiful house of its kind in the country."

In addition to this, Mr. Johnson has planned to make of his piece what Merion residents say is the one thing the community needs—a real heart and center. Merion has no church. It has no school of its own, no central meeting place. But in the new tribute house it will have the finest place for social gatherings in the east.

The tea room will overlook a group of four or five tennis courts, sunken so that they may be flooded for skating in winter. The main lawn, planted with stately trees and the finest of shrubbery, is to be the children's playground.

Boy Scouts also are to be recognized. The big stone garage is to be turned into a house exclusively for them. Mr. Bok said last night that it was a reward "to these fine little boys for the marvelous work they have done in this community."

The committee to handle the affair for the community consists of Mr. Belfield, Robert J. Hughes, Thomas Fisher, Ira Vaughan, Henry C. Thompson, Jr., William P. Geat, E. A. Vau, Valekburg, Joseph B. McCall, John P. Gravelly, Henry Delaplaine, Louis A. Belcourt, Edward Bok, Harold Pinder, Mrs. Ernest Searing, H. H. Linewaver, Mrs. S. Earl Haines and John F. Braun.

Application for a charter will be made immediately by this committee. It was announced that it will also apply to the county commissioners to declare the tribute house exempt from all taxation. If this is not done the matter will be taken into the courts, and at the next session of the legislature a bill will be introduced providing for the exemption from taxation of all tribute houses throughout the state.

German Trade Paper Reappears

The "Phonographische Zeitschrift," published in Berlin, C 19, Rosstrasse 6, has made its reappearance among our foreign exchanges.

Every Record Instantly Available

The "Crip-N Ejex" permanently and perfectly solves the vital problem of the talking machine owner. Any desired selection is always at his finger's tip—exactly as it should be. With a "Crip-N Ejex," which is easily installed in all makes of phonographs, real service, economy and efficiency is provided. It not only materially adds to the appearance of any talking machine in which it is installed but also greatly intensifies the pleasure and enjoyment of those who own it. This NECESSARY PART of any complete phonograph equipment will quickly pay for itself in the time and records it saves. Bringing it to the attention of your customers is a service they will appreciate.

The "Crip-N Ejex" is built to last a lifetime, in two sizes for 70 and 100 records. Every record has its own separate compartment and individual ejexes. Each department accommodates 12 or 10-in records, except Edision. It is easily operated with one hand, has no complicated springs to oil or get out of order and NEVER FAILS TO DELIVER the required selection. In a word it provides a maximum CAPACITY, CONVENIENCE and SATISFACTION at a minimum price, within the reach of anyone who owns a talking machine.

WONDERFUL OPPORTUNITY

For Live Talking Machine Dealers to secure the "Crip-N Ejex" agency. Our selling plan is a winner, and your territory is probably still open. Write today for full details concerning the newest quality product from Rochester, N. Y.

Crippen Record File Corporation, Rochester, N. Y.

"Every Talking Machine Owner in America Needs the 'Crip-N Ejex' System"
Lyric Records Now
LATERAL CUT

The World Famous Quartet of Soloists from the Sistine Chapel Choir
Record Exclusively for

LYRIC LATERAL RECORDS

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, dance and all the latest popular songs.

LYRAPHONE CO. of AMERICA
117 Mechanic Street,
Newark, N. J.
Play Safe!

Opportunity is Calling

To every dealer who is alert.

Now, Mr. Dealer, think it over! Are you going to cash in this Holiday Season?

On timely Hits, when they are Hits?

Take advantage of your opportunities: be an OkeH Dealer

NEW LATERAL CUT

OKEH

Hits

Will exceed your expectations

Let's get together and talk over this OkeH proposition. Do it now. Don't wait until the OkeH Sales franchise has been closed by some one in your territory.

Remember OkeH for hits, when they are Hits.
And what's more, we guarantee deliveries.

Yours for service,

Ziegler, Baker & Johnson

100 Chambers Street, New York N. Y.
Phone Barclay 5949

Have You Tried the Z-B-J Triple Tone Needle Made Especially for Dance Records?
DETROIT DEALERS ARE CLOSING THEIR MOST SUCCESSFUL YEAR

Consistent Business Has Marked Last Twelve Months—Dealers Have Few Complaints to Make—Several New Pathe Agencies Announced—New Stores Opened—Other News.

DETROIT, Mich., December 10—This is the most important month of the year for the talking machine dealer, and everything is going along just as dealers anticipated. There is a shortage in many of the most popular models, although the past thirty days has shown quite as improvement. Of course, there are today in Detroit nearly double the number of talking machine dealers as compared with a year ago, and the remarkable feature of it all is that every retailer in talking machines seems to be enjoying a good business, although those handling the most standard makes are suffering from a shortage of the most popular numbers. All in all, however, the talking machine dealer has little to complain about. The past twelve months have been consistent for good business and December is certain to go down as the record-breaker of them all.

The newest talking machine store is that established by the Cunningham Drug Store at 365 Woodward avenue, on the mezzanine floor. There are six attractive demonstrating booths and considerable space for display and sufficient shelving for six months have been consistent for good business and December is certain to go down as the record-breaker of them all. It will not be long before they will be able to furnish us with all the goods we require for our trade.

The number of Edison dealers in Detroit remains the same as it has been for several years—The Edison Shop, 256 Woodward; Bayley Music House, 114 Broadway; Grinnell Bros., 256 East Jefferson avenue, and D. K. Smith, who is located right across from the Ford Motor Co. factory in Highland Park. The personal appearance here recently of Mr. Maxwell stimulated the sale of his records at Edison dealers. The Finsterwald Furniture Co., 80 Michigan avenue, announces having secured the exclusive state distribution for the Soweto. In addition, the Finsterwald store is selling them at retail. The machines sell from $100 to $150.

The J. L. Hudson Music Store, which retails the Victrola, Cheney and Soweto, is now handing the Kuernox records in addition to Victor records, and they are giving complete satisfaction. William Maxwell, vice-president of Thomas A. Edison, Inc., and recognized internationally as an authority on salesmanship, is scheduled to address the 1919 session of the World's Salesmanship Congress, to be held here December 10th and 11th. His subject will be "Salesmanship as Missionary."

Mr. Maxwell is the author of three books on Salesmanship, which probably have a larger sale than any other works on that subject. Articles on this subject and other business subjects are eagerly bought by the big magazines, but for a year or more he has declined to write for publication and this is the first engagement for a speech in public that he has accepted in many months.

Although he cannot equal Mr. Edison's hours, Mr. Maxwell devotes on the average eleven hours per working day to the business affairs of Thomas A. Edison and accordingly it is not surprising that he is busy to take the time to write magazine articles or prepare speeches. Efforts have been made to have Mr. Maxwell in attendance at previous meetings of the World's Salesmanship Congress but other engagements have always prevented. Mr. Maxwell is the originator of the idea of teaching salesmanship through plays, presented by professional actors.

Mr. Maxwell always lays stress on one factor for the success of individual salesmanship. In his book, "Salesmanship!") he says: "Knowledge is everything. A man can't go very far wrong on a subject he knows a lot about and he can always make an impression when he talks about it."

Williams, Davis, Brooks & Hinckman Sons, who are Michigan distributors for Pathe phonographs and Pathé records, announce that they have placed the line with the following dealers: J. Brubaker & Sons, both stores; Oscar M. Campbell, E. L. Carson & Co., Clough & Warren, East Side Edison & Pathé Shop, Knightoff Bros., Leo Kirchen & Co., Krueger Bros., Pol送去 Music Co., Griffo- nes Jus Furniture Co., Reliable Drug Co., Reliable Furniture Co., Rialto Furniture Co., Detroit Phonograph Co., and Tischhart Music House. This does not include the Pathé Shop and the Kimball store on Broadway and several others, among them the Cunningham Drug Store, which just added a Pathé department on the mezzanine floor.

The show window of Grinnell Bros., where Victrolas and Victor records exclusively have been displayed, was completely broken on Saturday, November 29, by the terrific windstorm that raged in the city the entire day. Some of the merchandise in the window at the time was slightly damaged. The Bush & Lane Co. store at 241 Woodward avenue is certainly pushing its talking machine. The firm has placed the retail agency with quite a number of Detroit and state dealers.

The Fairy Phonograph Lamp Store in the Hotel Ouellet building is now in business about six weeks and is having a good many visitors, who are enthusiastic over this novelty.

The Non-Change Needle

The Ten-M Needle means freedom from all annoyance of changing phonograph needles. It means five years' needle service at one-tenth the cost of old style needles.

Plays the ten thousandth time as clear as the first. Always ready to play and always plays the same. Never the danger of playing with a used needle.

Dealers: BAKER-SMITH CO. Retail Price $1.50

If your jobber cannot supply you, write us.

RIALTO BLDG., SAN FRANCISCO, CALIF.

GEORGE MITTLEMAN, 487 Broadway, New York . . . . . Sales

MISISSIPPI VALLEY SALES CO., Victoria Bldg., St. Louis, Mo. Representatives

The Ten-M Needle under Magnifying Glass

Plays On All Phonographs

Ends Needle Trouble

Patent Applied For

Jobbers: Write for sample and prices.
HOW THE MUSIC MEMORY CONTEST PLAN IS DEVELOPING

C. M. Tremaine Gives Some Interesting Examples of How Contests Promoted by the National Bureau for the Advancement of Music Are Being Worked Out

The progress of the music memory contest idea throughout the country is marked not only by the large number of cities taking up the plan, but by numerous special developments that have been distinguishing the contests in certain localities.

One of the contests that exhibited especially interesting features was that recently conducted in Fort Worth, Texas, under the auspices of the local school music director and the Fort Worth Record. This event received so much local publicity that it is difficult to see how anyone in the community failed to realize that something big was done in the music line—something of interest to everybody. More than six big articles and a number of smaller ones about the contest have appeared in the Fort Worth Record. The entire list of sixty contest selections was attached to several of the articles.

The progress being made in music memory contest work at the different schools seems nothing short of marvelous to those who are doing the work with the young folks. Their interest in the music and their effort to learn and remember it is very marked and gratifying. Frequent happenings which show how earnest the children are have been a source of real delight to the teachers and parents, who are watching for the effect of the work, and many teachers and parents have expressed their opinion that the Music Memory Contest will give lasting results, and is one of the best things of the kind ever introduced.

In Los Angeles the school authorities conducting the contest enlisted the co-operation of the Los Angeles Symphony Orchestra, which gave five education concerts during the "listening" period at which many of the selections on the contest list were played and explained. The help of the various parent-teacher associations in the city was also secured and far-reaching plans made for giving the children participating in the contest opportunities to hear the music outside of school in the homes of pupils and in stores, clubs and other places. During the seven and a half weeks of the period of preparation the music hours in the schools are largely devoted to lessons in "listening," while half-hour concerts by artists and teachers, as well as talks, by lecturers from the Victor Co. and others, were arranged. The first music memory contest covering an entire county was worked out under the auspices of the Music Teachers' Association of Corsicana, Texas. It was an outgrowth of a "Better Music Contest" held last spring in the town of Corsicana, which was an application of the music memory contest idea to the campaign for an appreciation of the Music Teachers' Association of Corsicana.

The contests already started or now being planned at Indianapolis, Springfield, III.; Grand Rapids, Nashville and numerous other cities, are all being competently handled and will undoubtedly do much to stimulate the local interest in music. The Chicago contest at which the Chicago Symphony Orchestra will tend its aid, also promises to be a great success.

In Pennsylvania the music memory contest idea has appealed very strongly to Paul E. Beck, State Supervisor of Music in the Bureau of Vocational Education at Harrisburg, who has recommended the adoption of the plan on a state-wide basis throughout the Pennsylvania schools and has written the National Bureau for the Advancement of Music that he is sure it will be widely adopted. C. M. Tremaine, director of the Bureau, with headquarters in New York, announces many further developments along the contest line. He urges that the talking machine trade take serious cognizance of the very decided advantages lying in the local use of the plan and, wherever possible, put the school authorities in touch with the Bureau for all information about it.

ENLARGE GRAFONOLA DEPARTMENT

Forsyth & Davies, Columbia dealers in Kingston, N. Y., have moved the Grafonola department to the main floor of the store and have erected several handsome demonstration booths. A large stock of Columbia records is a feature of this department and it is the claim of the company that every record in the catalog is carried. Herbert Pudsey, for many years an orchestra leader in Poughkeepsie, is in charge of the department.

A large number of people attended the Cheney demonstration recently held at the McLeod Shop, Madisonville, Ky., at which Claud Allen, manager, explained in the construction of the Cheney machine.

NEEDLE CUPS

OPEN - COVERED - WIRED

GOLD - SILVER - NICKEL - COPPER - BRASS

No. 1265

Automatic Stops - Supports - Continuous Hinges

Have You Seen Our General Catalog? If Not, Write For Your Copy

WEBER-KNAPP CO. JAMESTOWN NEW YORK
The Tablatone

A wonderful phonograph built in an artistic library table.

Musical : Useful : Artistic
A phonograph with distinctly original features, finished on all four sides.

DIMENSIONS
4 ft. long, 2 ft. 8 in. high, 2 ft. 1½ in. wide,
List Price, $180

Dealers: Write for Trade Discount and Exclusive Territory
DeRivas & Harris Mfg. Co.
135th St. and Willow Ave. New York
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 needles. 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. solvents 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.

ADVANCE IN CARDINAL PRICES

Change Affecting Several Models Made—New Display Cards Attractively Designed

Newark, O., December 5.—An advance in prices in the Heath, Pierre and Stratford models of the Cardinal line of phonographs was announced last week by the Cardinal Phonograph Co. of this city. The advance is slight and only affects three out of the five models of the line. An attractive price card and a window display card have been produced in colors. Of particular note is the window display card, for with its printed matter and trade-mark in colors and in relief the effect is very pleasing. The card is equipped with an easel back and can be readily and artistically displayed to advantage.

UNUSUAL NEWSPAPER CAMPAIGN

Sonora Featured in Full Page Advertising in Leading New York Newspapers—Campaign Producing Excellent Results for Dealers

In addition to its regular campaign of advertising in the New York City newspapers, the Sonora Phonograph Sales Co. introduced during the first week in December an unusual advertising drive in the Metropolitan press. Seven full page advertisements were published, each one of seven leading papers. Each of these advertisements was different from the others, and the series was extremely forceful and effective.

One of the advertisements showed a cherub Santa Claus placing a Sonora in a Christmas stocking, the illustration occupying the greater part of the page with the text being brief and utilizing but a small space. The attention value of this page and the other advertisements in the series was exceptionally marked, and Sonora dealers report many sales and inquiries as a direct result of the advertising. In this series of Sonora advertisements, mention is made that special models will be made to order, and that the Sonora Phonograph Sales Co. is ready to install Sonora equipment in valuable cabinets which prospective customers may already own.

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.
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


BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.
A REAL CASE OF SERVICE

During the war when metals were particularly difficult to obtain, and restrictions on their use severe, Doehler delivered 2,000 die castings daily to a certain talking machine manufacturer and enabled him to meet his production needs.

Doehler is prepared to give you that same service—it will start with an expert analysis of your problems. Get in touch today with

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOehler Die-Casting Co.

MAIN OFFICE AND EASTERN PLANT
BROOKLYN, N.Y.

CENTRAL PLANT
TOLEDO, OHIO.

SALES OFFICES IN ALL PRINCIPAL CITIES

WESTERN PLANT
CHICAGO, ILL.

ELECTED OFFICER OF COMPANY

George Thau, Jr., Elected Assistant Secretary of Blackman T. M. Co.—Well Qualified for Post.

J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesalers, announced this week the election of

George Thau, Jr., as assistant secretary of the company. Mr. Thau succeeds John L. Spillane, who has joined the staff of the Collings & Price Co.

Mr. Thau is well qualified to take over the important duties of assistant secretary of the Blackman Talking Machine Co., as he has been associated with the company for the past nine years and is thoroughly conversant with Victor merchandising from every angle.

Mr. Thau, who is personally acquainted with a great majority of the dealers in metropolitan territory, achieved signal success as manager of the company’s shipping department. Charles R. Marquise, who has been a member of the Blackman Talking Machine Co. for the past five years, succeeds Mr. Thau as head of the company’s shipping department.

HOFFAY CO'S BUSINESS PROGRESS

New Catalog Just Issued, Tells of the Growth of the Company’s Trade the Past Few Years.

The Hoffey Talking Machine Co., Inc., are now sending to the trade their new catalog, which in addition to carrying illustrations of their products together with specifications, etc., carries a report of increased sales. The opening page bears a greeting to the trade most appropriate for the present season. Below is given the Hoffay Company’s report on their increased production:

"The percentages in increase in deliveries of Hoffay Air-Tight Machines and Resurrectones are enormously large. During 1917 deliveries increased 1,808% over those in 1916; in 1918, 339% over those in 1917. The ten months of 1919 to November 1st, show an increase in deliveries of 338%. As the facilities for large scale production are continually increasing, customers will in future receive the full amount of their orders on Resurrectones and Hoffay Air-Tight Machines."

ARTHUR FREEMAN

for Four Years Advertising Manager and Sales Director of Gimbel Brothers’ New York Store, and formerly Advertising Manager of R. H. Macy & Co., New York, has resigned to become President of EINSON LITHO INCORPORATED

Window displays based on fundamental merchandising principles, created in conjunction with national advertising to crystalize the entire effort in the dealer’s store window.

EXECUTIVE OFFICES AND ART STUDIOS
MASONIC BUILDING
71 W. 23rd STREET, N.Y.

PRODUCTION AND LITHO. PLANT
BUSH BUILDING
327 E. 29th ST., N.Y. C.
“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.
New Newark Works of This Great Organization One of the Most Up-to-Date in the Industry—Will Be Devoted to Production of Meisselbach Products—Has 400,000 Square Feet of Floor Space.

A number of the officials of the General Phonograph Corp., New York, were present last week at the un-furling of "Old Glory" atop the new Newark, N. J., Works of the company. The unfurling was marked by an informal ceremony, during the course of which one of the engineers connected with the construction of the plant paid a well deserved tribute to the indefatigable efforts of the workmen who had completed the plant in record-breaking time. He also expressed the hope that this factory would represent another link in the chain of remarkably successful manufacturing institutions which are controlled by the General Phonograph Corp.

The new Newark Works of the General Phonograph Corp., constitutes one of the most up-to-date and costly factories in the talking machine industry. It is located at 140-170 Thomas Street, Newark, N. J., and has a floor capacity of over 400,000 square feet. Every known improvement for the convenience of the factory workers was utilized in the design and erection of this plant, and as a result of the careful consideration that was given each minute detail, the building is a model manufacturing institution in every department. During the past few months machinery has been installed throughout the plant, and in the very near future the building will be ready for complete occupancy.

The Newark Works of the General Phonograph Corp., will be devoted exclusively to the production of Meisselbach motors, tone-arms and sound-boxes, and when it is realized that this plant represents an investment of two million dollars, some idea of the popularity of these products may be gleaned. It is expected that the increased facilities of the new plant will enable the company to triple its present output of Meisselbach motors and tone-arms, but even with this greatly increased production, it is hardly probable that the factory will be able to keep pace with the fast growing demands of the Meisselbach clientele for some time to come.

At the present time the demand for the Meisselbach "Motor of Quality" is far beyond the factory output, and this has been a current condition for the past few years. In recognition of the international success of this motor Otto Heineman, president of the General Phonograph Corp., decided the early part of this year to have a building erected which would be commensurate with the prestige and popularity of this motor. That he has succeeded in fulfilling this ideal is evidenced in the accompanying photograph of the vast Newark Works of the company, and Mr. Heineman is to be congratulated upon adding to his group of factories one of the finest manufacturing plants in the talking machine industry.

ACME MICA CO., INCORPORATED

The Acme Mica Co. was recently incorporated to do business in the state of New York. It is understood this new entry into the mica field have as associates with them several men who have long experience in the talking machine industry, and the firm will make a specialty of furnishing talking machine manufacturers with a high grade quality of mica for sound box purposes.

December 15, 1919

THE TALKING MACHINE WORLD

OLD GLORY TOPS NEW PLANT OF GENERAL PHONOGRAPH CORP.

TO REVIVE CHRISTMAS CAROLING

National Bureau for the Advancement of Music Issues Booklet on Subject of Christmas Caroling—Movement Being Taken Up by Many Cities All Over the Country at the Present Time

The National Bureau for the Advancement of Music is carrying on an active campaign in the interest of reviving the old custom of Christmas Eve caroling. Letters and news items have been sent out to the newspapers throughout the country which have music pages, and the large number of replies received by C. M. Trousdale, director of the bureau, shows that these music pages are being read with great interest by the general public. A special booklet, "Christmas Eve Caroling Being Revisited," has been prepared and will be sent to anyone asking for it. This booklet describes the custom as carried out in England in former days, traces its revival in this country, and gives full information about the organization of caroling groups for the guidance of musical societies, women's clubs, churches, schools and individuals who may wish to identify themselves with this movement for beautifying their local community life and effectively spreading the Yuletide message.

Christmas Eve caroling through the streets of residence districts has already been initiated in about forty cities—large and small—in all sections of the country and many more are planning to introduce it this year. Many cities might well profit by the experience of Detroit. Christmas caroling was begun there in 1916, and was so enthusiastically received that by 1918 there were 10,000 carolers who went through the city streets on Christmas Eve making them a truly inspiring sight.

Christmas caroling is an undertaking which should enlist the attention and support of all the musical interests of the community. Music dealers will find it to their advantage to ally themselves with the movement in the interest of a better appreciation of music in their towns and cities. Among the cities that have organized Christmas caroling on a city-wide scale or in certain districts are: New York, Philadelphia, Pittsburgh, Detroit, Minneapolis, Cincinnati, Cleveland, Indianapolis, Scranton, Jersey City, Denver, Syracuse, Nashville, Rynack and Newburyport. The National Bureau for the Advancement of Music is co-operating with all organizations in this movement, and is ready to give any information and assistance to any town or city desiring to undertake or develop Christmas caroling in its community.

If you call your customer by name at least once during the visit, you have an advantage. It flatters everyone to be recognized.

SOME OF THE LARGEST MANUFACTURERS OF TALKING MACHINES ARE USING

A Merry Christmas and a Happy New Year to the Phonograph Industry

Send for Samples, Catalogue, Quantity Discounts, etc.

MUTUAL TALKING MACHINE CO., Inc.
145 WEST 45th STREET

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

NEW YORK
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.

Steger Wholesalers

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

IVER JOHNSON SPORTING GOODS CO.
155 Washington St.
Boston, Mass.

STEGER & SONS PIANO MFG. CO.
867 Broad St.
Newark, N. J.

JONES BROTHERS CO.
317 Main St.
Jacksonville, Fla.

SMITH & NIXON CO.
306 Walnut St.
Louisville, Ky.

HALL MUSIC CO.
246 Pine Street
Abilene, Texas

WARFIELD PRATT HOWELL CO.
Des Moines, Ia.

COLORADO BEDDING CO.
2nd St. and Grand Ave.
Pueblo, Colo.

CAMPBELL PHONOGRAPH SALES CO.
60 East S. Temple St.
Salt Lake City, Utah

STEGER & SONS PIANO MFG. CO.
Steger Building, Chicago, Ill.
C. G. Steger and George F. Steger in behalf of
STEGER & SONS
Piano Manufacturing Company

*Extend to you their halest and heartiest wishes for a Merry Christmas and a Happy New Year*

Year after year we learn gladly that there is a benefit in business which cannot be shown in pulseless figures on a ledger page. Far more than any material gain do we value the friendly support and generous appreciation of the many thousands of true music-lovers and of our host of loyal friends in the music industry.

The prestige, and with it the success, of the Steger & Sons institution, seems as precious to them as it is to us and now, in the spirit which has actuated them through the year, we send to one and all our cordial greetings and again our wishes for every happiness and prosperity.
The
M. M. ROEMER SALES CORP.
400 WEST 23RD STREET, NEW YORK
Announce that they are
Distributors for
LATERAL CUT
O
KEH
RECORDS
We are equipped to ship immediately all of the popular song and dance hits
TRY ROEMER SERVICE—IT SATISFIES
TRADE IN INDIANAPOLIS SHOWS AN INCREASE OVER LAST YEAR

Practically All Dealers Pass Mark Made Last Year—December Outlook Bright

Chicago, Dec. 4.—Talking machine business during last month did not come up to the anticipation of most of the dealers who had expected the big percentage in increase in volume of sales over corresponding months of last year to continue. Most of the dealers reported that they were running slightly ahead of the same month last year, however.

Several factors tended to hold off business including adverse weather conditions and the coal situation. The retail stores of the city began closing at 4 p.m. on Monday of this week in a voluntary fuel conservation program. Factories were closing at the same time and Thursday, Friday and Saturday the factories closed entirely. No lights have been used in shop windows for several weeks. All of the dealers expressed the opinion that December would round out 1919 in fine shape unless the coal situation throws the country into an industrial tie-up.

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Mr. Whitman's chief worry is the prospect of extreme fuel shortage over the holidays, as it is feared the Victor will be unable to handle all the Brunswick machines he can get. Mr. Whitman, manager, told The World that his sales staff continues to beat the monthly records of last year.

The Indianapolis Talking Machine Co. has obtained a new warehouse in the Wulsin building. L. H. Smith, formerly of Philadelphia, has accepted a position with the company to take charge of the service department. Carl Anderson, president of the company, is enthusiastic over the results being obtained by the Ampliphone. Not only records, but machines are being demonstrated and sold over telephone wires through its use. A woman called in and asked for a demonstration of the Victor, size 11, and ordered the machine sent out.

Dr. Carpenter, of Bloomington, Ind., a well-known horse trainer, is an enthusiastic record customer of the shop. He uses Victor records to teach his horses to dance. According to him, horses enjoy jazz records as well as hums.

The Columbia record business is exceptionally brisk. W. G. Wilson, manager of the Grafonola Shops, Inc., reports. Three new booths have been added to take care of the Columbia customers.

The South Side Furniture Co. has greatly enlarged its store space and is building two new booths in connection with its Grafonola department.

The Banner Furniture Co., of Muncie, Ind., had an opening party for their children's booth, in which the horses enjoy jazz records as well as hums.

As the holiday season draws near, the demand for Pathé records and machines grows heavier. Maryn-McAllister Ward, Pathé distributors, report. Walter Kipp, president of the Kipp Phonograph Co., Edison distributors, said the big problem in the Edison business continues to be to get sufficient instruments to supply the demand.

F. W. Frost, in managing the talking machine department of the Holdkin Miller Co., Dallas distributors, said that orders being received from dealers indicate the Dallas will enjoy a big sale this holiday season.
BUSINESS IN PORTLAND, ORE., SHOWS STEADY EXPANSION


PORTLAND, Ore., December 6.—That the volume of trade is increasing materially in all talking machine houses in Portland is very evident as of late. At Lipman, Wolfe & Co., the talking machine department has been moved to a more desirable location on the music floor, where direct outside air will be furnished to every demonstration room. L. A. Willard, who has been with the department for some time, says prospects are fine for the coming year.

The Reed, French Co. have a big stock of Columbia now on hand. During the year a great many Columbias and Edwards were sold, Victors and Brunswick have been hard to get. Victrolas and Brunswick machines are carried.

The McCormick Music Co. has done very well for the first year in business. Mr. McCormick says there was only one month in the year that substantial profit was not made. A fine stock of Columbia Grafonolas is carried and a good stock of Purrins is on hand. The business has increased to such an extent that three record rooms have been added.

The talking machine department of Soule Bros., for a year or two, after two months' tour with the house in an outside charge again of his department. Howard H. work, who was in charge during Mr. Norris' absence will remain with the house in an outside charge again of his department. Howard H.
December 15, 1919

J. C. Foley, of Foley & Van Dyke, handling the Victor line, says they have had a great talking machine year. This store was opened Feb. 10. This has been a wonderfully good year in the talking machine department of Oregon Elles Music House, which has been in its present location for a year. Miss Aetina Bennetts is in charge. A new demonstration department, finished in mahogany, with outside ventilation for each room is being installed. Colombias and Ellisons are handled.

The Wakefield Music Co., which makes the Cremona talking machine, has changed its name to the Cremona Phonograph Co. It has a new and well-equipped factory. The new officers of the Cremona Co. are: President, Frank Cutter; Vice-President and General Manager, C. Guy Wakefield; Secretary and Treasurer, R. E. Withen, and Charles E. Couch, Advertising Manager. T. H. Coone, formerly in the piano business, is now with the Wakefield Co. and is looking after the retail department.

The Pacific Phonograph Co., which manufactures the Stradivari phonograph, has had such a rapid growth that the directors have authorized the capital to be increased from $75,000 to $250,000. The demand for their product has increased so fast that the larger capitalization has become necessary. The manufacturing output has reached a volume of $4,500,000 yearly. The number of employees is to be increased to 150. The coming year the payroll will amount to $260,000.

The Pacific Phonograph Co., which manufacturers Edison dealers, especially the Hyatt Talking Machine Co., has changed its name to the Cremona Phonograph Co. It has a new and well-equipped factory. The new officers of the Cremona Co. are: President, Frank Cutter; Vice-President and General Manager, C. Guy Wakefield; Secretary and Treasurer, R. E. Withen, and Charles E. Couch, Advertising Manager. T. H. Coone, formerly in the piano business, is now with the Wakefield Co. and is looking after the retail department.

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Cathedral
Phonograph

Manufactured at Omaha...

A Musical Instrument of De Luxe Quality Reproducing all Records with Beauty of Tone and Faithfulness of Detail Never Before Achieved.

Equipment includes our special patented, All-Record Tone-Arm; Cathedral Amplifier; Extra Quality, Perfection Motor; Tone Modulator; Balanced Lid and De Luxe Album Filing System.

Our production to January 1st is entirely taken up. After January 1st, we can take care of additional accounts, particularly in the Middle-West. Dealers can depend upon deliveries and service as we are keeping our distribution within our capacity to supply.

CATHEDRAL PHONOGRAPH COMPANY
203 S. 19th St.
Omaha, U. S. A.

In a chat with The World he stated that his firm, Phonograph Corp., manufacturers of OkeH records, best possible service. They deal with dealers a machine of high quality, but also the representatives some of the highest class of Stradivara sales, comprising practically a 100 per cent increase over November of 1918. Their representatives, knowing the increased requirements as they have presented themselves, are put forth every effort not only in giving the dealers a machine of high quality, but also the best possible service.

NEW FIRM MAKING PROGRESS

Albert J. Heath, head of the firm of Heath & Gorham, Philadelphia, Pa., distributors of lateral cut Okeh records and Dusonto talking machines, was a visitor to New York this week, spending some time at the headquarters of the General Phonograph Corp., manufacturers of Okeh records. In a chat with The World he stated that his firm had been making rapid headway in the establishment of agencies for the Dusonto machine and Okeh records, and commented particularly upon the enthusiastic reception accorded the new lateral cut Okeh records in his territory.

No man ever climbed the ladder of fame by stepping on another's corns. Keep off the corns, they belong to the other fellow, and are tender.

The Compton Price Co., of Coshocton, O., in accordance with their policy of furnishing advertising service to their dealers, have prepared a very attractive series of four moving-picture slides, one of which appears herewith. Besides this attractive advertising matter the company has had prepared a variety of large and small catalogues, wall hangers, window signs, price cards, name cuts, cuts of individual machines with and without background and complete advertisements, including the copy. A new folder has also just been issued which is very attractive in design and artistically displays the Console Model No. 250. The circulars are printed in buff and black, the contrast being very striking. These have also been issued to dealers printed on heavy cardboard and tied with a silk cord for hanging on the wall.

According to reports from the company, November was the biggest month in the history of Stradivara sales, comprising practically a 100 per cent increase over those of last year. Anticipating this demand, the company through the summer months rearranged their plant in such a manner that they have been able to meet the increased requirements as they have presented themselves. The company now numbers among their representatives some of the highest class of salesmen, along with the record racks and demonstration rooms of the talking machine department. These rooms are very attractive in their gray and ivory trim, with wicker furniture and cretonne coverings. On the mezzanine floor are the general offices and a large display of the various makes of talking machines carried, which include the Victor, Columbia, Edison and Pathé lines. The third floor is given over to the piano and player roll departments. This floor is finished in pearl and silver gray with blue velour hangings.

Lines of Musical Instruments

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Braydon & Chapman Open Elaborate New Store

at 104 Glen Street, That City—Handle Many Lines of Musical Instruments

Glen Falls, N. Y., December 4.—Braydon & Chapman of this city opened their new store at 104 Glen Street recently with an elaborate musical program given by some of the best talent of the Lake George region.

The main floor of the new store is given up to the sheet music and musical merchandise departments, along with the record racks and demonstration rooms of the talking machine department. These rooms are very attractive in their gray and ivory trim, with wicker furniture and cretonne coverings. On the mezzanine floor are the general offices and a large display of the various makes of talking machines carried, which include the Victor, Columbia, Edison and Pathé lines. The third floor is given over to the piano and player roll departments. This floor is finished in pearl and silver gray with blue velour hangings.

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Another National Advertising Campaign Is Creating New Customers for **Dalion** Dealers

There is another national advertising campaign under way—a "go-get-'em" campaign that is putting the Dalion message of phonograph satisfaction before a wide field of the most promising prospects. Right now is the time to find out full particulars of the unique distribution plan, and of Factory-Wholesaler-Dealer co-operation that insures success.

**THE DALION 1920 ADVERTISING**

**SUPERLATIVE** beauty of tone—a rounded, full-bodied, faithful rendition of any original creation.

Cabinets of exquisite, harmonious design.

Possesses the big, exclusive feature—a record file that automatically insures the return of each record to its proper pocket.

Plays any make of record—better.

The broadest manufacturer's guarantee ever placed on a phonograph.

**MILWAUKEE TALKING MACHINE MFG. CO.**

Factory and Offices at Milwaukee, Wis.
VACATIONIZE IN ADIRONDACKS

B. D. Cole, Arthur H. Cushman and Arthur Fields

Have Enjoyed Time at Indian Lake.

Two popular executives of the Emerson Phonograph Co., New York, B. D. Cole, secretary, and

and their party returned to New York with three

aged to arrange their vacations so that they could

at Indian Lake in the Adirondacks.

Their desks recently after spending a few weeks

they managed to keep busy with his Stutz car. The

announcing photograph was taken while Mr.

Fields was taking a personal interest in the welfare of his automobile, but as usual he is viewing the future with a ready smile.

STEELE BUYS COLUMBIA CO., INC.

Purchases Interest of T. J. Carey in Norfolk

Columbia Store and Resigns From Steiff Piano

Co. of That City—Resignation a Surprise

Norfolk, Va., December 1.—Louise C. Steele, manager of the Steiff Piano Co. for a long period of years, has purchased the entire interest of T. J. Carey in the Columbia Co., Inc. The Columbia Co., Inc., handling the Columbia Gafnasolo and Columbia records, is one of the oldest talking machine houses in Norfolk. Mr. Steele's plans include an extensive development of the business.

Mr. Steele is president of the Music Dealers Association of Tidewater Virginia, was a former president of the Retail Merchants' Association, and a director of this association and the Chamber of Commerce. He was recently a candidate for the office of mayor of Norfolk and through his activities in public and business affairs has won a large number of friends and acquaintances. He will doubtless take into his new venture the same energy which has made his present business so successful.

DEATH OF F. CONSTANTINO

Florencio Constantino, the Spanish tenor, who sang for a number of years in the United States as a member of the San Carlos Opera Co., Boston, and the Manhattan Opera Co., New York, died in Mexico City, Mexico, November 19th. Mr. Constantino is represented in the Columbia catalog by a number of records which will perpetuate his memory.

Arthur Fields, popular baritone, who records exclusively for the Emerson library was a guest of Messrs. Cole, Cushman and Guides at Indian Lake in the Adirondacks. They managed to arrange their vacations so that they could take advantage of the hunting season up state, and their party returned to New York with three deer.

Arthur Fields Working on His Stutz

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TELLS OF RECORDING EXPERIENCES

In a Most Interesting Article in Saturday Evening Post, Miss. Kathleen Howard Sets Forth Sensations of the Artist in Recording for the Talking Machine—Informative Contribution

In a recent issue of The Saturday Evening Post appeared a most interesting article by Miss. Kathleen Howard, the popular contralto, who has sung for some of the leading opera companies, as well as for Victor records. Setting forth in some detail the impressions of artists in the talking machine laboratory. Madame Howard tells in graphic style just how the necessity for absolute accuracy and the absence of an audience serves to unnerve even the most competent singers and why trial after trial is sometimes necessary before a perfect master is made. She tells of singing perfectly right through the record only to find that some of the instruments in the accompanying orchestra have not recorded properly, and then to go almost through a new record only to be overcome by a slight tickling in the throat towards the end.

The writer declares that English is the hardest language in which to record, the Italian with its musical vowels, being much easier. She has also some comments to make regarding the manner in which the German language is recorded and makes one point that should be recognized more thoroughly by music lovers when she says: "When you buy a perfect record of some favorite singer you may be pretty sure that you may then hear that singer at his best. Rarely will he attain such perfection on the concert or operatic stage."

The information brought out in the article is familiar to the majority of the trade, but should prove distinctly enlightening to the public, for Madame Howard presents it in a light, colloquial manner, and then finds room for a bit of humor when she presents the following story: "A master recorder who has recorded all over the world told me he was once recording in China. They had been working for some time, the Chinese musicians sitting in utter Stoicism round him, twanging and scraping when told to, laying aside their instruments in the pauses, all with no show of interest or spark of enthusiasm. The singers would record impassively amid the same dull atmosphere, and the recording manager began to grow discouraged. Some of the songs were supposed to be comic, and he thought: 'Well, they can't be very successful or at least one musician would crack a smile.'

'At last up stepped a little Oriental and began to sing. One musician smiled, another grinned—at last they were all chuckling, then roaring. 'Aha,' thought the manager, 'this man is really good. At last I have a true comedian. We must do lots of his songs and make them especially carefully.'

'After the session he said to the interpreter: 'That last fellow was a good one, wasn't he? He must be very funny to make them laugh so—a really good comedian.'

'Oh, no,' said the interpreter quietly; 'they were laughing because he was so bad!'"

The Stratford Phonograph Co., Elvira, O., has been incorporated by E. C. Wolfe, L. H. Sewall, A. J. Pesia, Gilbert Arolsen and Harry G. Deibel. The capital is $1,250.

We Assure Dealers Prompt Deliveries for Holidays

Think of the advantage of buying from a manufacturer who can "deliver the goods" and assure you of prompt shipments for Holiday trade. Even with our increased volume of business our facilities enable us to fill dealers orders in short time. Line up with us now and the Empire Agency will get you new customers and will bring real profits to your phonograph department.

THE EMPIRE EXCLUSIVE AGENCY IS A VALUABLE FRANCHISE. DESIRABLE TERRITORY IS STILL OPEN

The Empire line embodies every worth while feature of all makes of talking machines together with several exclusive features and is distinctive in tonal quality. It enables you to meet the tastes and requirements of every buyer. Empire records can be played on any phonograph using a steel needle. See our list of January records in the record bulletin of this paper. Liberal discounts offered to dealers.

NINE MODELS

PRICES—$40 to $250 AT RETAIL

Our Large New Catalog is Now Ready for Distribution. Write for Your Copy Now.

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.
THE 1920 Dayton Motor will be even a better motor than those we are building today. And every tomorrow will see a still better Dayton Motor.

We have pleasure in transmitting this pledge to our customers, whose allegiance we value as our most precious business asset.

The talking machine industry is scheduled to receive a delightful surprise in the many worthwhile, practical improvements in the 1920 Dayton Motor. It is now ready for your inspection.

THE THOMAS MANUFACTURING CO.
DAYTON, OHIO, U. S. A.
BUFFALO TRADE REPORTS HEAVY SALES OF QUALITY GOODS

Buyers Taking Advice to Do Their Shopping Early—Large Yuletide Purchases of Talkers and Records

Oh, what a waltz is that popular song, "Oh, What a Pal Was Mary," played by the Columbia Saxophone Sextette! A-2819

Columbia Graphophone Co.
NEW YORK

BUFFALO, N. Y., December 2—Customers of Buffalo's talking machine stores are heeding the warning emphatically sounded by local merchants this season to do your Christmas shopping early. This advice has been bolstered by the assurance of extensive newspaper publicity and salespeople have helped to spread the propaganda. The public accepts as a positive fact the report that the production of talking machines for these holidays is far behind the demand and many therefore made their Yuletide purchases late in November or early in December. They figured that only by this foresight would they be able to get the machines or records they wanted. There is also a shortage of salespeople and some of the stores are offering special bonuses for those who sign up for work during the holiday period. An unusually heavy sale of quality goods promises to be the rule at Buffalo's talking machine establishments right up to the end of the year.

The Aeolian-Vocalion is being advertised in a striking, dignified manner by Benton, Catter & Daniels. "If you would enrich your child's whole life, let him wander freely through the garden of song," says the Buffalo firm. The title of their publicity is, "What the Name of the Aeolian-Vocalion means in the life of the child."

The store of the Hoffman Co., Sonora dealers, has been tastefully redecorated and rearranged. A new automatic heating system, which prevents the blistering of the sides of talking machines, has been introduced. R. E. Smith has returned to his former position on the salesforce of this store.

A. E. Wood is now on the sales organization of John G. Schuler, Sonora dealer. For several years Mr. Wood was associated with the Robert L. Loud Music Co.

A Victrola furnished the music in connection with a feature known as "The Story Telling Hour" at J. N. Adam & Co.'s store. Parents were invited to bring their children to enjoy the event and pass the invitations along. The attendance was excellent. There was a fine crowd of well-behaved, enthusiastic kiddies. Stories from real life and from books were told by George Field and Miss Elizabeth Burt of this city. Boy Scouts acted as guides and gave exercises in bugling, firefighting and signaling. It is believed that such a gathering helps lay the foundation for future business in J. N. Adam & Co.'s talking machine department.

At this writing final plans are being made for the opening of the Wurlitzer building in time for the last two weeks of the holiday rush. Details of the grand opening have not been announced officially up to the present time, but it is expected that they will be on an elaborate scale and that the demand for holiday goods at this store will be tremendous.

Plans for better window displays at Buffalo stores this winter were made at a recent meeting of the Buffalo Display Men's Association at which local talking machine stores were represented. The store of John G. Schuler, Sonora dealer, was recently entered by a thief, who stole Liberty bonds, war saving stamps and some cash. The burglar entered a cellar window and finally reached the office. The hinges of the door of the safe were sawed. The inner door was pried off and the contents of the strong box taken.

A Max L. Goldbert Special

FOR IMMEDIATE DELIVERY

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 nickel-plated Swiss Motor made. Double spring—worm drive—exceptionally even and silent running. Plays over three 10" records with one winding: 1 2" 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
Birch Mahogany ................. 22.50 F. O. B. NEW YORK CITY

WRITE FOR SPECIAL QUANTITY QUOTATIONS

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

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principle, best of material and expert workmanship. It is in a class by itself. It is in a class by itself. Its silent running is a lighter production, translated by International Machine & Mfg. Co., Ltd.

111 Adelaide St. W.
Toronto, Canada
"All That the Name Implies"

Post-Holiday Business

Deliveries, Sales and Profits
Go Hand in Hand

The unprecedented demand for Phonographs this Christmas will leave your stocks greatly depleted.

Prepare for the January overflow by having a supply of Supertones on your floor.

Remember, please, that the Supertone is equal to the finest talking machines in the world. This is a proven fact.

Write for Catalog and Interesting
Dealer's Proposition

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

Distributing rights for unallotted territory are now available.
“Hope springs eternal in the human breast,
Man never is, but always to be blest.”

And so it is with those of us who comprise the great Victor organization.

We fail to take notice of the wonderful achievements of the Victor Company during the past year, but rather have our eyes fixed on some distant point, and bemoan the fact that a miracle will not enable us to at once reach the object we seek.

That the coming year will exceed our fondest hopes as regards production by the Victor Company, and that loyal Victor dealers will profit as never before, is our firm conviction.

Review the closing year, and we believe you will have a Merry Christmas and a Happy New Year.

Be an optimist.

The Toledo Talking Machine Co.
Toledo, Ohio

Wholesale Victor
Barrientos sings Thomas' brilliant Polonaise—
"Io Son Titania," from Mignon. Make your till bulge by ordering big! Columbia 49598.

Columbia Graphophone Co.
NEW YORK

FEATURED IN THE NEW YORK HERALD

Ziegler, Baker & Johnson, OkeHi Jobbers in Metropolitan Territory Get Send-off—Making Good Record in a Business Way

Ziegler, Baker & Johnson, who were recently appointed distributors for lateral cut OkeHi records in metropolitan territory, were represented last Sunday to excellent advantage in the editorial columns of the New York "Herald," by a lengthy article with portraits of the three members of the firm. Mention was made of the fact that each member of the firm has to his credit many years of experience in the talking machine industry, and the prediction was made that they would be exceptionally successful in developing a demand for lateral cut OkeHi records in this territory.

Ziegler, Baker & Johnson now occupy quarters at 100 Chambers Street, New York City, where they have ample facilities to take care of the demands of OkeHi dealers in the metropolitan district. They have already established a large number of accounts and as fast as shipments are received from the factory they are distributed among the dealers. As they number among their personal friends a great majority of dealers in local territory, Ziegler, Baker & Johnson are in a position to offer these merchants efficient cooperation in building up a permanent lateral cut OkeHi record business.

L. STERLING SAILS FOR ENGLAND

Louis Sterling, general manager of the European business of the Columbia Graphophone Co., and Mrs. Sterling, sailed for England a few days ago on the "Adriatic," after spending several weeks in this country. Mr. Sterling was in conference with the Columbia executives regarding plans and policies for the coming year, and judging from the reports that he received from his associates in England during his stay in New York, Columbia sales in Europe during 1920 will break all previous records.

Don't whisper together, while customers are around. They think you are making fun of them.

ANNOUNCE A NEW ELECTRIC STOP

The Presto Photo Parts Corp., Brooklyn, N.Y., manufacturers of universal tone-arms and sound-boxes, has announced the addition to its line of an electric automatic stop. This stop has been in course of perfection for the past two years, but the company believes that it can now offer the stop to the trade with every assurance as to its service and satisfaction. The mechanism of the stop is exceedingly simple, and several well-known manufacturers have already arranged to use it in their 1920 equipment. The company states that it has closed a number of large orders during the past few weeks for its new tone-arms and sound-boxes, and that several other important contracts will be closed by the first of the year.

INCORPORATED

The Clarolin Co., Brooklyn, N. Y., has been incorporated with a capital of $5,000 to make devices for talking machines. The incorporators are C. J. Henschel, George C. Coorsen, 117 Dobbin street, Brooklyn, and M. Weil, New York.

Quality Plus Service

The KENT
Attachment No. 1 to play lateral-cut records only on the Edison Disc Phonograph.

Material and workmanship guaranteed.
Money back if not satisfied.
Our trade mark is your protection.

KENT PRODUCTS
"Win their way
By their play"

F. C. KENT COMPANY
Manufacturers of
PHONOGRAPH ACCESSORIES
NEWARK, N. J.
U. S. A.

Patented March 2, 1915
Tone Arms and Sound Boxes.
Attachments for Edison Machines.
Attachments for Victor Machines.
Attachments for Columbia Machines.
Sapphire and Diamond Points.

The KENT
Master Adapter
to play any make of disc record on the Edison Disc Phonograph.
Made under Patent No. 1,130,996

Position when playing lateral-cut record
YOUR CHANCE TO BE INDEPENDENT

IMMEDIATE DELIVERIES

Unable to advertise for 7 months because monthly production of 3,000, was literally "gobbled up."

INCREASED PRODUCTION now permits us to add to our list of live and happy dealers.

Model No. 90
A Music Marvel 45 1/2 inches High; 19 1/2 inches wide; 20 1/2 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.
Informal Conference at Which an Interchange of Ideas Occurred That Will Have Beneficial Effect on Business—Guests of President Widmann at Banquet at Congress Hotel

A conference of Pathé distributors took place on November 19-20 in the Green Room of the Congress Hotel, Chicago. The gathering was entirely informal in nature and no attempt was made to endow it with the formality of a convention. The idea in mind was to gather this body of men all engaged in the same endeavor and through the interchange of ideas and experiences give practical assistance to each other.

PROBLEMS OF COST ACCOUNTING
Careful Analysis Needed in Accounting for Costs

Cost accounting is one thing and accounting for costs is something else, which, though seemingly resembling it, forms really an entirely different proposition. The first efforts of the experts in analyzing industry were directed toward proper cost accounting, because many were negligent upon this point and were not properly taking into account everything which should be charged up in cost. It was soon found, however, that this was but the beginning and not the end of the matter. The next step, and one of very much importance, is to the same items in kindred industries, and to see what ways and means may be provided for reducing them without impairing the business machinery. Accounting for cost is a bigger and broader subject than cost accounting, and it is one that the head of every industry should study carefully and seriously if he desires to score success in his undertakings.

GRAPHITE FOR THE RETAIL TRADE

BOSTON, MASS, December 3.—The New England Talking Machine Co., of this city, manufacturers of Perfection tone arms and reproducers, have completed arrangements whereby they will shortly market for the retail trade, a line of graphite in individual containers. Demands for their products are reported particularly strong and orders for the holiday business this year have surpassed all previous records.

RE-DECORATE FIFTH AVENUE SALONS

The painters and decorators recently finished their work at the artistic Sonora salons at Fifth avenue and 53rd street, New York, and after they moved out, many widely traveled observers stated that they had made the Sonora Fifth avenue salons into one of the finest retail salesrooms in the world. George H. Brighton, president of the Sonora Phonograph Co., Inc., who has traveled extensively through Europe, is very proud of the appearance of this establishment, and states that from personal knowledge, it is his belief that this store is as handsome as any which can be found anywhere.

The decorative scheme at the Fifth avenue salons of the Sonora is based on dignity, simplicity and refinement, and the handsome Sonora upright and period models are located in a home which is in keeping with their attractiveness.

Superior Die Castings

will Cut Your Costs and Increase Your Sales

Tonearm and Reproducer 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.

Barnhart Brothers & Spindler

Monroe and Throop Streets • Chicago • Illinois
Recruit Steady Customers

With the New

Lateral Cut

OKEH 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.
CINCINNATI, O., December 6.—A rather acute shortage of talking machines is being faced by the distributors and retail merchants in the Cincinnati district. Some of the houses describe the condition as being more severe than last year. There are a few who anticipated their regular connections being unable to supply them with goods and these have stocked up with some of the new machines of the year. Anything to get goods is the slogan of the merchants around Cincinnati, who expect to have bare talking machine departments prior to January 1.

November’s business, particularly in the record line, was limited because of the lack of sufficient supplies from the factories. This is touched on in a statement by T. Sigman, manager of the Victor department of The Rudolph Wurlitzer Co., who said: “The Victrola and record sales for the month of November were considerably larger than even the most optimistic prophecies. This is not near what the sales would have been, however, had there been more goods available. The shortage in the record end of the business was especially noticed, for the shipments of the popular product in cities near their places of business, holidays was very good news to the trade as the November’s business, particularly in the record and phonograph lines, was limited because of the lack of sufficient supplies from the factories.

During the month of November, the sales of Columbia dealers have been held in the territory. These meetings included Columbus, Dayton, Huntington, W. Va., Lexington, Ky., and Cincinnati. At our Cincinnati meeting O. F. Benz, supervisor of records and distribution from our New York office, was the guest and made the principal address of the evening. About fifty dealers and their salespeople attended this meeting, coming in from a radius of about seventy-five miles.

At the Dayton and Columbus meetings, F. F. Dawson, manager of the Cincinnati branch, made the principal address and was assisted by E. B. Shiddelel of the sales department. At the Huntington meeting J. D. Bright, of the sales department, had charge of the meeting and F. F. Dawson made the address.

The Huntington meeting was the first held in that city and fifty-eight dealers turned out and they voted unanimously for another meeting each month hereafter.

The Cincinnati Columbia Club, with its object of studying the various composers and Columbia artists was formed at the home of Mrs. F. F. Dawson, Hyde Park, last week. About sixteen charter members enrolled and the following officers were elected: President, Mrs. F. F. Dawson; vice-president, Mrs. E. B. Shiddelel, secretary, Mrs. N. B. Smith; treasurer, Mrs. H. L. Chubb. Meetings will be held twice each month, at the homes of the members and a musical program will be rendered with discussion open to all on the artist of the day.

New Columbia dealers signed up in the last few weeks are Bangham & Gallimore, who take over the franchise of Geo. D. Bauman, of Wilmington, O.; Mill’s Furniture Store, who take over that of Mills & Blankenship, New Straitsville, O.; E. Vernon Moore, Lewisburg, O.; E. M. Dopp, Osgood, Ind.; Dow Drug Co., Walnut Hills, Cincinnati, O.; Dow Drug Co., Garthage, O.

Some of the visitors to the local Columbia branch during the last few weeks, were H. K. Biggers, of the Muse Supply Co., Harreldsburg, Ky.; W. M. Dinges, general manager of the Campbell Furniture Co., Piqua, O.; Arthur Woods, manager, of the Camous Yew Co., Greenville, O., and W. C. Kohan of the Dictaphone department at New York City.

The Hoos Bros. Phonograph & Piano Co., announces that their product, the "Re-Call" phonograph, is being introduced in various parts of the country. They have just recently signed contracts with agencies covering all the Southern States, and have had very good results. Negotiations for contracts which will take care of a great part of the Western States.

From present indications, it looks as though they will soon complete negotiations for the Eastern and Northern territories. In this event, their product will have a country-wide distribution and with the contemplated increase in production, it is expected within the next year, the "Re-Call" phonograph will be found in homes and stores throughout the country.

The Phonograph Co., jobbers of Edison machines, will have a new and much larger place for its Cincinnati branch early in 1920. Arrangements have been made for the leasing of the second and third floors of 314 and 316 West Fourth street. The company takes a three year lease, paying $6,000 a year. The property is of fireproof construction, having been remodeled during the past fall at an expenditure of $100,000.

MEIKLEJOHN CO. TAKES ON VICTOR

PROVIDENCE, R. I., December 6.—The Meiklejohn Co., Edison and Starr dealer, has taken on the Victor line and is planning to open a large Victor department about the first of the year. When the change is made the talking machine department will be moved to the first floor and will have ten demonstration rooms as part of its equipment.

REAL MERIT WINS

MOTORS OF QUALITY

Universal Tone Arms

THE RECORDION HAS IT

PLAYS ALL RECORDS PERFECTLY

Ten Superb Styles in Mahogany, Walnut or Oak

Embodying

Individuality, Beauty in Design

$100 to $350

Tone Chambers of all Selected Woods

With Hand Carved Throats

Special Features are Patented

RECORDIONS make friends easily by their wonderful tone and stay sold o account of the unchallenged quality.

Columbia Mantel Co., Inc.

Leonard and Devoe Sts., Brooklyn, N. Y.

BE A LIVE WIRE—BE THE FIRST RECORDION DEALER IN YOUR VICINITY
The Season's Biggest Seller

The Portola
Plays All Records
Size 131/2 x 131/2 x 103/4 inches.
Leatherette covered case made of 3-ply resonant wood with leather handle and complete nickel trimmings and Record Compartment. Double Spring Motor, Universal Tone Arm and Sound Box. Tone Chamber specially constructed and throated from tone arm to front of chamber, giving a full round tone of very large volume.
Retail Price $30.00

Dealers Write for Discounts

No. 75
Height 34 inches, width 45 inches, depth 24 inches. Georgian Design, Mahogany. The grace and charm, the refined richness characteristic of the Georgian period of furniture and decorative design, live again in this superb World art model. The cabinet work, in design and execution, is true to the finest traditions of old world craftsmanship. The beautiful selected woods used in the cabinet enhance its artistic appearance. For Gold Trimmings add $10.00 to net price. Price $375.00 including War Tax. Add $10.00 to net price for Electric Motor.

Complete Stock

Lateral Cut Records

Order Samples. Get Acquainted With This Wonderful New Line.

Write for Our New Catalogue

Wholesale Distributors

Portable Machines

THE TALKING MACHINE WORLD

December 15, 1919

Sundries Department

Steel Needles
American Made
Superior tone and finish. Put up 100 to the package. Complete stock, all sizes.

10,000 Lots $50 per M
100,000 Lots $45 per M

Japanese Made
Exceptional quality. Full nickel plated. Medium tone only. Put up in tin boxes 200 to the box.

10,000 Lots $45 per M
50,000 Lots $40 per M
100,000 Lots $38 per M

Japanesel Lots $35 per M

Pathé Sapphires
Genuine Swiss Imported. Either Full or Half Tone.

Dozen Lots $23 each
Hundred Lots $20 each
Thousand Lots $18 each

Edison Sapphires
Dozen Lots $23 each
Hundred Lots $20 each
Thousand Lots $18 each

Genuine Diamonds
Dozen Lots $2.00 each
Hundred Lots $1.75 each
Thousand Lots $1.50 each

10-in. 10-pocket album $6.96 doz.
10-in 12-pocket album $7.50 doz.
12-in cover, 10-in pocket $8.60 doz.
12-in, 12-12-in. pocket $8.70 doz.
Victor or Columbia attachments to change to Universal $3.60 doz.

Write for Dealers' Discounts

No. 175
Height 36 inches, width 36 inches, depth 21 inches. Made in Brown Mahogany, Fumed Oak, Golden Oak and Walnut finishes. Equipped with World Patented Horn and World Improved Motor. Multiple-spring constant-speed non-vibrating and mounted free from contact with resonating parts. For Gold Trimmings add $10.00 to net price. Price $275.00 including War Tax. Add $15.00 to net price for Electric Motor.

Add $15.00 to List Price for Six Albums.

Write for Dealers' Discounts

No. 225
Height 36 inches, width 36 inches, depth 21 inches. Mahogany, Walnut, Adam Brown Mahogany, Fumed Oak and Golden Oak finishes. MOTOR—Multiple-spring constant-speed non-vibrating and mounted free from contact with resonating parts. Equipped with World Patented Horn and World Improved Tone Arm and Sound Box. For Gold Trimmings add $10.00 to net price. Price $325.00 including War Tax. Add $15.00 to net price for Electric Motor.

Add $15.00 to List Price for Six Albums.

Write for Dealers' Discounts

Wholesale Distributors

Steel Needles
American Made

Put up 100 to the package. Complete stock, all sizes.

10,000 Lots $50 per M
100,000 Lots $45 per M

JAPANESE MADE

Exceptional quality. Full nickel plated. Medium tone only. Put up in tin boxes 200 to the box.

10,000 Lots $45 per M
50,000 Lots $40 per M
100,000 Lots $38 per M

Japanesel Lots $35 per M

Pathé Sapphires
Genuine Swiss Imported. Either Full or Half Tone.

Dozen Lots $23 each
Hundred Lots $20 each
Thousand Lots $18 each

Edison Sapphires
Dozen Lots $23 each
Hundred Lots $20 each
Thousand Lots $18 each

Genuine Diamonds
Dozen Lots $2.00 each
Hundred Lots $1.75 each
Thousand Lots $1.50 each

10-in. 10-pocket album $6.96 doz.
10-in 12-pocket album $7.50 doz.
12-in cover, 10-in pocket $8.60 doz.
12-in, 12-12-in. pocket $8.70 doz.
Victor or Columbia attachments to change to Universal $3.60 doz.

Wholesale Distributors
H. J. SMITH LABORATORIES
Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

833 Broad Street
NEWARK, N. J.

Plant No. 1

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of
Phonograph Diamond and Sapphire Reproducing Points—Recording Labor-
Jewels manufactured for all talking machine records. Consulting Specialist
on all experiments relating to any new recording grooves. Recording
problems satisfactorily worked out.

FUHRI TELLS OF OKEH EXPANSION

General Sales Manager of Record Division of
General Phonograph Corp. Returning from
Western Trip Tells of Popularity of New
Lateral Cut OkeH Records—Start Dealers’
Service Department at Executive Offices

W. C. Fuhri, general sales manager of the
record division of the General Phonograph Corp.,
New York, returned a few days ago from a west-
ern trip, which included a visit to the company’s
Chicago office and a call at the establishments
of some of the OkeH jobbers in this important
territory. This was Mr. Fuhri’s first western trip
since the introduction of the new lateral cut
OkeH record, and his observations regarding the
comments and opinions of the jobbers are of more
than passing interest. As one of the “veterans”
of the talking machine industry, having been asso-
ciated with the trade for more than twenty years,
Mr. Fuhri has a thorough knowledge of record
merchandising from every angle, and is able to
offer OkeH jobbers and dealers practical and
efficient service and co-operation.

In a chat with The World, Mr. Fuhri said: “Our
new lateral cut OkeH record is meeting with an
enthusiastic reception everywhere, and it seems
that all of our jobbers and dealers are imbued
with the thought of establishing record breaking
sales totals for this new record. The orders that
we have received from our jobbers for our first
lateral supplements have been far beyond our
highest expectations, and it will be necessary to
increase our manufacturing facilities materially
in order to approximate the demands of our trade.

One of the most gratifying features of the
demand for the new lateral OkeH record is the
fact that the jobbers and dealers are merchandis-
ing this record on its tone quality. The com-
mercial possibilities of this record line are un-
limited, and our representatives, recognizing this
condition, are giving considerable attention to
the development of a permanent and profitable
business. Accordingly they are using tone quality
as one of the predominating arguments in their
sales and publicity campaigns.

“We have just arranged for the organization
of an efficient dealers’ service department, and
G. I. Stanton, who has had a number of years
experience in this important work, will be in
charge of this department. We will endeavor to
co-operate with OkeH dealers along practical lines,
and the results of their efforts to develop
this policy will be continued and emphasized
in future lists.

“We appreciate and recognize the invaluable
co-operation that our jobbers have accorded
us, and the results of their efforts to develop a de-
mand for OkeH records are evidenced in the
country-wide popularity of this comparatively new
line. Our plans for 1920 are far-reaching in their
scope, but one of the outstanding features of these
plans is enhanced service to OkeH jobbers, who in
turn will be in a position to work in closer co-
operation with their dealers.

W. C. Fuhri

Pathé Superior Quality
co 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

Mellor
Wholesalers
Victors
Records and Supplies

PITTSBURGH, PA.
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.
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 willing 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
L. C. Wiswell proved that when a man has a real message to tell he will always get an attentive audience. The speaker of the evening was L. C. Wiswell, manager of the Victrola department of the well-known music house of Lyon & Healy, Chicago. Mr. Wiswell spoke at some length and made a very good impression. He gave first hand instances of how the Lyon & Healy Victrola department was so successfully operated and explained to his listeners what constituted a good Victrola salesperson and what traits were required to do real business in a Victrola shop. Mr. Wiswell out of the fund of his large and varied experience related a number of interesting incidents that proved of more than ordinary value to the Pittsburgh talking machine dealers who were fortunate enough to hear him. As an indication of the interest manifested in Mr. Wiswell's talk, he was asked many pertinent questions by dealers and he spoke right up to the time he was forced to leave to catch his train.

The meeting was held at the Hotel Chatham and was preceded by the usual dinner. J. H. Phillips, the Northside Victrola dealer, presided. It was announced that owing to the magnitude of the Christmas holiday season trade the December meeting of the association would be dispensed with. Due announcement will be made of the January meeting by A. R. Meyer, the secretary.

HERBERT A. CONE WITH HOFFAY
Former Member of the New York Times Staff to Act as Assistant to the President of the Hoffay Co.—Will Have Charge of Publicity and Distribution of Company's Various Products

Herbert A. Cone, formerly on the business staff of the New York Times, has joined the sales and advertising force of the Hoffay Talking Machine Co., New York, makers of the Hoffay "Air-Tight" machine and the "Resurrection," a patented sound box. Mr. Cone will act as assistant to the president, Jos. Hoffay, and will supervise all matters pertaining to publicity and distribution. Mr. Hoffay and Mr. Cone have been friends for ten years, during which time Mr. Cone followed with interest the origination and patenting of the Hoffay "Air-Tight" machine and the subsequent progressive course of the Hoffay Co. Upon his return from France, after two years absence from business, he was astounded at the strides made by the Hoffay Co. He found that the increase in the percentage of production was very large and that notwithstanding the growth in manufacturing facilities, the demand for the firm's products was out-distancing the turnout. After a gratifying investigation he was pleased to accept the offer to join their staff.

Mr. Cone served as a lieutenant with the 39th Infantry, 4th Division, through the Chateau Thierry, St. Mihiel and Argonne battles. He was wounded in action three times, and was cited in orders on September 26th, 1918, after leading a bayonet assault on a German position.

The Victrola department of the Horton-Gallo-Creamer Co., New Haven, Conn., recently was damaged slightly by fire.

DOUBLE YOUR RECORD TRADE
By Handling LATERAL CUT

RECORDS
Write for latest list of "sure-fire" hits and best sellers
LIBERAL TRADE DISCOUNTS
RICHARDS & CONOVER HARDWARE CO., Kansas City, Mo.
THE MOST WONDERFUL TALKING MACHINE OF THE PRESENT AGE AT THE PRICE. AN INSTRUMENT OF SUPREME VALUE, TONE AND QUALITY

The CLEARTONE 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.

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York
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.

Prices as follows:

- 10,000 lots 45c per M
- 1,000,000 lots 39c per M

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.

We are the Original headquarters for genuine imported Cleartone Sapphires and Diamonds

- Sapphire Balls
  Dozen Lots, 18 Cents Each.
  Hundred Lots, 17 Cents Each.
  Thousand Lots, 15 Cents Each.

- Sapphire Points
  Dozen Lots, 20 Cents Each.
  Hundred Lots, 18 Cents Each.
  Thousand Lots, 16 Cents Each.

- Genuine Diamonds
  Dozen Lots, $1.95 Each.
  Hundred Lots, 1.75 Each.
  Thousand Lots, $1.50 Each.

SPECIAL PRICES ON LARGER QUANTITIES

Lucky 13 Phonograph Company

46 East Twelfth Street, New York, N, Y.
SPEAKS FOR ITSELF

MOTORS, SUNDRIES AND SUPPLIES

STOP! LOOK! READ!

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.

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.

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.

MOTORs—No. 1, double-spring, 10-inch turn-table, plays 2 10-inch records, $1.25; No. 6, double-spring, 10-inch turn-table, plays 3 10-inch records, $4.00, with 12-inch turntable, $4.75; No. 8, double-spring, 12-inch turntable, plays 5 10-inch records, cast iron frame, $6.00; No. 9, double spring, 12-inch turntable, plays 5 10-inch records, cast iron frame, bevel gear wind, $7.85; No. 10, double spring, 12-inch turntable, plays 4 10-inch records, cast iron frame, bevel gear wind, $9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, cast iron frame, bevel gear wind, $10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, $1.15 per set; No. 3, $1.75 per set; No. 4, $2.50 per set; No. 6, $2.75 per set; No. 7, $3.75 per set; No. 8, $3.15 per set; No. 9, $3.95 per set; Sonora tone arm with a reproducer to fit.

RECORDS—COLUMBIA, 10-inch double disc records, 35c each; 12-in., 60c each.

MAIN SPRINGS—No. 00, % in., 9 ft., 29c; No. 01, % in., 9 ft., 25c; No. 02, % in., 7 ft., 25c; No. 03, % in., 9 ft., 30c; No. 04, % in., 10 ft., 35c; No. 05, % in., 11 ft., 40c; No. 06, % in., 12 ft., 45c; No. 07, % in., 14 ft., 50c; No. 1, % in., 16 ft., 60c; No. 1A, % in., 18 ft., 70c; No. 2, % in., 19 ft., 80c; No. 3, % in., 21 ft., 95c; No. 4, % in., 23 ft., 1.00; No. 5, % in., 25 ft., 1.15; No. 6, % in., 27 ft., 1.25; No. 7, % in., 29 ft., 1.35; No. 8, % in., 30 ft., 1.45.

SAPPHIRE POINTS, for playing Edison records, $1.95 each.

NEEDLES, steel, 45c per thousand in 10,000 lots; hundred thousand lots, 42c; 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.

SAPPHIRE BALLS, for playing Pathe records, 18c each; hundred, 17c; thousand, 15c.

GENUINE DIAMOND POINTS, for playing Edison records, $1.50 each.
SEVEN INTERESTING AND ATTRACTIVE WINDOW DISPLAYS

Edison Dealers Making Good Use of Their Windows to Bring the Products Which They Handle to the Attention of the Purchasing Public—Details of the Displays and Their Purposes

The attractive window displays shown here are aiding progressive dealers in the sale of the New Edison and Edison Re-Creations. The two top pictures show the artistic windows of the Butler Music Co., of Marion, Ind. The picture on the left illustrates just how the Butler organization featured the Edison dance hits for September. The pose of the Egyptian dancer is striking and directs the observer's attention to the Edison Re-Creations on the left and an announcement of the dance hits for September on the opposite side of the dancer. Exceptional lighting effects and a well arranged and well designed window emphasize the beauty of the Sheraton (Sans Inlay) model in the window on the right.

Illustration No. 2 shows windows which have been effective salesman for F. J. Bayley, of Detroit, Mich. The window on the left is crowded with various makes of talking machines. The one on the left is exclusively devoted to a Chippendale model of the New Edison. Pictures of artists add to the attractiveness of this window.

No. 3 window tells even the most short sighted observer that George E. Buss is the New Edison dealer in New Philadelphia, Ohio. The arrangement of instruments is artistic and various illustrations of artists and hangers with convincing arguments on show cards add to the effectiveness of the window.

No. 4 is the window display of W. P. G. Scythes & Co., Ltd., Regina, Canada. The information label in the center of the window tells the prospective buyer that the central display is "a life size model of beautiful Anna Case singing a duet with herself and her re-created voice." The Amberolas are given good display. The window tells an up-to-the-minute news story in that it informs the observer that Anna Case is appearing in a motion picture at the Rose Theatre. This is followed by the invitation, "Hear her at the Edison parlors within." Other announcements in the window feature noted Edison artists and a monthly announcement of Amberola records is given a good position.

No. 5 picture shows a harmonious floor arrangement and interior decoration in the establishment of Holge Rost, Edison dealer in Mexico City, Mexico.

THE WOODEN TONE-ARM

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.

The proper tone-arm for high grade talking machines

A Merry Christmas and a Happy New Year to the Phonograph Trade

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
INTERESTING TRADE MESSAGE

George E. Brightson, President of Sonora Phonograph Sales Co. Presents Timely Views in "Sonora Bell"—A New Department That Will Greatly Interest Sonora Dealers Everywhere

In the November issue of the "Sonora Bell," the newy house organ issued monthly by the Sonora Phonograph Sales Co., Inc., New York,

annoucement is made of a new department entitled "Borrowings and Echoes," by George E. Brightson, president of the company.

In his first message to the Sonora dealers, Mr. Brightson gives the following pithy and interesting comments:

"Selling is more than trading stock or merchandise for material money. Selling is a part of the scheme of a business; almost anybody can sell once, but selling so that you can create permanent customers is selling successfully. One sale reduces itself to a confidence game—unless the buyer becomes perfectly satisfied.

"Satisfaction sends the customer away with a smile that won't come off. Satisfaction is the sense that remains long after the transaction is completed. Satisfaction brings the customer back; and satisfied customers never seem sufficiently satisfied—they always return for more.

"To get rid of the parasite in business—the time-servant subservient flunky—and to put in his place a willing, loyal, efficient man is improving the organization. One decayed spot in an apple will soon spread. One parasite in the company will sooner or later disorganize the whole force.

"Co-operation sends an organization into the battle booted and spurred. Individuals are the instruments of big business and when all work is perfect harmony great results are achieved. The business can be no bigger than the men who co-operate to make it. The person who fails to co-operate should be promptly shelved and so leave room in the salesroom, on the road, or in the office, for one who appreciates the tremendous worth of co-operation. Loyal, willing help is co-operation and that this co-operation is worth extra cash in the envelope of the employe will be recognized by all employers, some day.

"Loyalty is deference to discipline and devotion to organization. Disloyalty is rebellion, revolt, mutiny, treason. Loyalty makes a man a superman—he can do the kind of work that counts. Loyalty to a manager does not mean playing second fiddle. Loyalty is deference to discipline and devotion to organization.

"The universe pays a man with the coin of his own conscience. When a fellow, big or little, goes into the dark alleys of the poor, picks out some sad, hungry soul, whispers a word of courage, and loana a helping hand, you will find, if you look closely, that this man is good company even when alone.

"The last word in tone reproduction

Achieved by men who have made a Life Study of Musical Sound

BUSH & LANE PHONOGRAPH is a Perfect Musical Instrument

BUSH & LANE PIANO CO.
HOLLAND, MICH.
The Ferro Tone Arm and Reproducer

The Ferro tone arm and reproducer combined make the ideal combination for honest, true-to-life reproduction of sound waves.

The sound reproductions of this scientific reproducer are in reality Re-Creations. A human voice record sounds like a human voice and not like a mechanical contortion.

Its faithful reproduction of the human voice is so true-to-life that you can hear the artists Actually Breathe! Its reproductions are not "hollow, deep-in-the-well"—which cause the human voice to sound as though it comes from a hollow barrel; nor are its reproductions of the human voice harsh, staccato, or nasal.

It is natural, simple and life-like. It removes nothing—adds nothing.

The Ferro Reproduces or re-creates all instrumental music exactly as it was played into the recording machine.

The cello, flute, violin, all are clearly distinguishable. Wind instruments are not mistaken for string instruments.

In short, it may be truly stated, "Here is the ideal, scientific reproducing element."

The Ferro reproducer REPRODUCES recorded sounds exactly as they were recorded on any disc record. Its reproduction is as natural on Pathe and Edison records as on Victor and Columbia records. It possesses tone volume as well as clearness of articulation. Its proportions and weight are properly balanced. Its mountings are as substantial as they are unique.

Every part undergoes a rigid test and inspection by experts. All weak, irregular parts are rejected. Every reproducer undergoes a final test under actual working conditions. It is placed into its position on a phonograph; records are played and if any irregularities develop it is rejected. None but perfect reproducers are O. K.'d for shipment.

In construction, both the reproducer and the tone arm display a marked simplicity.

The tone arm is built like a high grade cornet, and contains as few parts as possible. It is made of drawn bell-metal and is rigidly brazed to a substantial composition base, so that the entire unit actually rings like a bell. It does not sound like a cracked china dish. It has a true musical ring like a tuned chime bell. It is free from joints and connections (such as one might see on a bath tub or other plumbing). It performs no acrobatics. It does not elongate nor shorten itself. It does not climb backwards upon itself. Nor is it “split in the middle” for the purpose of subdividing its weight.

It has no weights to make it heavier, no springs to make it lighter. It has the correct average weight for all disc records. It is a simple and rigid tone-tube scientifically designed and manufactured regardless of initial manufacturing expense.

Years of experimenting by phonograph experts of international reputation has made the Ferro Tone Arm and Reproducer the truly scientific and correct re-creator of recorded sound. They are beautiful, symmetrical, and dignified.

As a whole, we can say with pride that there does not exist a better, more perfect reproducer in the whole world.

Write us, stating quantities you might use and we shall be pleased to make you our proposition.

Phonograph Parts Division—CHICAGO FERROTYPE CO.

1455-1457 West Congress Street

CHICAGO, ILL.
THE HOLIDAY DEMAND IN ST. LOUIS FOR QUALITY MACHINES

Machines and Records Being Received in Larger Quantities—New Controllers in Field—Lending Houses Tell of Abnormal Demand—E. C. Rauth Discusses Situation

St. Louis, Mo., December 8.—The Christmas rush is on. All the dealers are selling all of the higher-priced standard makes of machines that they can get and all the others that they can sell. The coal strike and generally disturbed industrial conditions have made no impression upon the talking machine and record business up to this time. Most of the leading firms are declining to sell for Christmas delivery any more machines than they have on hand or are certain to receive in time for delivery. The practice of taking orders which could not be filled before Christmas, and sending small-size substitutes to be used until the orders could be filled, which was followed generally last year, was found to be unsatisfactory, both to the customer and the dealer.

Pole Sears Roebuck and the Silvertone talking machine. The Music Merchants' Association, the Tri-State Victor Dealers' Association and the Associated Retailers have won their fight against the mail order house's page advertisements of the Silvertone in the St. Louis newspapers. The newspaper proprietors, in response to the representations of committees representing the three organizations, consented to cancel the objectionable advertisements, with Sears-Roebuck permission. The permission was given and the Silvertone ads have been discontinued.

E. C. Rauth, vice-president and secretary of the Knoerber-Brenner Music Co., Victor distributors, just back from a vacation spent in the country for the good of his health, says supplies are coming through a little better and a shipment of the new Japanese lacquered finish No. 17 Victrolas is better than last year but the demand is so strong that the back orders are as heavy as they were last June. Columbia dealers in the city and country all report big business.

C. R. Salmon, Edison factory.
The supply of records is good.

Mr. Rauth says the prospects for next year are very good.

The Bachman Manufacturing Co. is one of the newest talking machine manufacturers here. Otto Bachman, one of the leading optical men of St. Louis, is the head of the concern. With him are associated Adolph and Robert Brown. The factory is at Ivanhoe and Southwest avenues.

The Lyre-ola is another St. Louis-made machine that is bidding for favor. It comes in three period styles—Queen Anne, Adam, and William and Mary. It is made by the Lyre-ola Manufacturing Co., Inc., St. Louis, and is being shown by Kinselhorst's, the Grand Leader, Buettner Furniture Co., Smith Music Co., Kirklash Music Co. and Kloe-kamp Bros.

The Troche's the Belclear, made by the Belclear Phonograph Corp., which comes in one style, one shape, one color and one price. Manager J. M. Decker, of the Grand-Leader talking machine department, is featuring them.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, in recent advertising, has been advising to “surprise them on Christmas morning with a Cheney,” offered in regular and console art models at from $350 to $600.

The Music Merchants' Association at a recent meeting had a hard ethical nut to crack. A complaint was made regarding the advertising of a local dealer, who had been making a window display, or turn-table test of the machine which he handles, in conjunction with three competing instruments, in the expectation, of course, that he would pick the instrument handled by the exhibitor, was entirely ethical, a presumption arose that the salesmen for the house, being merely human, would be disposed to yield to the temptation of saying something disparaging about the other instruments not handled by his house. The situation was a ticklish one, but W. A. Lippman, secretary and manager of the Field-Lippman Co., a far-famed diplomat, was appointed to suggest to the offending member of the association that the instrument he handled was too good to be sold on anything except its own merits.

The Tri-State Victor Dealers' Association and the Associated Retailers have won their fight against the Aeolian Co., has been appointed assistant sales manager.

The firm has supplied all of its outside salesmen with automobiles. New Phillips, formerly with the Aeolian Co., has been appointed assistant sales manager.

Manager John McKeehan, of the Columbia Co., says the supply of Columbia machines and records is better than last year but the demand is so strong that the back orders are as heavy as they were last June. Columbia dealers in the city and country all report big business.

E. C. Rauth, formerly with the Columbia Co., a far-famed diplomat, was appointed to suggest to the offending member of the association that the instrument he handled was too good to be sold on anything except its own merits.

The Tri-State Victor Dealers' Association and the Associated Retailers have won their fight against the Aeolian Co., has been appointed assistant sales manager.

Manager John McKeehan, of the Columbia Co., says the supply of Columbia machines and records is better than last year but the demand is so strong that the back orders are as heavy as they were last June. Columbia dealers in the city and country all report big business. C. R. Salmon, city salesman of the company, says the record sales are immense, with a big run on “Golden Gate,” a new Feist number. Sales have been stimulated by the coming visits of Columbia artists, Josef Hofmann and Cantor Rosenblatt, both of whom are popular in St. Louis.

The Rensch Furniture Co., which had a formal opening on November 24 of its new place at Travis street and Delore avenue, has a complete Columbia department. The Warring Furniture Co. in Maplewood has signed up for the Columbia line and has installed two booths. It expects to do considerable advertising.

T. Brunnell, formerly with the Columbia Co.,
During 1919 we endeavored to take care of the requirements of every Steinburn merchant.

But repeat orders in volume greater than we anticipated prohibited our supplying more than 60% of the demand.

For 1920 we expect to largely increase production.

We may, therefore, be able to take care of a few more dealers during 1920. If the Steinburn is not represented in your territory, write us.

All of the strong Steinburn policies, such as the five year guarantee bond, will be continued.

Our mutual sales promotion plans for 1920 have been greatly augmented and are available to our dealers for the extension of their sales and profits.

In this advertisement we show two of the new Steinburn models — both artistically superior and ingeniously perfected. The one above is No. 250 in Georgian period, 50" high, 23" wide, and 24" deep. Below is No. 245, Chippendale Console, 37" high 40" wide, 23" deep. Both in either mahogany or walnut.

STEIN-BURN CORPORATION

General Offices and Display Room for Dealers

Heyworth Building, Corner Wabash Avenue and Madison Street

CHICAGO

Eastern Distributors:
A. M. DRUCKMAN
140 West 23rd St., NEW YORK CITY
HOLIDAY DEMAND IN ST. LOUIS

(Continued from Page 117.)

has taken a position with the Vandervoot Music department.
The Field-Lippman Piano Co. recently sold a $50,000 worth of pianos and the Harmon Family
City. He was here buying other goods and capped the climax of his purchases with the No. 11.
Manager Ditto of the Famous & Barr Co.'s music sales has installed a quick service counter for
the Christmas sale of records. It is in the form of a hollow square in the center of the department and is equipped with lists on small revolving racks and there are stools for customers. There are two small Victors for demonstrations, but the idea is to sell without demonstration as much as possible.
The Tri-State Victor Dealers' Association plan to have a social meeting December 10 at the American Axone, to which associate members, their wives and sweethearts will be invited.

RETURNS FROM SATISFACTORY TRIP

J. I. Carroll, Manager of Sales of Emerson Phonograph Co., Visits Many Leading Jobbers Who Toll of Trade Conditions at Several Points

J. I. Carroll, manager of sales of the Emerson Phonograph Co., returned recently from a visit to the company's jobbers and some of the Emerson dealers in Buffalo, Detroit, Cincinnati, Cleveland and Pittsburgh. He states that wherever he visited he found the trade most enthusiastic regarding the success of these records, and this enthusiasm was substantiated by banner sales totals.

Mr. Carroll spent two days with C. L. Marshall, distributor for Michigan territory, and this jobber informed him that the dealers in his part of the country are selling Emerson records faster than they can secure stock. A similar report was made by the Ohio Sales Co., distributors for the state of Ohio, and by the Emerson Sales Co., of Pittsburgh, which handles the territory in Pennsylvania west of Altoona.

Mr. Carroll states that these jobbers commented particularly upon the tone quality of Emerson records, and emphasized the fact that their dealers are developing a permanent, profitable business based primarily on the quality of the records.

The Wanamaker Store, New York, recently featured the Steger phonographs very strongly in some special advertising, laying particular emphasis upon the attachment to the tone arm of the Steger for the purpose of regulating the pressure of the soundbox on the record.

LET OLIVER'S RED-WHITE-BLUE THRIFT NEEDLE

HELP YOU MAKE 1920 A PROFITABLE YEAR

They eliminate the constant changing of needles. One needle will play from 50 to 200 records. Made to play any tone.

Their economy will appeal instantly to your customers and the great satisfaction they give assures re-orders. There is a satisfactory profit for you in each sale. It will pay you to write today.

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.

PREMIER QUARTET TO MAKE TOUR

The Premier American Quartet, composed of Billy Murray, Steve Porter, Donald Chalmers and John Young, are very busy this season recording for the various record companies. They are shortly to make a concert tour of the country and, incidentally, are recording many of the songs which they will feature in their program. These include "Flatin' Down to Cotton Town," from the McKinley Music Co. catalog. They have recorded this number for the Victor, Edison, Emerson, Pathe, Voselan and other talking machine companies.

GOOD ADVICE THROWN AWAY

There is a lot of good advice that is thrown away because we all think our individual cases are different from the other fellows'. We believe the advice is good for them—but not for us. And as each one thinks that way, it follows that the really good advice falls to the ground with that "dull, sickening thud!" we have all heard about.

The advertising department of the General Phonograph Corp. has issued two attractive booklets featuring the first and second supplements of the new lateral cut Okeh records. Among the artists who are presented in these booklets is Forrest Luman, one of the star tenors of the Chicago Opera Co., who records for the Okeh library. Mr. Lamont's first Okeh records are meeting with a hearty welcome from the dealers, and his subsequent recordings are being awaited with interest.

Captain CONWAY and his famous band are also represented in these new lateral cut Okeh record supplements, and there are featured several records by Thaddeus Ritch, one of the younger violistists, who besides being Doctor of Music at the University of Pennsylvania, has been a concert master and assistant conductor, and also soloist of the Philadelphia Symphony Orchestra.

Notice has been published of the dissolution of the Bellotise Phonograph Mfg. Corp., New York.

The Science of Motor Building

Motor Building is a science which is mastered only by patient effort and experience. That is the reason it pays to buy motors of an established talking machine manufacturer rather than of mere "motor builders" who set aside, maybe, a part of a plant and produce motors solely for profit without realization of the service requirements. That is the reason it will pay you to buy Wonder Motors.

Our No. W2 illustrated above is a service giving, tested and tried product. It has been designed by our organization to overcome the defects which were found to be in everything previously bought by us from others. It has been regularly assembled into our own talking machines with a single complaint ever having been received. It is a thoroughly high-grade mechanism at a very fair price. It will save you money and reduce your motor troubles. It is not built FOR us but BY us at our own factory at South Norwalk, Conn. We guarantee it and stand behind it. It is a sensible, practical, high grade, Yankee product. Write for detailed information and samples.

WONDER TALKING MACHINE CO., Inc
109 East 11th St., Cor. Fourth Ave. Phone Storyaass 1666
NEW YORK CITY
"It's a new Gennett!"

The Appreciated Gift

To know why people who care prefer Gennetts try record No. 9007.

You'll hear Hart's sweet, full-toned tenor blend with Shaw's rich baritone in the exquisite harmony of the "Golden Gate." And for good measure Hart's glorious tenor soars lark-like in "While Others Are Building Castles in the Air"—Orchestra Accompaniment, price $1.00. Send for complete catalog of Gennett Records.

THE STARR PIANO COMPANY
Richmond, Indiana

Los Angeles  New York  Birmingham, Ala.
London, Canada
TRADE CONDITIONS IN TOLEDO, OHIO

Dealers Handling All Lines of Talking Machines and Records Are Well Pleased With Trade Conditions and Are Exceedingly Optimistic Regarding the Future—Holiday Trade Will Be Big

TOLEDO, OHIO, December 4.—Your correspondent has made the rounds of the various dealers in the city and has heard nothing but enthusiastic reports of their business. They are, without exception, busy and planning for the greatest business in their history. This is an excellent year and they have every reason to expect that it will be a record year.

Mr. Pulfrey, of the Cable Piano Co., is experiencing a splendid business, particularly on records. Mr. Pulfrey has just recently come here from Providence, R. I., and is operator and a manager. He says the prospects are now that they will beat last year's volume and will make a very fine increase.

The Talking Machine Shop, according to Mr. Frame, is experiencing a splendid business, particularly on records. The machine department of the La Salle & Koch Co, under the management of Mr. Wooster, is taking on a new activity, Mr. Wooster has just recently come from Providence, R. I., and is brimming with new ideas.

The Peoples Outfitting Co. is experiencing some trouble in getting a sufficient supply of machines and records. The Lion Store has just made several changes in its talking machine department. Arthur Pete, who is in charge, states that the biggest thing done recently is the installing of a rapid service record counter.

The various Edison, Columbia and Pathé dealers all report business good. Warren L. Kellogg, of the Toledo Talking Machine Co., will do but little traveling during the month of December, as he believes he can best serve his dealers by remaining in Toledo and selling that their wants are supplied to the best of his company's ability.

The Toledo Talking Machine Co. are exceedingly optimistic regarding next year's business. We believe that the Victor Talking Machine Co. will do wonderful things for their dealers during the year 1920 in the way of increased production. It is rumored that The Toledo Talking Machine Co. have outgrown their present quarters, and that early next spring they will seek a new location to meet increasing business. Additional facilities will be afforded the company in its new house.

INCORPORATED IN NEW YORK

The Creston Phonograph Shop, Inc., has been incorporated in the Bronx, N. Y., by D. Greenbaum, S. Sackheim and Al. Skidomire, 249 Lenox avenue.

Main Springs

<table>
<thead>
<tr>
<th>Item</th>
<th>Description</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 in. x 6 x 2 x 15 ft.</td>
<td>Melrosebach</td>
<td>$1.25</td>
</tr>
<tr>
<td>3/4 in. x 6 x 2 x 15 ft.</td>
<td>reg. Victor</td>
<td>$0.25</td>
</tr>
<tr>
<td>1 in. x 6 x 2 x 10 ft.</td>
<td>for Columbia</td>
<td>$0.50</td>
</tr>
<tr>
<td>3/4 in. x 6 x 2 x 10 ft.</td>
<td>for Blackmar</td>
<td>$0.50</td>
</tr>
<tr>
<td>1 in. x 6 x 2 x 10 ft.</td>
<td>oval hole</td>
<td>$0.50</td>
</tr>
<tr>
<td>5 in. x 6 x 2 x 8 ft.</td>
<td>for Brunswick</td>
<td>$0.50</td>
</tr>
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<td>1 in. x 6 x 2 x 11 ft.</td>
<td>for Edison</td>
<td>$0.50</td>
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MICA DIAPHRAGMS

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<tbody>
<tr>
<td>1/4 in.</td>
<td>victor ex. box, first grade</td>
<td>$0.15</td>
</tr>
<tr>
<td>1/4 in.</td>
<td>new victor No. 1, very best</td>
<td>$0.18</td>
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<tr>
<td>1/4 in.</td>
<td>for sonora</td>
<td>$0.10</td>
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<tr>
<td>1/4 in.</td>
<td>for columbia No. 6</td>
<td>$0.25</td>
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<tr>
<td>1/4 in.</td>
<td>for pathe or brunswick</td>
<td>$0.45</td>
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SAPPHIRES

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<tr>
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<tr>
<td>Pathe, very best loud tone, genuine</td>
<td>$0.25</td>
<td></td>
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<tr>
<td>Pathe, soft tone</td>
<td>$0.27</td>
<td></td>
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<tr>
<td>Edison, very best, medium tone</td>
<td>$0.27</td>
<td></td>
</tr>
<tr>
<td>Edison, very best, high tone</td>
<td>$0.27</td>
<td></td>
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<tr>
<td>Edison, genuine diamond</td>
<td>$2.00</td>
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ATTACHMENTS

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<tr>
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<tbody>
<tr>
<td>Kent attachments for victor arm</td>
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<td></td>
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<td>Kent attachments for columbia arm</td>
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<tr>
<td>Kent attachments with c box</td>
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<td></td>
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<tr>
<td>Kent attachments for edison</td>
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REPAIR PARTS

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<td>Columbia driving shaft, No. 11778</td>
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<td>Columbia governor shaft, No. 1094</td>
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<td>Columbia governor bearing, No. 11027</td>
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<tr>
<td>Columbia governor springs</td>
<td>$1.00</td>
<td></td>
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<td>Columbia governor screws</td>
<td>$0.01</td>
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<tr>
<td>Columbia barrel screws, No. 2621</td>
<td>$0.40</td>
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<tr>
<td>Columbia sapphire bearing, No. 2433</td>
<td>$0.40</td>
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<tr>
<td>Columbia sapphire, short arm</td>
<td>$0.50</td>
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<td>Victor sapphire, short arm</td>
<td>$0.50</td>
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<td>Victor sapphire, long arm</td>
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<td>Victor sapphire, long arm</td>
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FAVORITE MFG. CO.

1506 DeKalb Ave., Brooklyn, N. Y.

The Talking Machine World, December 15, 1919

Sells Pies to Buy a "Talker"

"Pies Supper" Held in Redfield, N. Y., to Raise Funds for Purchase of Talking Machine and Records for Public School by Teachers

REDFIELD, N. Y., December 5.—A "pie supper" was held here one night last month, under the auspices of the public schools, to raise money with which to purchase a talking machine for the lower grade rooms. Each girl or married woman attending was required to donate a pie to the occasion, and the pies thus contributed were then sold at auction, the successful bidder in each instance becoming the partner at supper of the person who cooked the pie. Some of the pies sold for as much as $10 each, and very few of them brought less than one dollar. The supper netted about $97, which, added to the proceeds from a similar supper some time before, enabled the buying of a very good machine. A Columbia Grafonola has been selected, the purchase being made through John Simmons, a dealer at Port 

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 also equipped with tone modifying rod.

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
Operollos are quick turnovers; they make good
High grade quality; reliable product; popular price

Our concentration on making and marketing a line of strictly high grade instruments which give everlasting satisfaction, has met with a tremendous success. It seems no dealer can secure enough of our machines, as orders are multiplied continually.

Operollos will help dealers build up a permanent and prosperous business. Apply for exclusive agency at once.

We do not bind dealers on a contract, but protect agents in territory. Our products are of such quality, represents such unusual value and are so easily sold that we do not need to bind a dealer on a contract.

Every Operollo is a Wonderful Value

There is no substitute for our machines possible. We have been fighting high prices for inferior goods. We believe in a square deal. WHAT THE TRADE WANTS IS NOT A "GOOD LOOKING PICTURE" BUT "REAL GOODS"—CLEAN MERCHANDISE, GOOD RELIABLE PRODUCTS—which sell fast and do not cause "come-backs," Operollos fulfill all your expectations. They make good.

Highest Grade Equipment used Throughout

Highest grade equipment used throughout: KRASCO SILENT MOTORS; latest style of Operollo universal tone arm; all wood amplifier. Cabinets are of excellent workmanship, and beautifully finished. Every instrument is sold under a positive guarantee to be as represented. Prompt service. Liberal trade discounts.

Write Today for Attractive Agency Proposition

OPEROLLO PHONOGRAPH COMPANY
54 WEST LAFAYETTE BOULEVARD—DETROIT, MICH.
CONFessions of a "Con" Man

Wily inventor tells how he used his talking machine to persuade business men to invest in his blue sky schemes—even his family physician fell to the extent of $600.

If on a damp, gloomy morning you arrived in a strange town and your family assets consisted of twenty-five cents; what would you do? The answer to this question is found in the confessions of a master "con" man which William H. Wheloe has been writing in the New York World Magazine—a series of stories telling how the author used simple devices to lure the golden skeetocks from the coffers of the greedy rich. In the story in question he arrived in this strange city one day and proceeded to make all the necessary purchases, such as a house, furniture and the like, all on credit. After this was done he set about to find means of turning this credit into dollars. This he did by means of his talking machine, which was one of the first things he secured on credit at the furniture store.

The machine he bought had an amplifying device capable of exceedingly loud reproduction, and it was this feature that he was counting on to aid him in his game. He tells the rest of the story as follows:

"I set to work on the machine with some knowledge taken from earlier experiments of mine in this field, and shortly had fixed the phonograph to suit me. Then I went to a physician, ostensibly to be treated for a little throat trouble. In a day or two I called on him a second time. We chatted and I became confidential with him, telling him of the wonderful improvement I had made on the phonograph. He was interested, and I invited him to the house to hear the machine. The doctor came, and I played for him a Caruso record with a loud needle. It was a fine sample of phonograph work, no doubt. The grilling and hurring of the machine could not be heard. While the concert was going on I explained to the friendly physician how I had been responsible for the wonderful improvement in the machine and what hopes I had of making a fortune out of my invention."

"The improvement was this: I had introduced an air chamber into the styli apparatus of the machine, so that, instead of having the fulcrum of the lever come into direct contact with the needle, there was a cylinder and piston, with the air chamber intervening. This device was intended to eliminate the scratching noise and to clarify the notes. As a matter of truth, which is a commodity I'm now dealing in, there was never any virtue in this invention, yet I was later allowed two patents on this device. Do much for patents and their value."

"However, I got the doctor all wound up by explaining the commercial possibilities of this marvellous invention. In the end he bought a half interest in the thing for $600!"

This is how the reformed "con" man tells his story. He may be "coming" the newspaper editor as he "connected" the inventors in this and similar fake enterprises of which he tells. Anyway he writes as "smoothly" as he talked to his dupes and he knows how to make "good copy."

INSTALLS TIME-SAVING SYSTEMS

Miss L. M. Guth, head of the credit department of the Emerson Phonograph Co., New York, recently from a visit to the Emerson Empire State, Syracuse, N. Y., and the Emerson Sales Co., of Pittsburgh, Emerson jobbers. She visited these wholesale representatives for the purpose of giving them the benefit of her intimate knowledge of credits, auditing, etc., and to install time-saving systems for these important branches of the business.

MAUDE POWELL OUT OF DANGER

The many admirers of Maude Powell, the celebrated violinist, in the Victor record field, will be pleased to learn that she is entirely out of danger from the very acute gastric attack from which she suffered in the course of a recital given recently in St. Louis. For a time she was very ill.

358% increase over January through October 1919: the double seven record, in which the value of the item shows a 358% increase over the same period in 1918.

HOFFAY TALKING MACHINE CO., Inc.
3 West 39th Street
New York City

MAKERS OF THE

HOFFAY AIR-TIGHT PHONOGRAPH—THE RESURRECTONE and THE AIR-TIGHT TONE ARM.

Our Best Wishes to the Trade for a Merry Christmas and a Happy New Year.
East and West

NEW YORK TALKING MACHINE CO.

CHICAGO

Exclusive Victor Wholesalers
A number of dealers in this and nearby territory are predicting a rise in wholesale prices, in fact it is the general belief that this must come very soon. When it is considered that the manufacturers have, during the past six months, practically raised the prices of their goods 100 per cent, the advance made by the various talking machine manufacturers is indeed small in comparison. Therefore, when you take into consideration the fact that the talking machine manufacturer is to a large extent a producer of high grade furniture, it is obvious that material and labor must be raised in accordance. His merchandise have advanced proportionately to that of the furniture manufacturer, and that in order to maintain this same standard of quality he must raise his prices accordingly.

Holiday newspaper advertisements are in full swing. If talking machines are hard to get, no one would ever draw such a conclusion from the daily newspapers. Some of the talking machine retailers are endeavoring to sell more records to make up for the shortage of talking machines. Considerable activity is being shown by those rather than the manufacturers themselves is evident from the window display of retail merchants.

It is the consensus of opinion among us along the "street" that the present demand will increase to a very much larger proportion before the end of the month and that a large part of the demand will be left unsatisfied, which again will have the effect of making the public all the keener for the instruments they are seeking. It is a well-known fact that a person purchasing a luxury builds a higher ideal of what he ought to buy, the longer he has to wait for it. Happy indeed will be the man or woman who gets what he wants when he wants it this holiday season, for it is very likely that January will witness a very much larger hangover than in any previous year. Western manufacturers in most cases are making efforts to increase production during the first few months rather than during the last. Every manufacturer in the city predicts that the total of 1920 business will exceed that of the previous remarkable year. There are those who speculate as to just how long it will be before every family in the country will be supplied with a talking machine. But there are others who denounce such speculation as absurd, claiming that the revolutionary changes in taste and the increased popularity of the instrument will force the talking machines already in American homes into the discard. That manufacturers are bearing out their beliefs in a number of instances by the purchase or construction of additional factory space is the most convincing argument they have to offer.

Fuel Shortage Tribes Trade

The strongest ruling governing the use of fuel have of course hit the retail talking machine business hard. The eleven o'clock to five o'clock rule undoubtedly has affected the sale of records, although perhaps not so seriously as of machines. It takes time and usually demonstration to sell records, and the downtown shoppers, who now have so short a time in which to do their Christmas shopping, may be more concerned with less time to spend in selecting talking machine records. As a consequence, fewer records are being bought. However, the Chicago trade could smile at even a much greater restriction of fuel. The limit on retail business at the present time is not measured by the number of customers but by the number of records and instruments which the merchant can secure in a given position.

Musical instruments are of course classified by the fuel administration as luxuries, and as a consequence our local manufacturers are forced to curtail their production to a very great extent, just at the time of the year when their usual far-reaching sale is the greatest. The trade nevertheless looks at things most optimistically, and why should it not! As many of the trade remarked, "We could hardly get along without a national crisis hitting us every so often."

Victor Advertising

Pursuant to their policy of informing the general public of the reason for the present shortage of Victrolas, the Victor Talking Machine Co. have taken numerous full page spreads in Chicago dailies, carrying their message to the people, under the caption "Victor Owners: United in Your Situation." The advertisement contains quite an amount of copy explanatory of the Victor war work done.
Victor dealers by their whole-hearted indorsement have made the L & H Fibre Needle Cutter a practical necessity.

The public approves of it and a heavy demand has been created which more and more Victor dealers are enjoying.

If you are not selling this popular accessory now tear out this advertisement and write your name and address on it and we will ship you a sample dozen on approval.

They are packed singly in cardboard boxes.

Order them NOW!

LYON & HEALY
Victrola Distributors
CHICAGO
Your Account With Us

Lateral Cut

RECORDS

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES LOSS OF CUSTOMERS LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLIA TALKING MACHINE COMPANY

711 Milwaukee Avenue OTTO SCHULZ, President

CHICAGO, ILL.
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 HEADQUARTER—(Continued from page 127)

motors at Palatine will be well under way at this date.

Recent demands made upon the Johnson Motor Co., has necessitated the new factory. The old factory will be used also for the production of electric motors. When it is realized that the new factory will give approximately an increased production of 500%, it can be immediately seen that the Johnson business for 1920 is bound to be greatly in excess of that of the present year. A still further increase is provided for by the fact that the building at Palatine has been so constructed as to permit of other units being added to the original structure.

Fairy Lamp Increases Stock.

Since the entrance of the Endless Graph Mfg. Co. into the talking machine market with their Fairy phonograph lamp, a most unusual appreciation on the part of the trade has made necessary the continued expansion of their business. At the present time work is under way on the excavation of a large basement, which will be used for stock purposes in the building at 4200 W. Adams Street. Plans are also under consideration for the addition of two more stores to the same plant.

P. R. Gonski, president of the Endless Graph Mfg. Co., recently called a meeting of the stockholders for the purpose of increasing the amount of stock. The increase was sanctioned, and the new work on the factory building is the first step in the plans for expansion. The Fairy phonograph lamp is now being handled in the states of Missouri and Kansas, has taken over the rights for these two states, with headquarters located in the Arcade Bldg., of Kansas City, Mo. A New York concern is at present dickering for the eastern rights to the lamp, and altogether the business is sent in by the Fairy lamp distributors is far in excess of the present production. "The lamp is especially in demand at the present time," said Mr. Gonski. "During the holidays, we do not expect to supply even a small part of our trade with what they are able to sell. We find that it is in demand as a Christmas gift and is proving very attractive to women shoppers."

To Display New Mandel Models

The new 1920 models of the Mandel phonograph line will be on display for the first time on or about December 20th, at the Furniture Exhibition building, 1319 Michigan avenue. Beginning about the middle of December and throughout the month of January, the furniture market in Chicago will be the mecca of the furniture men from East, West, North and South, and on this occasion the Mandel line will be presented.

In the January issue of The Talking Machine World, the Mandel phonograph line for 1920 will be pictured in a double page spread and our readers are advised to look for this most interesting announcement.

The Mandel Manufacturing Co. have made plans to double their production for 1920. They have now in operation their new plant on 230 East North Water street, this city, which with its added facilities gives them three big factories—two devoted to the manufacture of the Mandel motors, tone arms, sound boxes and mechanical equipment.

The complete Mandel phonograph will also be displayed in New York City for the benefit of the eastern trade. The local New York address has not yet been determined upon, but will be shortly announced in this publication.

Many out-of-town dealers have been visiting the Mandel plant desiring to see the mechanical parts of the phonograph in the making. Such visitors have been made to feel welcome and have left with a good impression of the Mandel phonograph on account of the painstaking details which are employed in the manufacture of Mandel motors and phonograph parts.

The new art portfolio illustrating the complete 1920 Mandel line is now being sent out.

The advertising department of the Mandel Mfg. Co. reports that its dealers have responded readily to the sales helps offered to them. The local newspaper ads, electric window display signs, metal road signs, movie slides, and the various other sales helps are proving to be of inestimable value to representatives.

Look Here for Cabinets

During the past month there has been a large number of eastern manufacturers and distributors scouting about among the Chicago trade looking for cabinets or completed machines. It goes without saying that these gentlemen in most cases are becoming disappointed, for the same shortage as exists in the east is to be found in the Chicago trade.

Decalcomania Santa Claus

The MeyerCORD Co., makers of the Decalcomania transfer name plates for talking machines, prepared a very attractive Santa Claus in decalcomania, which was used extensively by dealers in their Christmas window displays. This display feature added much to the Yuletide spirit of the trade.

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It Pays to Sell Mandel Phonographs

Because we help our dealers with a live advertising service. Complete ads, all ready for publication, are furnished free to MANDEL dealers. This "tone aristocrat" ad is one of many MANDEL ads that are helping our dealers cash in on one of the best phonographs made today. Our complete advertising service includes many novel features that help the dealer sell machines. That is why aggressive phonograph dealers consider a MANDEL agency a franchise. We will tell you all about it when you write for our complete proposition.

Book Your Order Now for 1920

Many new models have been added to the MANDEL line for 1920. Many new features are brought out to add to the already high quality of MANDEL Phonographs. We will send our beautiful portfolio together with confidential price quotations, to all recognized dealers, agents or jobbers. Write for a copy today. Learn what a splendid opportunity we offer to establish a talking machine department in your business—or to make more money if you are now handling talking machines. Liberal discounts and terms.

We Invite Visitors to see MANDEL Phonographs being made—to see the painstaking details of making the MANDEL motors, tone arms, reproducer, and every other part that goes into a talking machine. Visitors to Chicago during January can see the complete MANDEL Line on exhibition at the big furniture building, 1319 Michigan.

Mandel Mfg. Co.
General Offices:
501-511 South Laflin Street
Chicago, Illinois

SEE and hear this new phonograph. It plays all makes of records with such a natural tone that it has been correctly named—the tone aristocrat.

Mandel Phonographs are made to satisfy every purchaser. The manufacturer guarantees that. The cabinets are beautiful in design and finish. The motors are powerful and efficient. The tone arm and reproducer are scientifically correct, and reproduce vocal and instrumental music as faithfully as the original recording.

There are many good features about the MANDEL PHONOGRAPH that we want to show every prospective phonograph owner. You really should see this new and better machine before making your selection.

The price is unusually low. The terms are liberal. Call today. See and hear the MANDEL PHONOGRAPH.

[Dealers Name]
McKINLEY MUSIC CO.
CHICAGO
JOBBERS OF THE BETTER-TONED
OKEH RECORDS
LATERAL CUT
INSTANT SERVICE
The OKEH Recording of
WEEPING WILLOW LANE
No. 4032 Backed by "A Pretty Girl is like a Melody"—Ziegfeld Follies—1919 By OkeH Dance Orchestra is A WONDER!

McKINLEY MUSIC CO.
CHICAGO
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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 128)

inches in size and has underneath it the word "Toys," which could be left off if desired. In rare it is to be used by talking machine dealers. Some of these dealers preferred to leave the "Toys" attached, using the many dancing novelty articles, which can be used on the turntable of any machine, to make good their advertisement.

To Make Record Cleaner
J. D. Keating, of the Usona Talking Machine Co., announces that shortly after the first of the year, he will place upon the market a preparation for the cleaning and renewing of old records. "With this fluid," says Mr. Keating, "the talking machine owner will be able to fix up his old records, so that a very high percentage of the scratch will be eliminated."

Phoenix Co. Filled With Orders
W. J. Cummings, president of the Phoenix Phonograph Co., of this city, finds himself submerged in orders, which will occupy his entire production at least until the first of the year. After this he looks for a slight easing off of the present demand.

Cathedral Man Here
R. W. Morrison, production manager for the Cathedral Phonograph Co., was a visitor to Chicago early in December. "We now have a very limited production," he said, "and we will probably continue in the same situation up until February 1st, at which time we expect to have our organization so completed as to at least supply our immediate mid-western needs. When it is remembered that the Cathedral Phonograph Co. was organized in August, it will be seen that full production by February 1st is indeed progressing at a rapid rate. The organization includes Mer- ton L. Corey, general counsel of the Federal Land Bank, of Omaha, Neb., president of the Cathedral Phonograph Co.; C. A. Briggs, for three years sales executive for the Brunswick Balke Coliseum Co. in western territory; J. B. Wilcox, formerly superintendent of the Woodstock Type-writer Co., as mechanical superintendent; Harry Hibbath, secretary and treasurer, and who formerly was assistant treasurer of the city of Chicago for a period of six years; and R. W. Morrison, production manager.

This concern is producing five models, which include four cabinet types and one console. At present the business is confined to mid-western states, but with increased production, it is expect- ing to branch out into additional territory.

The Puritan
The "Puritan," the house organ of the United Phonographs Corporation for November, contains a number of very excellent articles for the retail dealer. "How to Sell a Phonograph," by the

(Continued on Page 132.)

SILENCE!
The dealer will be agreeably surprised at the quiet- ness of the IRONCLAD Enclosed Motor.


Everything just right. A smooth running efficient motor.

All vital parts enclosed in a cast iron case. All wearing points operative in oil when desired.

Now supplied in six sizes with playing capacities of three to twelve records respectively.

No. 1 Tone Arm, Improved Model

A large, beautiful arm. Adaptable sound box, suitable for playing any make of record.

Note the throw back feature leaving both hands free for insertion of needle.

Samples, nickel finish $3.75 each.

Write for descriptive circulars and special quotations

Cherington Mfg. Co.
Waukegan, Illinois
WE HAVE SAID: “It Is Tone That Sells!”

and the volume of business flowing in to us from Manufacturers all over the country, proves that we are right. BLOOD equipment on a talking machine affects a tonal improvement, which cannot be duplicated by any other means.

That is why the BLOOD TONE ARM AND REPRODUCERS are steadily making their way.

The Jewel Phonoparts Co. 59 East Van Buren St., Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS (Continued from page 131)

sales manager of the organization, contains some pertinent paragraphs, such as the following: "The selling of phonographs is not a hit or miss procedure. It differs from selling any other kind of musical instrument, yet the man who sells it successfully ought to be either a musician or have enough technical knowledge of music and musical terms to enable him to meet objections made by those whose knowledge enables them to be critical. It has been said that the first record played in demonstration often decides a purchaser either way, for or against, a given machine. If your personal preference is for weird Magyar Cszardas, bagpipe medleys, don't let that interfere with your efforts to find out just what kind of music or instruments of music your prospect likes best. Some will say off hand, 'Oh, I like all kinds of good music,' and you will be again at sea. Be careful not to show surprise if a dignified and aesthetic old lady suggests that you play some lively jazz records, when you expected her to call for a classical selection. The popular taste is a thing you must dig for. Once you find it, the sailing is fairly smooth."

Meaty paragraphs such as this abound throughout the booklet. The titles of some of the other articles are: "A Phonograph Dealer's Outlook;" "Is An Exchange Department Profitable, etc."

Another little booklet issued by the United Phonographs Corp. contains a list of the latest Puritan records, and another bit of dealers' advertising, prepared by this concern, is an appropriate hanger for the dealers' window.

New Wade Distributors

Wade & Wade, manufacturers of the Wade fibre needle cutter, announce that they have secured thirty new distributors for their product within the last three months. The demand has increased considerably for fibre needle cutters, and the addition of distributors will greatly facilitate their distribution. Foreign trade and demand has also increased proportionately.

New Magnola Booklet

The Magnola Talking Machine Co., of this city, have just issued a new and comprehensive catalog of the Magnola line of talking machines. The Magnola tone deflector system is explained in detail, great emphasis being laid upon the tonal qualities of the machine. The various Magnola models are illustrated in color and (Continued on Page 134.)
UNIVERSAL
The Motor you will Eventually Adopt

All UNIVERSAL MOTORS are PERFECT IN MECHANISM
All Universal Motors are Perfectly Geared --- run and wind noiselessly and maintain an even tempo.

Manufacturers of
MOTORS
TONE ARMS
AUTOMATIC STOPS
NEEDLE CUPS
NEEDLE CUP COVERS
NEEDLE RESTS
Samples and Prices on Request

Universal Stamping and Manufacturing Co.
Main Offices and Factory
1917 to 1925 So. Western Aye. Chicago, Ill.

NOTE: The Universal Stamping and Manufacturing Co. has established an
EASTERN DIVISION at WILLIAMSPORT, PA.
FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 132)
upon the left hand pages appear quaint illustrations, suggestive of old songs that can be played upon the talking machine, and which are particularly appropriate for the home circle. The book contains sixteen pages in all and is in color throughout.

U. S. Ad Campaign in Daily Papers
On Sunday, November 16, the United States Music Co. inaugurated an extensive advertising campaign in the Chicago daily newspapers, by bringing out an announcement of their November records and fifty best sellers in the Chicago Sun-
day, 157 years after the date of the first phonograph. A week will appear right through the winter in three Chicago papers, the Tribune, the Daily News, and the Evening American. Some very large spaces have been contracted for, to be used within the next three months. All of the advertising will be in the interest of U. S. dealers and will be attrac-
tively illustrated. The desirability of owning a player piano will also be impressed upon those who see the ads in the papers, for it is also aimed to recruit more purchasers of player rolls as well as to increase the sale of rolls to those already possessing these instruments.

The Chicago Daily News has sent out a letter to dealers of the U. S. Music Co., informing them concerning the campaign and telling about the benefits to be derived from this advertising, by having a good supply of rolls on hand to fulfill the demand which will undoubtedly follow the appearance of each announcement. The letter is signed by J. B. Woodward, advertising manager of the Daily News and as a stimulating business producing document is most interesting. We quote the last paragraph: "As a wide-awake and progressive dealer, you will readily foresee the demand that will result from a campaign of this character, and will un-
doubtedly make arrangements with the United States Music Co. to represent them in your com-

The construction and finish of these, together with our other popular priced models, are such that they will stand up successfully in competition against the highest grade machines made.

Their perfect tonal reproduction has invariably attracted attention in the homes in which they have been placed with the natural consequence of

COME-BACK SALES

The Republic Merchants’ Association, an organization made up of space renters in the Republic Building, held their regular Fall Supper, shortly after the middle of November. There were a number of talking machine men represented. F. S. Spofford, local representative for the Sonora Talking Machine Co.; M. J. Kennedy, represen-
tative of the Puritans; Evans Piano Co., represen-

Our new, modern equipped factory, now producing at full capacity permits of

IMMEDIATE DELIVERIES of “Federal” Phonographs (Plays all records)

The construction and finish of these, together with our other popular priced models, are such that they will stand up successfully in competition against the highest grade machines made.

Their perfect tonal reproduction has invariably attracted attention in the homes in which they have been placed with the natural consequence of

COMEBACK SALES

Write for Catalog and Full Particulars

Federal Phonograph and Supply Co.
8 S. DEARBORN ST. CHICAGO, ILL.
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
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

tatives of the Crystola; Wyman Babb & Co., representatives of the Brunswick, and a number of other lines, were all in evidence. All of these concerns donated records as prizes for a lottery held at the close of the evening. The attraction of the evening was the famous King, cartoonist of the Tribune, who entertained the gathered merchants with drawings of Gasoline Alley and caricatures of members of the association that were pronounced excellent "fac-similes."

Selling in Carloads Only

The Great Eastern Mfg. Co., of this city, have recently secured the exclusive selling agency of eight talking machine cabinet factories and announce that in 1920 they expect to attain an output of 100,000 instruments. Nat Kawin, director of sales, states that orders are accepted only from dealers or distributors who are able to take no less than carload lots, as it is thought that this method of marketing is the only economical one and fair to the dealer. Their factory "L" is leading their other seven plants in production and it is hoped that the "L" factory alone will produce 50,000 machines in the coming year.

Bauer Talking Machines

Visitors to the salesrooms of Julius Bauer & Co. of late will have noticed an unusually imposing array of talking machines, manufactured by this concern. It was almost a year ago that Julius Bauer & Sons started to manufacture these instruments. They were so occupied with producing their pianos that the talking machine branch of the business was somewhat neglected. Now, however, they have found time to produce a number of the latter instruments with the result that the Wabash avenue store is able to keep itself fairly well supplied with a considerable stock.

Wanamaker and Steger

The following announcement regarding the Steger phonograph, manufactured by Steger & Sons, of Chicago, has appeared in New York newspapers during November. This was the first advertisement in an extensive campaign now directed by John Wanamaker to promote the sale of Steger instruments.

A plain straightforward announcement that "There are too many good talking machines on the market today for any man to say, without qualification, that this one or that one is best. We could write a column about it in the usual glowing terms, and we could easily express a belief (if we really believed it) that this particular instrument is the greatest in the world; but we won't. We know better. "There are too many good talking machines on the market today for any man to say, without qualification, that this one or that one is best. We have many good talking machines for sale at Wanamaker and Steger."

(Continued on Page 138.)

READ THIS

A cover balance is not a piece of hardware that can be applied to a talking machine cover in most any way and work fairly well. Owing to the different sizes and weights of covers and the different ways of making cabinets the sizes of springs and direction of pull must vary so it becomes a problem in engineering to design a support which will act properly on your machine.

We furnish diagrams and if you are a manufacturer and will give us the proper information We will design a balance which we guarantee will work satisfactorily on your machine.

We will furnish you a sample to try.

We will furnish a blue print showing how to apply correctly—AT NO COST TO YOU!

When a balance is applied at one side, as it is in most cases, there is a tendency to warp or twist the cover so it will stand open on one corner.

We have overcome this trouble so that if our support is applied according to our blue prints OUR BALANCE WILL NOT WARP THE COVER

NOTICE OUR TOP CONNECTION, WHICH ADJUSTS ITSELF TO ANY BEVEL WITHOUT BENDING!
The Most Discriminating Trade Appreciates---

The "FAIRY" Phonograph Lamp

It "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 equaling that of the best and most expensive instruments.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

No matter how high grade the instruments you carry, the "FAIRY" PHONOGRAPH LAMP in tonal production, in artistry of design, equals the best.

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.
**50,000**

*High-Class Cabinets for 1920 at Our Factory*

This is only part of our cabinet output for 1920. This factory is now in full operation and shipments will begin on or about December 20th.

**Jobbers: assemblers and other big operators** looking for three high-class cabinets, with or without motors, get into communication with us at once.

**Three Styles of medium priced cabinets at best market prices.**

- No. 100, 45½ inches high, in golden oak or mahogany.
- No. 125, 48 inches high, in golden oak or mahogany.
- No. 150, 50 inches high, in golden oak or mahogany.

Best quotations and samples submitted to well rated jobbers, assemblers and phonograph specialists.

Motors and tone arms will be furnished at lowest factory cost. We will assemble your cabinets with your own motors and tone arms at a reasonable cost.

**Write to the**

**GREAT EASTERN MANUFACTURERS COMPANY**

NAT KAWIN

Director of Sales for the Associate Factories

316 South Wabash Avenue

CHICAGO, ILLINOIS

FROM OUR CHICAGO HEADQUARTERS—(Continued from Page 136)

maker's—and we believe that all of them are worth having. We know that all of these are good machines, mechanically; it is simply a question of the one you like best—the tone that pleases you most.

"The Steger is the name of the instrument featured in this new section downstairs. It is made by the Steger & Sons Piano Mfg. Co., which was established in 1876. We chose this instrument because it appealed to us as being worthy."

Following this are presented other facts connected with the Steger phonographs, similar to the above, but this is an example of the copy made by the Steger & Sons Piano Mfg. Co., which pleases you most.

"We are working very successfully along conservative lines and on a cash basis. "We are working very successfully along conservative lines and on a cash basis."

"The repairman's stethoscope." The Empire Talking Machine Co., of Chicago, has prepared for the use of their dealers a new and attractive window easel picturing the "Empire" in the home. The card is in colors and stands about two feet high, calling attention to the talking machine in a most appropriate way.

Add to Consolidated Force

The Consolidated Talking Machine Co., located at 227 West Washington street, announce the following additions to their sales force: J. L. Charles has been made head of the sales department for Indiana, with headquarters located at Indianapolis. The Texas territory has been assigned to U. Fosich.

To Distribute Vitanola

David Falk has organized the Falk Phonograph Co., which will undertake to cover the territory of Illinois and Indiana for Vitanola instruments. With the exception of the larger cities in Indiana...
DECEMBER 15, 1919
THE TALKING MACHINE WORLD
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)
and Illinois, Mr. Falk, together with other sales representatives will work in conjunction with the Vitaphone advertising and sales campaign now under way. In addition to the Vitaphone instruments they will handle talking machine accessories.

In Downtown Offices
Newman Bros., manufacturers of the Newman Bros. phonographs, have secured space in the Fine Arts building, where their headquarters will henceforth be located. The factories at Chileno avenue and Dix street are now recovered from the fire of a few weeks ago and production is going on at capacity. The new headquarters are on the sixth floor of the Fine Arts and it is here that President L. M. Newman and Vice-President and Secretary G. R. Newman will be located. The increasing demand for this company's product necessitated the central location and will also permit of larger manufacturing facilities at the Chicago avenue plant.

Handle the Manophone
Wyman Bab & Co., located in the Republic building, have secured the local agency for the Manophone. An attractive sign in their window on the sixth floor announces the fact that Wyman Bab & Co. are now handling this machine.

New World Travelers
E. C. Cook, sales manager of the World Phonograph Co., announces the addition of two more traveling representatives to their selling force. The men are O. T. Lytle, of Parkersburg, W. Va., and J. P. Miller, of Pittsburgh, Pa. Both gentlemen have had extensive experience in the marketing of talking machines. Mr. Miller has been connected with several retail Victrola dealers, such as G. C. Mellor and the W. P. Proctor Piano Co., of the city of Pittsburgh. Mr. Lytle, previous to the war, was manager of the Victor department of Dills Bros. & Co., of Parkersburg, W. Va., and specialized in Victor educational work. Since his release from the army Mr. Lytle has been representing the Newco Co. of Pittsburgh, Pa., in the southern states. This position he has occupied up until a few weeks ago, when he became manager of sales in the southeastern states for the

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 parts. No wabbly mechanism.

Can Also be Used as Hand Brake
The Ferro-Stop is a combination hand brake and automatic stop. Works positively either way.

Samples
$1.00 Each
Cash with order
State make of tone arm used
Also made with long brake shoe for 1 inch offset

Equip Your Phonographs With
Perfect Automatic Brakes

Samples
$1.00 Each
Cash with order
State make of tone arm used

Write for attractive quantity prices

CHICAGO FERROTYPE CO.
PHONOGRAPH PARTS DIVISION
1455 Congress St., Chicago, Illinois

J. P. Miller
United States, it is expected that the greatly increased output to be secured by the new factory purchased in South Chicago will enable them to take care of additional business in the coming year.

Demand for Cover Supports
An indication of the fact that the new year's business will continue to be as good, if not better, than the business which has been enjoyed during the past few months is shown by the expansion (Continued on Page 141.)

O. T. Lytle

CHICAGO FERROTYPE CO., where he achieved success.
The addition of the two above named travelers to the World force is in accordance with their

Policy of expansion. Although the World Co. has been experiencing great difficulty in fulfilling the demands of World dealers throughout the

CHICAGO FERROTYPE CO.
PHONOGRAPH PARTS DIVISION
1455 Congress St., Chicago, Illinois
REMEmBER---There Is No Time Like the Present!
Get in touch with us and let us tell you how you can share in this profit on

OKEH RECORDS
A QUALITY RECORD!

OkeH Records include the best efforts of the continent’s most popular and talented artists.

OkeH Records move rapidly and show a mighty good margin of profit.

12-20 NORTH MICHIGAN AVE., CHICAGO
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 140)

wherein they have installed the latest apparatus for making special tests of talking machine motors. This new department is under the charge of August Larou, whose duty it is to go out into the regular testing room and select at random an ironclad motor, bring it into this special room, and subject it to the most rigid inspection. In this manner close tab is kept on all ironclad motors as regards uniformity of speed and power. One part of this test is placing a record on the turntable and setting the tone arm in position for playing and then starting the motor, which must attain full speed within four revolutions of the turntable, before it is passed.

The Cherington Co. will be located in space 134 at the National Music Show, February 2 to 7. The booth will be in charge of Harry Carroll, vice-president and sales manager, and in all probability G. T. Cherington, president and treasurer of the company, will be in attendance for several days. The Cherington Co.'s full line of spring motors, as well as their tone arms and other hardware, will be on display.

New Line of Accessories

The Jewel Phonoparts Co. expects to come out in 1920 with a new line of talking machine accessories, such as an automatic stop, a cover lift and a tone controller. This latter contrivance is said to eliminate the necessity of equipping a cabinet phonograph with a regulation tone modifier and is to be applied to the reproducer. They recently installed a new plating department wherein all nickel plating, gold plating, etc., used in the Fulton motors, tone-arms, etc., is being done.

Change in Victoria Dept.

The retail interests in the talking machine department of the George F. Bent Wabash Ave. store were recently sold to Charles M. Bent, R. B. Corcoran and H. J. McFarland. These three have formed a partnership which will be known as the Music Shop, Incorporated, and the firm will operate the talking machines department as a separate and distinct unit from the regular piano departments proper. The new organization will get the lease on the basement, first and mezzanine floors, which parts of the building will be used for the retailing of talking machines, records and accessories.

The sale of the talking machine department of the Bent establishment will in no way affect the present piano business, except in regard to some slight changes in the parts of the building now used for talking machines, to conform to the ideas of the new owners.

Have Large Motor Output

News comes from the plant of Fulton Bros. at Waukegan, Ill., manufacturers of the well known Fulton motor, that they have now reached the capacity of one hundred three spring motors per day and they anticipate before many moons to increase this to 500 per day. Every part used in the Fulton motor is new made in their own plant. They recently installed a new plating department wherein all nickel plating, gold plating, etc., used in the Fulton motors, tone-arms, etc., is being done.

Placed With Automatic Stop

The Chicago Ferrotype Co. of this city are in receipt of the following letter: "The outfit has arrived, and we are pleased to find everything working fine. You certainly have the best automatic stop we have tried; of course it costs more than the others that we have tried, but it is well worth the difference in price as there is no guess work about its stopping on all records at the right time."

Lectures on Tone Production

William Brail White, technical editor of The Talking Machine World, has been carrying on a series of lectures on "The Mechanics of Tone Production" to different organizations of the city. On November 18, he addressed students of the Northwestern University on this subject and later spoke before the class in sociology of the same university on the subject, "Music As a Social Agency." This class, under the direction of Professor Elliott, hears each week a prominent musician in various lines of professional and industrial work talk on subjects related to the general topic of sociology. The various culture agencies are taken up in detail, and it was thought only appropriate that music, one of the greatest of these, should be emphasized. Other organizations before which The World technician spoke have been the Illinois Federation of Music Clubs, Society of American Musicians and Cosmopolitan School of Music.

Shortage of Cabinets

The Chicago Tribune recently printed in their advertising columns a blind advertisement of a talking machine company which is looking for a furniture factory to be used for cabinet manufacturing purposes. The ad read as follows: "We want to buy a furniture factory. We are ready to purchase a modern furniture or cabinet factory, suitable for conversion into production of phonograph cabinets. Will consider old or gone property. Our resources will permit development and enlargement for the factory we purchase. What have you to offer? Communications treated confidentially."

Pathé Men Meet Here

Officials and jobbers of the Pathé Freres Phonograph Co. gathered in Chicago during the latter part of November to hold their annual informal caucus and dinner at the Congress Hotel. The annual dinner was held and plans for the coming year were made over at the dinner. The dinner was held in the Francis I room of the Congress Hotel. The Chicago Tribune recently printed in their advertising columns a blind advertisement of a talking machine company which is looking for a furniture factory to be used for cabinet manufacturing purposes. We are ready to purchase a modern furniture or cabinet factory, suitable for conversion into production of phonograph cabinets. Will consider old or gone property. Our resources will permit development and enlargement for the factory we purchase. What have you to offer? Communications treated confidentially."

The greatest month in the greatest year in the history of the talking Machine Industry is drawing to a close.

Everywhere there is a hustle and bustle of Activity. Industry, and especially that part of it concerned with the manufacture of Talking Machines, is working to capacity and has great numbers of unfilled orders, as yet untouched.

We, like all other manufacturers of good instruments, are greatly oversold—still, orders continue to pour in. It is beyond us, at present, to say when we shall be able to catch up with the deliveries—but in the midst of all this rush we pause to extend the Season's Greetings to all friends of Phoenix, prospective and present alike.

PHOENIX PHONOGRAPH CO.

2504-06 W. Van Buren St.

Phone Seeley 4320

Chicago, Ill.
Edison Amberola Message No. 1

Happiness is achieved by many means. Music is one of the most effective of them.

The merchant who sells Edison Diamond Amberola Phonographs and Amberola Records is an important factor in making happier the homes in his community.

This merchant is a man worth knowing. He realizes the prestige an Edison Amberola Dealership gives his store. You will find him proud of his Edison Dealership and of the good he is doing in his community.

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
Happenings in Dominion of Canada

TORONTO TRADE FINDS PUBLIC MUCH MORE CRITICAL IN BUYING

This Applies to Both Records and Machines—H. S. Berliner a Visitor—Brunswick Canadian Products Co., Ltd., May Locate in Woodstock—Some Recent Incorporations and Other News of Interest

Toronto, Ont.—December 4.—The present trend in the talking field is well revealed in the experience of a local manufacturer who remarked: “One of our customers—one time ago placed an order for a quantity of machines. Seventy of them were for the style retailing at $135, and today he came along and asked us to change his order—to make fifty of those seventy machines for the $200 type instead of the $135 one.”

Another firm interviewed singled out for special mention the growing list of dealers who in their orders were ranging from 60 per cent. or more no motorcycles in oak cabinets.

Kicking around among dealers and salesmen when they are talking shop—but not for publication—one cannot help but observe how much more thorough recording the records compared to a year or two ago. The men out on the firing line are “up” in music as never before. This is a healthy sign. Such interest is only bestowed upon merchandise of the high standard that record music measures up to. Such details would go pretty much unnoticed as a general rule if the public had not reached the stage wherein they were expected of their highest musical tastes to be ministered to by the variety of music provided in a catalogue of phonograph records.

Accessories have become an important part of the dealer’s business throughout the Dominion. Asked to account for the growing amount of sales in this field a dealer remarked: “In the first place the sales of instruments made to date by my competitors and myself have created a list of needle customers that means something. Then there is a sort of friendly rivalry amongst friends who own instruments. One likes to have his instrument equipped with a certain needle, an automatic stop, a record cleaner, or some other little accessory before his friends. On the other hand, if a friend gets it first, he and the others, not to lag behind, must have it, too. These accessories not only mean cash sales in themselves, but they help keep up the owner’s keen interest in the machine. Also, accessories coming in for accessories are usually good for another batch of records.”

This dealer’s experience is strongly confirmed by the amount of business that jobbers are doing in needles, alcohols, record cleaning compound and numerous devices that are on the market.

Another noticeable thing about talking machine parts that dealers are reporting is the added interest in the quality of machines. Accessory manufacturers are coming in for accessories are usually good for another batch of records.”

Another dealer’s experience is strongly confirmed by the amount of business that jobbers are doing in needles, alcohols, record cleaning compound and numerous devices that are on the market.

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENE MANUFACTURING CO.

MONTVALE, NEW JERSEY


Montreal, Can., December 2.—Talking machines was a topic which interested the members of the Kiwanis Club at a recent luncheon held in the Queen’s Hotel, this city, on December 2. Mr. Robert H. Berliner, vice-president of the Berliner Gramophone Co., Ltd., addressed the meeting and in a plain matter of fact talk gave a glance at the romance of the talking machine, the growth of its invention and development. He said: “Some idea of the growth of the business is gained from the fact that in 1900 the total retail business in Canada was less than $100,000. For this year the estimate of retail value is $29,000,000. The business has been growing at the rate of 50 per cent per annum for the last three years.”

Before the conclusion of the address the sealing capacity of their amplification nerves, N. H. Philley, Ltd., Halifax, N. S., recently gave one of the series of Twilight recitals which are the musical feature of the week in Halifax. In addition to prominent local talent Carolina Lazzaert, contralto, sang “Oh Promise Me” through the medium of the New Edison. Guido Cicerioli was assisted by the same satisfying ensembles, as well as some stirring band and orchestral Edison Re-creations.

James Ogilvy & Sons, Ltd., one of Montreal’s largest departmental stores, have secured the rights of retailing a line of phonograph records and are using printer’s ink freely to introduce this line to prospective customers.

One of the most active campaigns in Montreal was conducted by J. L. Pang during the recent Victory Loan campaign amongst the employees of the Berliner Gramophone Co., Ltd., who won the Prize of Wales Home Emblem and were awarded the Day. The company doubled the amount subscribed for last year.

The McClave-Isbell Furniture Co., Sherbrooke, Que., recently gave before a capacity audience a demonstration of the Aeolian-Vocalion and reported several sales and a large list of prospective customers as the direct result of this mode of presentation, as the direct result of this publicity.

W. H. Thorne & Co., Ltd., St. John, N. B., jobbers for the Maritime Provinces for the New Edison Diamond disc, this week opened the season of an enjoyable concert given in the Imperial Theatre by the Bellevue songstress, Miss. Veriet, assisted by Victor Young, pianist, in a neatly printed folder as a souvenir of the occasion. Invitations were issued and the largest theatre in St. John secured for the occasion. It was an afternoon affair and the concert was given in conjunction with an Edison tone-test, the program affording much pleasure.
WISHES YOU
A Merry Christmas and a
Prosperous New Year

Pathe Freres Phonograph Co.
EUGENE A. WIDMANN, Pres.

Grand Avenue
Brooklyn, N. Y., U. S. A.
and London, England
The Pathe Freres Phonograph Co.-of Canada, Ltd., Toronto

DISTRIBUTERS

Hallet & Davis Piano Co. 146 Boylston St., Boston, Mass.
Bristol & Barber 111 East 14th St., New York
National Piano Co. 305-307 N. Howard St., Baltimore, Md.
Rochester Phonograph Co., Inc. 44 Clinton Ave., North Rochester, N. Y.
Buffalo Wholesale Hardware Co. 371 Washington St., Buffalo, N. Y.
Weaver Piano Company York, Pa.

M. Seller & Co. Fifth and Pine Streets, Portland, Oregon
M. Seller & Co. Spokane, Washington
Wm. Volker & Co. Main, 8d and 3d Sts., Kansas City, Mo.
Wm. Volker & Co. Houston, Texas
Wm. Volker & Co. Denver, Colorado
Armstrong Furniture Co. 40 N. Main St., Memphis, Tenn.
John A. Futch Co. 630 Washington St., Jacksonville, Fla.
Gray & Dudley Co. Nashville, Tenn.
Harbour-Longmire Phonograph Co. 1091 Elm St., Dallas, Texas
Pathe Freres Phonograph Company City Sales Department 18 East 42nd St., New York

Harbour-Longmire Phonograph Co. 311 W, Main St., Oklahoma City, Okla.
The Fischer Company 310 Chestnut Ave., Cleveland, Ohio
The Fischer Company 44-46 Pine St., Cincinnati, Ohio
Churchill Drug Co. Peoria, Ill.
Churchill Drug Co. Cedar Rapids, lA.
Fuller-Morrison Co. 509 W. Randolph St., Chicago, Ill.
Rice-Six Dry Goods Co. St. Louis, Mo.

Mooney, Muller & Ward Company 191 S. Marden St., Indianapolis, Ind.
Salt Lake Hardware Co. Salt Lake City, Utah
G. Sommers & Co. Park Square, St. Paul, Minn.
Williams, Davis, Brooks & Hinshman Sons 26 Congress St., Detroit, Mich.
Wright & Wilhelmy Co. Tenth and Jackson Sts., Omaha, Neb.
Western Phonograph Co. 555 Market St., San Francisco, Cal.
Western Phonograph Co. 820 S. Broadway, Los Angeles, Cal.
Morley Murphy Hardware Company Green Bay, Wis.
Your Golden Opportunity—There are BIG Profits in Pathe

Get ON the ladder—Don’t pass UNDER—it’s UNLUCKY— for YOUR business—

Be Ready for 1920

Write or wire today for your free copy of THE OTHER 20%

It may start you on The Royal Road to Fortune. It will surely show you how to make more money every day. Do it Now!

Pathe Freres Phonograph Co.
EUGENE A. WIDMANN, President

20-52 Grand Avenue, Brooklyn, N.Y., U.S.A.

AND LONDON, ENGLAND

PATHÉ FRÈRES PHONOGRAPH CO., LTD., OF CANADA, TORONTO
Stracciari sings "Santa Lucia." Columbia 78100.

Columbia Graphophone Co.
NEW YORK

KNICKERBOCKER MONTHLY REUNION

Recital, Business Meeting and Luncheon Attended
By Many Victor Dealers—Examples of Window Display Shown Win Commendation

An exceptionally large attendance of metropolitan Victor dealers was reported at the regular monthly record recital, business meeting and luncheon held Friday, November 28, in the auditorium at the headquarters of the Knickerbocker Talking Machine Co., metropolitan Victor wholesalers. This company followed their usual custom of entertaining their visitors at luncheon at the Hotel Theresa. The trade service department prepared many excellent examples of window display as suggestions for dealers which were shown in the windows along Knickerbocker street. This department, under the personal supervision of Carl Weiler, an expert in this line, has already reached large proportions. In a letter sent to the trade the announcement is made that this window dressing service is open to all Victor dealers irrespective of whether they are Knickerbocker dealers or not. The object of this department is to provide the many dealers who cannot personally employ an expert window dresser with an equal service at a much lower cost.

Attractive Knickerbocker window displays have recently been installed in all sections of the city. Among recent installations were the windows of F. L. Steers & Co., 145th street and Broadway; Abelowitz Phonograph Co., 1353 St. Nicholas avenue; Piser & Co., 150th street and Third avenue; Win. Ehrhardt, 790 East 180th street, and John Schick, 957 Third avenue. In the December issue of Knickerbocker news service a suggestion for the window is made that includes a Victrola VI, a Jones-Motrola and Ragtime Rastus, a dancing phonograph toy made by the National Ro., of Boston, Mass.

ENTER SUIT RE CABINET MOULDINGS

Beecroft-Blackman, Inc., have advised the trade that they have entered suit against the George A. Long Cabinet Co., Hanover, Pa., and Lawrence J. Rooney, a local dealer, claiming infringements of the Beecroft patents covering patent moulding on record cabinets. An injunction and damages are asked in the suit which has been filed in the United States District Court, Southern district of New York. The defendant has filed its answer and an early trial is expected.

The executive heads of Beecroft-Blackman, Inc., are Clement Beecroft, who has been identified with the record cabinet industry for many years, and J. Newcomb Blackman, president of the Blackman Talking Machine Co., New York, Victor wholesalers. The company controls the Beecroft patents and states it has licensed manufacturers under these patents.

The Geo. Long Co. has advised the trade that its clients will be protected and that it will defend the action.

Dark days are good for any man; they make him use his brains and plan, conserve his capital and learn to value dollars he may earn. So, Mr. Talking Machine Man, don't fret when come the days dark blue and wet, look forth with calm, undaunted gaze, and say, "I like these gloomy days!"

FOR EDISON DEALERS—

The Bliss Universal Attachment

Straight bore, loudest reproduction, all brass, lightest weight, least wear on record.
Centers correctly on all records. The best attachment at the right price.

THE BLISS REPRODUCER—
The only reproducer for high-grade instruments.

Fully Guaranteed. Test it for volume, tone, balance, articulation. There are none "just as good."

Bliss Reproducer, Inc.

80 Fifth Avenue

IF YOU have not written in about the Talking Machine World Service you are not doing everything possible to increase your business.

P. S. It costs nothing to find out, so why not know all about it. See Page 177

fringements of the Beecroft patents covering patent moulding on record cabinets. An injunction and damages are asked in the suit which has been filed in the United States District Court, Southern district of New York. The defendant has filed its answer and an early trial is expected.

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FIRST ANNOUNCEMENT

THE Amplifone for Musical Demonstrations by wire

The Amplifone actually permits selling Records & Machines by telephone!

“Caruso will sing for you over the phone,” is the way one firm introduced the use of the Amplifone in its territory. The results were startling. In three weeks time the Amplifone paid for itself and for a year’s toll on the separate trunk telephone line.

The novelty of being able to give a phonograph concert over the wire will draw profitable attention to your store and your product.

A host of new phonograph and talking machine owners will be added to your list after the holiday buying. Where will these people buy their records? Make sure of a bulk of this record business by being the first dealer in your territory to install the Amplifone.

Clear Telephone Concerts

By means of its highly sensitized transmitter, the Amplifone enlarges tone for telephone concerts taking out all the harshness and blur of telephonic communication. Music at the other end of the wire, played through the Amplifone, sounds just as clearly and distinctly as it does in the same room with the instrument that is being played. The Amplifone is encased in mahogany cabinet 54 x 64 inches mounted on a pedestal of statuary bronze. It is protected against jar and heavily guaranteed to work satisfactorily. It can be attached to any ordinary desk or wall telephone in a few moments without expert help, and can be used to demonstrate by wire any musical instrument made. Wire immediately or write by special delivery for prices and literature.

Will you be the first one to announce this remarkable innovation in your locality?

The Amplifone Company
110 North Pennsylvania St., Indianapolis
The New Model "E"
Garford Phonograph

The Greatest Value on the Market
Immediate Deliveries in Any Quantity

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" the Year Round

We have an Attractive Dealer Proposition

The GARFORD MFG., CO.
ELYRIA, OHIO
ART HICKMAN RECORDS A BIG SENSATION ON THE PACIFIC COAST

Golden Gate Surrenders to Jazz Music and Sales Are Tremendous—Columbia Co. Entertains Dealers at Hotel St. Francis—Hickman's Orchestra Receives Ovation—Live News of the Month

SAN FRANCISCO, Cal., December 5.—The vogue for Art Hickman records made by the Columbia Co., is the sensation of the month in California. Record-breaking record sales are reported from all strategic points down the Coast. The Coast has surrendered to jazz a la Hickman and the general interest in syncopated music is such that many dealers feel safe in prophesying a decided revival in the line. The great demand is for dance music with a kick and swing, so whatever the line. Dealers feel safe in prophesying a decided revival.

The Columbia Graphophone Co., entertained the talking machine trade at a dinner in the Colonial ball room of the Hotel St. Francis late last month in celebration of the extraordinary success of the new Art Hickman records. Art Hickman and his orchestra appeared at the function both in person and via the Grafonola. The orchestra played all the pieces on the records and the guesstdanced—there were about 175 representatives of the trade present. Nathan F. Milner, the local manager of the Columbia Co., was master of ceremonies and acquitted himself nobly, especially in the delicate matter of providing cocktails peculiar to the former era. In appreciation of his creative genius, Chef Victor Hirtzler, of the St. Francis, was formally presented with a complete set of the Hickman records. Art Hickman and his forces were deeply touched by the moving oration accorded them entertainment and they expressed their emotions by rising to the supreme height accorded their entertainment and they expressed their appreciation and good wishes to the Columbia Co. and its management.

Mrs. M. Christianer, formerly with Sherman, & Co. and Kohler & Chase, has accepted the position of manager of the Columbia Co., of Vancouver, is now on the Kohler & Chase force under Mr. Edwards, the manager. Audrey McCarthy has special need for his genial personality these days in an effort to supply the needs of the Victor dealers. He has been keeping the trade constructively hopeful and now that the Victor output is about normal he feels relieved. He is looking for large shipments soon—enough to satisfy demands, it is hoped.

UNIVERSAL TONE ARM

Patented May 13th, 1919

Talking machine manufacturers should anticipate their tone arm needs early to insure prompt delivery. The demand for phonographs this fall will be very large, and it is the manufacturer who places his order early that will be given the benefit of Empire service. Get in touch with us at once and secure our quantity prices on this splendid equipment.

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 W. Washb. Ave.—CHICAGO, IIL. Factory—1108 W. 9th St. —CLEVELAND, OHIO
THE TALKING MACHINE WORLD

DECEMBER 15, 1919

This Advertising Helps You

THESE Christmas Advertisements of the Columbia Grafonola are reproductions of pages and double pages in color which are part of the intensive Christmas campaign with which we are backing up Columbia dealers. They will appear in the most important publications of the country, with a total circulation of more than 15,000,000, and will reach the very cream of the American buying public. Take advantage of this chance for the biggest Christmas season you ever had! Use our free Monthly Advertising Service! Use our Dealer Helps! Push your sales! Get busy! Co-operate!

COLUMBIA GRAPHOPHONE COMPANY
New York
Canadian Factory: Toronto

Columbia

Columbia Grafonola

The Christmas Present that Fills the Year

The Columbia Grafonola and Columbia Records will put real, heart filling joy into your Christmas. And they will carry the glad Christmas spirit on through all the year. For Columbia music is joyful music — new, sparkling dance records, the latest song hits, gems of grand opera, popular and classic selections played by the world's greatest bands and orchestras.

Columbia Records mirror magically the voice of the singer, the rich harmonies of wood-winds, strings, and brass. The Grafonola makes every record a perfect joy, so wonderfully pure and clear is its tone. Standard Models, $15 to $300. Period Designs, $300 to $1,000.

COLUMBIA GRAPHOPHONE COMPANY, NEW YORK
London Office: 60 Charlotte Street, E.C.
The Columbia Grafonola

Which Grafonola will you give for Christmas?

For your own music, or as a gift, the Columbia Grafonola offers your choice of modern, commodious and handsome cabinets to suit every home. The latest and most beautiful designs are featured in this advertisement. The Grafonola is a most attractive cabinet model, and makes a most elegant gift for any home. The Grafonola is available in many different styles and sizes.

Happy Music for Yuletide

For a Merry Musical Christmas

and Many Melodious Years to Come
Atop The Motor Board

EQUIPMENT that goes on top of your motor board, aside from utility and service, must look attractive to insure maximum selling results.

The tone arm and automatic stop we now offer is just such equipment. Both are what one large user aptly put it—"eye-sweet"—and behind their attractive appearance are utility and guaranteed service, which are insured by design, materials and workmanship unsurpassed in the field of mechanical construction.

In presenting this new universal tone arm there are three outstanding essential features that stamp it as unique and superior—features that will be immediately recognized and enthusiastically endorsed:

The tone arm and reproducer are wholly made of brass insuring supreme tonal qualities.

The design is surpassing in appearance and scientifically conceived to reproduce a full, resonant, mellow tone of unrivaled volume and clearness.

Its universality is accomplished by extremely simple and positive means, permitting the playing of all makes of disc records with ease and uniformly high-quality reproduction; perfect needle centering is maintained in both positions.

The reproducer that completes this supreme-quality playing unit is constructed throughout of brass and so designed as to incorporate every fundamental mechanical improvement—a scientific treatment to the minutest detail. This reproducer—the soul of the phonograph—is non-blasting and of a construction that takes advantage of every natural sound-reproducing element.

The final result is a tone arm and reproducer that brings out a warmth and richness of tone, with bell-like clearness, that is captivating.

A New Stop That's Good

Here is an electric automatic stop, the result of two years' experimentation and test, which works every shot; simple to install, positive in action and instantaneous in operation.

Besides its practicability as an automatic stop, the design and construction are such as to make it an ornament for any cabinet.

Get acquainted with this trouble-proof, sales-promoting automatic stop, universally adapted for installation on all makes of tone arms.

PRESTO PHONOGRAPH PARTS CORPORATION

124-132 Pearl Street

BROOKLYN, N. Y.
RETURNS FROM WESTERN TRIP

Frank K. Pennington, of Columbia Co., Gives Excellent Reports of Business Conditions in the West—Branch Managers Enthusiastic in Their Predictions for 1920—Look for Banner Sales

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., New York, returned recently from a two-weeks' stay at the company's Chicago branch, subsequent to which he visited the Minneapolis, St. Louis and Indianapolis branches. The latter states that business throughout the West is excellent, and that the

their headquarters when visiting that city. F. B. Niles, who was recently appointed assistant manager of the Indianapolis branch after spending some time in the general sales department in New York, is proving a valuable assistant to Mr. Brown.

CANDELILLA WAX IN MEXICO

Production of This Wax Used in Making Records Has Grown to an Important Industry—31,815,091 Pounds Sent to U. S. During the Year

In the district of Monterey, Mexico, the production of candelilla wax, which is used extensively in the manufacture of records, is an industry of importance, according to advices from View Consul Thomas Dickinson. During the year there were exported to the United States 31,815,091 pounds with a value of $144,000.

Candelilla is a shrub that grows very extensively in most sections of Nuevo Leon, entirely without cultivation. The average shrub is about twenty-five inches high. Some plants, however, are about forty inches in height. After the shrub is pulled out of the earth it is placed in wooden tanks of water which is heated to the boiling point. When the water is boiling a certain proportion of sulphuric acid is put in the tanks. As soon as the acid comes in contact with the wax, the wax comes to the surface, is collected and put in receptacles until it congeals; it is then put in a wooden tank, where steam is used to dissolve the wax and sulphuric acid is added a second time. The wax, now in a refined state, is allowed to harden in certain molds. It is then ready for shipment.

In this northern district there are about twenty-five candelilla wax factories, all of which were in operation during the year. The price of this wax was forty-five cents per pound, f. o. b. Laredo, Tex., but toward the end of the year the price dropped to twenty-eight to thirty cents a pound.

EDISON AIDED ACTOR'S FUND

Among the letters greatly prized by Daniel Frohman, president of the Actor's Fund of America, is the following endorsement for the campaign for funds which came from Thomas A. Edison: "I am heartily in favor of the Actor's Fund of America. In this world of worry the actor is a ray of sunshine. They, who do not tread the road to wealth, should have a warm place in our affection."

Let's get together

And talk over the Veeeo 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 Veeeo motor is a large asset to the manufacturer as well, being particularly effective in the period models. For both manufacturer and dealer the Veeeo 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 15½-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 PHONOGRAPH OF QUALITY!

The Three Big Sales Factors

PURITY OF TONE
BEAUTY OF DESIGN
QUALITY OF WORKMANSHIP

Four months old and we are firmly established in the phonograph field.

The “Metro” is now famous for its magnificent tone because it REALLY has genuine excellence and beauty of tone, which is the big vital point to success.

We regret to have disappointed some of our dealers. This was unavoidable because the demands made upon us by our first dealers were so great we could not satisfy the later ones.

However, we are getting ready for 1920. Look out for our next adv. An exclusive “Metro” design will then appear.

Metro NYC PHONOGRAPH CO.

SALES ROOMS
154 Nassau Street
(City Hall Sq.)

FACTORY
55 Vesey Street
The Paulist Choristers of Chicago, prize winners at Paris, who have sung for the Pope, sing "Adeste Fideles" and "Nearer My God to Thee."
A-2807.

Columbia Graphophone Co.
NEW YORK

ELDREDGE R. JOHNSON A FORCE IN THE INDUSTRY

Personally Responsible for Many of Those Qualities and Refinements Which Are Continually Being Made in the Victor Products

One of the notable characteristics of great leaders of industry in America is their lack of desire for publicity—the avoidance of any desire to play a prominent part in the theatre of current events. This trend is well illustrated in Eldredge R. Johnson, president of the Victor Talking Machine Co. Here is a man whose modesty as far as personal publicity is concerned has ever proved a difficult personage for members of the press to interview. During a recent visit to Camden, one of the editors of The World had the rare opportunity of visiting the office of Mr. Johnson and of greeting the distinguished head of the Victor organization at his desk in the executive building of the Victor Co. His impressions from this visit are worthy of record in type, because Mr. Johnson and the Victor product occupy such a leading position in the industry of which The World is the leading representative, journalistically.

Mr. Johnson, tall and of excellent physique, is today enjoying very good health. It is clear that he proposes to continue maintaining an intimate contact with the affairs of the great company of which he is the chief official. This is evident from his varied activities.

It would be difficult to visit any office where such an atmosphere of refinement prevails as that which obtains in Mr. Johnson's sanctum sanctorum. The furniture and garnishments reflect the artistic inclinations and accomplishments of Mr. Johnson. A connoisseur in objects d'art and interior decoration would find a formidable rival in him, so artistic and far-reaching has been his study along the lines of home furnishings. Indeed, after a close inspection of Mr. Johnson's office, one is apt to quickly arrive at the idea that the development of the Victrola is in itself a logical outcome of the evolution of his thought along the lines of how to make one's home surroundings most attractive. He clearly realized the value of music as one of the greatest influences in the home and the value of a medium such as the Victrola, which reproduces it so admirably as to win the encomiums of the most discriminating musicians of the country.

It is very easy to deduce that Mr. Johnson is personally responsible for a very large percentage of those qualities and refinements which are continually being made in the Victor products. Once you have the privilege of being close to him while in action, the effect of his master hand and master mind is apparent in multitudinous ways, and this application to the Victor business is obvious. One need talk with him less than three minutes to feel the power of the resistless energy and ambition with which he is endowed and to appreciate the fact that this power is intelligently applied to the end that the company which he is serving scores new and ever greater accomplishments in the music, artistic and industrial worlds.

SUCCESSFUL SALESMAINSHP SCHOOL

Mickel Bros. Victor Salesmanship School in Des Moines Well Patronized

The Mickel School of Victor Salesmanship, which was opened by George E. Mickel in the latter part of November at the establishment in Des Moines, has met with even greater success than Mr. Mickel had anticipated. The school is conducted by Miss Mayme Jardine, who is thoroughly competent and capable of taking charge of such work. In fact, she was recently called to the Victor Co. in Camden to assist in work in connection with the educational department. This school, which is the only one of its kind outside of the Victor Red Seal School, is conducted for the purpose of educating the employers of Victor dealers in the proper methods of selling Victor merchandise. No branch of salesmanship is omitted. Not only are the classes taught the many selling features of Victor goods, but they are also instructed on the essentials of politeness and proper appearance before their customers. The list of those attending shows that not only are the nearby communities taking advantage of this unusual opportunity, but also those in the bordering states as well. At the completion of the course, each pupil is awarded a regular diploma by Mr. Mickel, stating that the person holding it is capable of serving as a Victor salesman. That the employers of those taking this course in salesmanship appreciate the value of training in this school, is indicated by the many unsolicited letters which Mr. Mickel has received.

20th Century Reproducer
GEIER & BLUHM
TROY, N. Y.

Die Casting
Automatic Machine Work
Nickel and Gold Plating
Assembling
Phonograph Accessories
Quantity Production of Special Requirements.

Don't order your Sound Boxes until you have seen and heard our 20th century model ready after Jan. 15, 1920 Greatest surprise, unsurpassed sweetness in TONE. Reasonable price; Guaranteed quality. Send for sample.

JAMES GEIER
G. & B. PHONOGRAPH DEPT.
TROY, N. Y.
Every LIBERTY RECORD is a Masterpiece

The superiority of the Liberty lateral 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 record in the world.

The only true lateral 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
THE VISION
Devoted to the Interests of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

Mr. Sawyer, head of the personnel department of the Indianapolis public schools, has purchased from the Indianapolis Talking Machine Co., a Victrola VI and a library of records to carry about the schools showing the value of teaching penmanship in this way. He is the author of a number of books on penmanship and in many of these he has given a list of suggestive records for this work.

Increasing significance is being given the attempt on the part of various national agencies to make use of the talking machine in the public buildings, schools and homes of the country for informative purposes. The Republicans National Committee has begun (co-operating with the Columbia Co.) to circulate speeches on the party's best orators through the means of the record.

A novel request reached one of the prominent talking machine jobbers recently from the Industrial Territory of the International Committee Y. M. C. A., who suggested, as part of the campaign for Thrift Week, a recording outlining the plan of the week to be made by a nationally known banker. In a few years, these ‘novelties’ will become the usual.

Herbert & Hensgen Co., Pathe jobbers, 18 East 42nd street, New York City, have been featuring Rudolf Guns piano recordings for use in music appreciation classes.

Finding that the pastor was unable to hold services at his church one Sunday, Mr. Bailey, of the Bailey-Edwards Co., of Alexandria, Ind., decided to go ahead and hold services without him. The Bailey-Edwards Co., of Alexandria, Ind., de-

THE TALKING MACHINE WORLD

A timely record for schools made by the Columbia Company is ‘Drill Music,’ A907. This record offers stirring band music for two sets of physical exercises, the tempo changing with the character of the exercises. These exercises are founded on the setting-up exercises used in the army and navy, and are such as are now required in all schools due to the general state legislation which compels schools to include physical drill in the activities of the school day.

The close of the great war has aroused considerable interest in the teaching and study of French. Not only have the classes in the schools increased in number but the number of individuals studying privately are legion. Moreover, the type of instructions has changed. Formal text book drill has been abandoned and practical exercises of the spoken language have been substituted, with native teachers, where possible. Probably one of the most useful record the Columbia Co., has made in its foreign language series is the series of French stories recorded by Mlle. Marguerite Clement. Mlle. Clement is a native Frenchian now lecturing and teaching in this country. She speaks with an absolutely pure accent, and possesses a good recording voice. Her records, therefore, are invaluable for inculcating an accurate idea of correct French pronunciation.

Dr. A. J. Aldinger, physical director of the New York City schools, is an enthusiastic for the use of talking machines in the physical training and folk dance work of the city. He believes that the only limit to the possibilities of the work is the imagination of the teachers. The equipment of the city is kept in good condition by constant inspection and direct school reports on talking machine efficiency.

Miss Mayme Jardine has been transferred from Miekels’ wholesale department to the service department of Miekels’ retail store in Bay City, Michigan connected with the Victor jobbers, Denver, Col., is now assistant to Franklin G. Dunham, Educational Director Lauday Bros., Inc., New York City.

An article on "Vitalizing the teaching of Music Appreciation," by George H. Garttan, Director of Music, New York City, Schools, has attracted much attention and received much favorable comment.

Mrs. Florence Johnson Browning is in charge of the educational department of the Indianapolis Talking Machine Co. She has been a teacher of physical training in the Cleveland, O., schools for two years.

Harmony Hull (Harry Beach, Victor dealer, Kalamazoo, Mich.) has sold not only the public schools of the city complete Victor equipment, but has had adopted in the parochial system, music appreciation methods successfully introduced by a member of the Victor educational staff last spring.

Rural school work is attracting the attention of hundreds of dealers, who annually make a selling trip through their territories. The educational departments of the talking machine companies have long been worked and have done intensive.
work in this field, which the Bureau of Education at Washington has co-operated in. The proposed establishment of a Department of Education with a cabinet member at its head, will be of interest to all rural school workers, for this phase of national school activities will be greatly benefited by the use of standard methods, one of which will be in the presentation of music appreciation.

The Department of Education, University of Illinois, Champaign-Urbana, III., has had for some time in preparation a booklet provision of a musical (recording) setting for the poems of Palgrave's Golden Treasury, the standard collection of verse for high schools. The actual preparation of the book has been done in cooperation with the Educational Department of the Victor Talking Machine Co., Camden, N. J.

Columbia dealers are enthusiastic over the Americanization song campaign planned by the educational department of the Columbia Graphophone Co., Woolworth building, New York. Bentley Bull, Songologist, is making a series of cowboy songs from the old-time forty-niner days that form part of the literature of growing American song.

Circulating libraries of records, when properly organized for use in school systems, work the direct advantage of everyone concerned. An article on this important new phase of educational work will appear in the coming number of The Talking Machine World.

Among the important set of records issued by the Columbia Co., which have as their aim purely pedagogical service to the schools is the set of records recorded by Dr. C. E. Sansborn, head of the Department of Psychology of the University of Illinois. These records test with scientific accuracy the native capacities of school children, as well as adults, for their sense of pitch, time, intensity, consonance, and musical memory. Practically all the leading Colleges and Normal Schools of the country are now making use of these records in their departments of education. The National Conference of Music Supervisors, held in May, 1919, at St. Louis, gave endorsement to their use in the public schools, and the Music Supervisors of the country are rapidly making surveys of their school personnel with these records. No dealer should be without a set of these records, for they are the surest means of ingress into school sales.

E. B. Birge, supervisor of music in the Indianapolis schools, is planning a city wide music memory contest, to be carried on through public schools and clubs. The list recently published in the Indianapolis papers contains fifty standard numbers. A large prize winning contest will be held at the end of the school semester.

Address all communications and contributions of news to Vision Editor, Talking Machine World, 573 Fourth Ave., New York City.

**INCORPORATED**

The Emerald Silk Mills, Inc., is the title of a corporation recently incorporated to do business in sound reproducing instruments. The capital stock is $10,000, and those interested are E. A. Higgs, H. deL. Higgs and P. J. Higgs, 6 West 56th street, New York.

**DECLARES REGULAR DIVIDEND**

A quarterly dividend of one and three-quarter per cent has been declared upon the preferred capital stock of the Columbia Graphophone Mfg. Co., payable January 2, 1920, to stockholders of record at the close of business, December 10, 1919.

**NEW DECORATED VICTROLA STYLE**

Beautiful Victrola Finished in Lacquer and With Japanese Decorations Now Being Shipped to the Trade—Wins High Praise

CAMDEN, N. J., December 2.—The Victor Talking Machine Co. has just announced the completion by the Art Department of the company of the first lot of the new Victrola XVII, a handsome instrument finished in lacquer and with Japanese decorations. The new model, which has already been acclaimed upon most favorably by the trade, will be included in the next edition of the Standard Instrument Catalog of the Victor Co. The first shipment will go forward to wholesalers promptly in order that dealers may be in a position to display the new model to the public without delay. It is listed at $650, and with electric motor, $615.

Although the accompanying illustration in black and white does not in any sense do justice to the handsome Japanese colorings of the product itself, it at least gives some idea of the general attractiveness of the style.

**INTERNATIONAL MICA CO. BUSY**

Philadelphia Plant Running at Capacity in Both Insulation and Diaphragm Departments

PHILADELPHIA, PA., December 1.—The International Mica Co. of this city has announced that in spite of the uncertain conditions caused by the miners' strike, the orders and contracts in effect with their customers are being fulfilled in accordance with their requirements and previous delivery dates. The emergency was anticipated and necessary arrangements were made, enabling them to continue their production at full capacity in both the insulation and diaphragm departments.

Customers are the big things in business.

**SAPPHIRE NEEDLES for Edison and Pathe' DIAMOND NEEDLES for Edison**

Highest Quality—Best Prices

**FAVORITE MFG. CO., 1500 Delaware Ave., Brooklyn, N. Y.**
An Opportunity For Dealers

The PURITAN Phonograph literally “speaks for itself”.

There is a richness and purity in the reproduction, quite different from other instruments, that invariably pleases the listener.

The most critical music-lovers declare that such smoothness, clearness and volume of tone have never been produced by ordinary phonographs.

THE REPRODUCER

A new type of sound-box and tone arm gives absolutely free horizontal and vertical movement, enabling the needle to receive ALL THE IMPULSES from the corrugations of the record. The faintest recorded sounds are faithfully transmitted to the ear. The mechanism is very sensitive to record-vibrations, and is the result of long experiment.

The great clearness of tone in the PURITAN is produced by the LONG WOOD HORN

This is an exclusive, patented feature, and CANNOT BE USED BY ANY OTHER MANUFACTURER.

PURITAN LATERAL-CUT RECORDS ARE BRILLIANT AND CONTAIN THE LATEST POPULAR NUMBERS

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable.

EIGHT BEAUTIFUL MODELS NOW READY FOR IMMEDIATE SHIPMENT

WRITE FOR CATALOG AND DEALERSHIP PROPOSITION

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wis.
Model D—$135.00
Dimensions—46 inches high, 22 inches wide, 23 1/2 inches deep.

Model C—$160.00
Dimensions—47 inches high, 22 1/4 inches wide, 24 inches deep.

Immediate Delivery For Holiday Trade

MAHOGANY, GOLDEN and FUMED OAK

Krasberg Motor; Speed Regulator; Tone Modifier; all wood Tone Amplifier; Universal Tone Arm and Sound Box for playing All Records; Shelves and Racks in Cabinet; Guaranteed Product; Handsome Workmanship and Finish; Best Discount on the Market; Ready in Car Lots and Less.

TELEGRAPH THE
PHONOGRAPH DIVISION

THE WISCONSIN CHAIR CO.
PORT WASHINGTON, WIS.
**A Merry Christmas and a Happy New Year**

We extend to the trade the compliments of the season and extend a cordial invitation to Victor dealers to visit Knickerbocker Street and the shops upon it. A good time would be at the next monthly recital of records held in our Auditorium the early part of January.

The Knickerbocker Talking Machine Company

**Metropolitan Victor Wholesalers**

138-140 W. 124th Street

**NEW YORK CITY**

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**REMARKABLE TONE TEST IN ALBANY**

New Edison Comparison Recital at State Armory Thrills Convention of Educators—Marie Tiffany Applauded—Chamber of Commerce Asks Recital to be Repeated for Them at Hotel Ten Eyck

**ALBANY, N. Y., December 8.—The tone test recital held here last week in the State Armory at which eight thousand people from all parts of the state attended was one of the most complete triumphs that the New Edison has won this season. The State Teachers' Convention was in session here that week and prominent educators and teachers were present in large numbers at the concert. Among them were Dr. John H. Finley, president of the University of the State of New York, and J. S. Wright, president of the New York State Teachers' Association. The program of the concert was opened by P. J. Hawley, a representative of the Edison Co., who announced that the noted Edison artist Marie Tiffany of the Metropolitan Opera Co., would sing in unison with the New Edison and that no one in the audience would be able to tell the difference between the voice of the artist and its reproduction on the record. When Miss Tiffany concluded her remarkable performance the audience was for a moment absolutely silent and then tremendous applause followed as the climax of a creation on the record.

Don't get familiar, customers come to stores to buy goods, not to be entertained, nor to flirt.

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**PATHE EMPLOYEES BALL A SUCCESS**

Pathe Artists and an Actuelle Aid Materially in Making the Evening Pleasant—Pathe Machine as Prize—Notable Men on Committee

The annual ball and cabaret of the Welfare Association of the Pathe Freres Phonograph Co., held at Arcadia Hall, Brooklyn, on Friday, December 5, was a great success. The hall, although large was crowded with Pathe employees and their friends. Excellent music was provided for dancing and some of the Pathe record stars attended and helped to entertain. Part of the music of the evening was furnished by the Pathe Actuelle, the wonderful volume of which was heard in all parts of the hall. Each person attending was given a numbered ticket. During the course of the affair a drawing of these numbers was held and the winner became the proud possessor of a beautiful Pathe machine, model No. 17. On the reception committee were men whose names are well known throughout the trade and under whose management the Pathe Freres Phonograph Co. has attained its great success. Eugene A. Widman, president of the company, was chairman. Among others serving were J. Watters, in charge of the dealers' service department; H. N. MeMenime, managing director; G. W. Lyle, assistant to the president; T. E. La Montague, vice-president, and C. H. Murray, advertising manager, who contributed much to the success of the evening through his work on the arrangement committee.

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**ZANELLI SINGS FOR VICTOR CO.**

First Records by Noted Baritone Appear in the Victor List for December

Among the interesting features of the Victor Talking Machine Co. record list for December were two records by Renato Zanelli, the noted baritone, who has just joined the Victor list of artists under an exclusive contract. Mr. Zanelli brings with him into the talking machine field a wide reputation as an artist of much ability, and his two records "La Spagnola" and "Zaza-Buona Zaza," both sung in Italian, give indication that he will uphold that reputation through the medium of his records. The accompanying illustration shows Mr. Zanelli listening to his first recordings with which, by the way, he is tremendously pleased.
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.
PROMINENT MEN OF THE INDUSTRY DISCUSS PROSPECTS FOR 1920 IN THE TALKING MACHINE TRADE

PREDICTS A YEAR OF WONDERFUL PROSPERITY FOR THE TRADE

By H. L. Willson, Vice-President and General Manager, Columbia Graphophone Co.

We await the new year with feelings of eagerness and confidence. The tremendous difficulties of the post-war reconstruction period have been overcome and production on a larger scale than has ever been contemplated is assured. This increased production will remove the seeming necessity of merchants offering substitutes for the goods they prefer to handle, and a more discriminating public will refuse inferior and unknown brands such as have been offered to supply a demand created by the leaders in the industry. Opportunists and infringers of patent rights and established business ethics will become less bold—and gradually disappear.

The Victor Co. expects to increase its business 100 per cent and we believe that conditions will be so favorable that we have no hesitancy in predicting a year of wonderful prosperity for our trade. To this end we will devote our undivided attention and all our energies.

AMERICA IS NOW AT THE THRESHOLD OF A GREAT MUSICAL ERA

By William Maxwell, Vice-President and General Manager, Thos. A. Edison, Inc.

We believe that music has taken so firm a hold upon the American people that the musical instrument business will be less affected than almost any other kind of business, should there be a slowing up during the next year in the public's tendency to buy merchandise. We really believe that America is at the threshold of a great musical era and we sincerely hope that every manufacturer of musical instruments will feel a fitting sense of his responsibility to music as an art. Our advertising and merchandising plans for 1920 contemplate the expenditure of a very large sum of money and we believe are, in many respects, the most elaborate ever undertaken by anyone in the phonograph business. We look to the future with confidence, and I believe that this confidence can be shared by every manufacturer of musical instruments, who is sincerely trying to produce the best goods that he is capable of producing.

CO-OPERATION BETWEEN DEALER AND MANUFACTURER HELPS

By H. L. Willson, Vice-President and General Manager, Columbia Graphophone Co.

At this season of the year, through the courtesy of The World, it is my privilege to express the appreciation of the Columbia Graphophone Co., to its thousands of dealers for the splendid results achieved in 1919. It is a matter for mutual congratulation that, despite the period of industrial unrest during the transition from war to peace, the Columbia Graphophone Co. has aggregated a volume of sales greatly in excess of any previous figures in the history of its organization, and notwithstanding the tremendous expansion of its production capacity, has been unable to cope with the steadily increasing demand for its product.

It is undoubtedly realized throughout the trade that, as evidenced by the operations of the year just past, the phonograph industry now, more forcibly than ever before since its inception, has established for itself a permanent place among the foremost industries of the country today.

In considering the achievements of the past year, and our hopes and ambitions for the future of the company, we realize that they are in a large measure based on the admirable spirit of cooperation existing between our dealers and ourselves. And in giving them the maximum of

(Continued on Page 165.)
At the End of a Year

of disturbed conditions in production and delivery, the Widdicomb dealer has learned to appreciate the advantage of a consistent “Quality” and confidence in the goods handled and sold throughout the year.

Queen Anne. 48x22x24
Widdicomb No.6.

A FINISHED PRODUCT

is distinctly and wholly a reliable product; made by men whose reputation for high-grade workmanship has been established more than half a century.

Pertinent details may be had from the

PHONOGRAPH DIVISION

THE WIDDICOMB FURNITURE CO.

Grand Rapids, Michigan
DISCUSS THE PROSPECTS FOR 1920
(Continued from Page 163.)

service; products which we have made and will keep reliable, exclusive recordings by the best of the world’s most famous musical artists; backed by comprehensive national advertising—we are expressing our desire and intention to foster this spirit of co-operation.

To all of our dealers who have contributed to the gratifying showing for 1919, and to all those who will be a part of the future of our company, we extend our best wishes for prosperity and success in the new year, and our appreciation of their accomplishments in the past. With 1919 as a precedent we feel nothing but confidence and pleasurable anticipation for what the future has in store.

INDIVIDUAL MANAGEMENT WILL COUNT IN 1920

By E. A. WIDMANN,
President, Pathe Freres Phonograph Co.

There seems to be a very wide difference of opinion in the industry in general as far as the coming year is concerned. There are some men who can see nothing but boom times ahead. There are many others who feel that with upset labor conditions and low efficiency in general, with actual and threatened strikes, with the very unsatisfactory conditions existing in Europe, which are bound to have a direct bearing on us, we are heading for considerable trouble sooner or later, and it is just a question as to when it will arrive. Personally, I believe that 1920 will not be much different from 1919, but that individual management will count more than ever before. We are ready willing and able for either the lean or the fat. Our dealers may rest content if they have hitherto their fortunes to the Pathe star that they will fare as well as the best.

THE POSSESSIBILITIES FOR THE FUTURE ARE REALLY UNLIMITED

By Otto Heineman, General Phonograph Corporation

In my opinion there is every reason for members of the talking machine industry to view 1920 with optimism and confidence. The past year has undoubtedly been epoch-making for the talking machine; for during 1919 its true musical value is given in return.

Public is able and willing to pay the higher prices now necessarily the distinctive merits of the talking machine, and a recognition of the fact that an instrument must possess quality and value in order to attain success.

I feel safe in predicting that 1920 will be the greatest year in the history of the talking machine trade, but I also believe that every manufacturer should devote his time and attention to the production of an instrument that will be a credit to his factory and the industry as a whole.

BUSINESS DESTINED TO SHOW AN IMMENSE INCREASE IN 1920

By George E. Brighton, President, Sonora Phonograph Sales Co.

Labor and international difficulties will be fairly well settled early in 1920 I believe. In 1919, crops and business were excellent and the public is able and willing to pay the higher prices now necessary asked whenever commensurate value is given in return. Business will doubtless increase greatly in 1920, and Sonora is arranging for tripled production.

E. D. PATTON BUYS VICTOR AGENCY

E. D. Patton, a prominent sheet music dealer who has stores in Omaha, Neb., and Des Moines, Ia., has purchased from Mickel Bros., Victor agency in charge of the sheet music department of the A. Brandeis stores in that city and will continue to operate in the present location. Mr. Patton has charge of the sheet music department of the A. Hope Co., in Omaha and has found this business so good that he has decided to enlarge his efforts and take on the talking machine line.

THE BEST EVER
IS WHAT WE CLAIM FOR
THE DE LUXE STYLUS

Perfect Points
Plays 100 to 200 Records
Once Used Always Enjoyed
Free Samples
Three for 30 Cents
Discounts Cheerfully Furnished

Duo-Tone Co., Inc.
Manufacturers of Talking Machine Needles
ANSONIA, CONN.
QUALITY LEADERS IN THE CABINET FIELD

For Victrolas IV-A and VI-A: Columbia No. 29 and No. 36.

Style 74. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 30 in. Top 17 x 17 in. Holds 168 12-in. Records.
For Victrolas IV-A and VI-A: Columbia No. 29, No. 36.

Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.

Style 78.— Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/4 x 23 1/8 in. Holds 96 12-in. Records. For Victrola IX-A: Columbia No. 60; Pathé No. 56.

Style 79.— Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 3/8 x 22 7/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A: Columbia No. 60; Pathé No. 56.

Style 77. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 23 3/4 x 26 1/2 in. Holds 86 12-in. and 86 14-in. Records. For Victrola IX-A: Columbia No. 60; Pathé No. 56.

Style 75. — Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 3/8 x 22 7/8 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A: Columbia No. 60; Pathé No. 56.

The Geo. A. Long Cabinet Company
HANOVER, PA.

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

The Geo. A. Long Cabinet Company
HANOVER, PA.
IMPORTANT

December 6, 1919.

To our Customers and the Trade:

Sometime ago a New York dealer ordered from us one of our talking machine cabinets. It was the first and the only order we have ever received from him. Soon thereafter, we were notified that he had been sued for infringement of the Beecroft patent No. 1,244,944, dated October 30, 1917. We at once instructed our attorney to take charge of the defense of the suit, and the customer has been, and will be, put to no expense in the matter.

We are advised by competent counsel that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this company, and that we will defend any suit for infringement which may be brought against you.

If any intimidation by or on behalf of the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Courteously yours,

THE GEO. A. LONG CABINET COMPANY.
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."

OKEH RECORDS 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.
THE TALKING MACHINE WORLD

DECEMBER 15, 1919

VICTOR SHOP OPENS IN HARTFORD

A. B. Clinton Co. Has Attractive Store in That City—Large Victor Dog One of the Unique Features—Stiles Clinton in Charge

HARTFORD, CONN., December 8.—The A. B. Clinton Co., of 227 Asylum street, opened an exclusive Victor shop on December 1. This shop is very attractively arranged and has a large main display room with a series of modern white Unico booths extending on both sides to the rear, followed by the record counter and cashier's office in the extreme rear. A balcony above the booths is used to exhibit Victrola models. One of the unique furnishings of the interior is a huge Victor dog, which is plainly seen in the photograph. The Victrola sales department is distinctly separated from the piano department which the A. B. Clinton Co. conducted at the same address.

Announce Price Increase

Minister Discounts on Unico Products to be Effective After January

Philadelphia, Pa., December 5.—In a letter sent to the trade during the past week, the Unit Construction Co., of this city, manufacturers of the Unico system of demonstration rooms and fixtures, has announced that prices will all January 1 their list prices will be subject to 30 per cent in place of the present 40 per cent discount. It is further announced that orders for Unico equipment placed before January 1 for shipment and installation before March 1, 1920, will be accepted at the present prices.

In spite of all efforts that have been exerted towards economized manufacturing, statistics show that labor and equipment costs of Unico equipment has increased 50 per cent since July 1. Part of this increased cost will be absorbed in the greatly increased sales of the company.

The Unico system has been installed in over 400 talking machine and general music houses in the country during the past year. The optimistic outlook for 1920 is aptly expressed in the following sentence which appears in their announcement: "An analysis of conditions in the industry indicate that our facilities are to be taxed to the utmost during the coming year."

Columbia Mantel Co. Growing

The Columbia Mantel Co., of Brooklyn, manufacturers of the Recordion line of talking machines, have increased their manufacturing facilities considerably during the last year to take care of their growing business. Their present floor space now totals 22,000 square feet. It is expected that during 1920 a further increase of manufacturing facilities will be necessary. Many new Recordion dealers have been added the last month and every indication points towards 1920 being a banner year for the company.

Announce Price Increase

James H. Wright of Corry, Pa., says, concerning Talking Machine World Service:

"Great Stuff—and it certainly is helpful. I have run it continuously since signing the contract with you, and business is picking up all the time."

If it pays Mr. Wright, it will at least pay you to sign coupon on Page 177 and find out about it.

And F. C. Howard, of Syracuse, N. Y. says:

"We want to commend you on your splendid monthly Service and thank you for your cooperation."

Corry is a small city; Syracuse a large one. We make money for you in any size city.

Making Big Plans for Future

Otto Goldsmith, of Cabinet & Accessories Co., Adds to Prominent Lines Represented

The many friends of Otto Goldsmith, president of the Cabinet & Accessories Co., will be pleased to learn that he has practically recovered entirely from the broken wrist which he sustained in an accident recently.

Mr. Goldsmith is making energetic plans for the coming year and reports that the Oliver's Red, White and Blue thirft needles of which he is distributor, are enjoying heavy sales.

Within the last month many new dealers have taken on the line from which substantial re-orders have already been received.

Mr. Goldsmith is also featuring at this time the new Portophone talking machine. The name in itself is fairly descriptive of the machine, which weighs but eighteen pounds, is compact in every detail and, which may be carried from place to place with the utmost ease and convenience. The equipment is high class and space is allowed for carrying twelve records.

Closing Big Business

The sales department of Emerson International, Inc., New York, announces the receipt of record-breaking orders for Emerson Premier and International records. In fact these orders are straining the company's factory facilities to their capacity, and it is probable that additional manufacturing facilities will be imperative in the near future.quiries for catalogues of the new International records have been received from dealers in all parts of the country, indicating that this type of record is enjoying unprecedented popularity.

The increased talking machine business of Geo. R. Davis & Co., the prominent department store in West Philadelphia, has necessitated the addition of seven spacious sound-proof hearing rooms and a large and beautiful demonstrating salon.
Many New Crafts Dealers

A. J. Crafts, President of A. J. Crafts Piano Co.,
Enlarging His Efforts

Richmond, Va., December 8.—The initial announcement of the Crafts and Ludlow phonographs, produced by the A. J. Crafts Piano Co., of this city, has resulted in a large number of dealers in all sections of the country taking on these new talking machines for 1920.

A. J. Crafts, president of the company, reports that their factory in this city is working at full capacity and that the production during 1920 in

New Victor Stores in New York

Three New Stores Have Been Added During the Past Month in the Metropolis

L. J. Rooney, of One Hundred and Eighty-Second street and St. Nicholas avenue, has just opened an attractive Victor parlor, with a battery of five booths. The interior is finished in ivory white, with appropriate furniture to match.

Probably the largest new Victor store in the city is that of Joe Mayers, opened at 101 Essex street. It is without doubt one of the largest on the East Side and is most attractively furnished. Mr. Mayers believes that there is an unusual opportunity for business in this locality.

The Lenox Talking Machine Co., Forty-fifth street and Eighth avenue, have recently altered and improved their store and it now gives the appearance of being an entirely new establishment.

Think!—Sure it hurts, but it pays. You can think yourself into a raise, into the job ahead, into the boss's shoes, into a partnership in the business, if you just think hard enough.

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.

Write or wire for illustrations and prices.

Singer Talking Machine Co.
579 Market Street
MILWAUKEE
WISCONSIN
1919 PROVES MOST SUCCESSFUL YEAR FOR MUSIC PUBLISHERS


The sheet music publishers have just passed through one of the most successful seasons in the history of the music publishing business, and this despite the fact that for practically two months the printing plants in eastern territory were closed by a strike of printers. That the publishers saw this condition through without a great loss of business, and that the season was probably larger than anything heretofore experienced, makes them most optimistic regarding the outlook for the coming year. Those who have been indulging in national publicity campaigns continued them despite the various handicaps mentioned above and are following them up with big advertising campaigns during the month of December and January.

Through the rising cost of materials and supplies the publishers of popular music have been practically forced out of the 10-cent field, a channel of distribution which after all was not very profitable even in more normal times, and showed in cases heavy losses during the past year. They would have for the more popular 10-cent figure, increased price have sold just as heavily as they such music at 40 cents. The numbers at the 30-cent level are now prevalent, and which will probably continue without a decided change for another year.

In increasing their advertising appropriations the publishers, of course, often spend the money in elaborate materials which can be used for window dressing. These when procurable are eagerly grasped by the talking machine dealer who in conjunction with the material from his manufacturer and jobber can make an effective display combination with them.

The publishers look with pleasure upon the successful raising of the price of popular songs and instrumental selections, because with the larger profits, the publishers will place, and do place, more money in the exploitation of an individual song and because the price of the melodies in sheet music form compares favorably with the price for which the melodies can be obtained on a record. In fact, in some cases the record is a better buy from that standpoint, inasmuch as often several melodies, such as medleys from musical productions carry the strains of several compositions. And because the increased profit to the retailer in the disposal of popular hits makes it an inviting addition to the talking machine dealer who feels the need of some line of quick selling specialties or accessories.

Whether the talking machine dealer handles sheet music or not the new era in the publishing field will redound to his benefit. And with all the talking machine record companies back to normal production, he can order the maximum quantities of the popular numbers without misgivings, inasmuch as he realizes the publishers will not always have a piano or player piano available, while on the other hand the song can be readily demonstrated by the talking machine dealer. In the case of the more popular fast selling numbers time is often a question in getting distribution, sometimes such numbers only last in public favor about ninety days, and while the publishers get exceptional co-operation from the syndicate stores for quick distribution, the average sheet music dealer does not so readily respond and now that one of the largest syndicate stores has failed to increase their maximum retail price for individual articles, the publishers feel that there is a field for live dealers to carry out the distribution which formerly the 10-cent syndicates did so effectively.

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When it comes to popularity, few composers surpass Irving Berlin. We do not intend to trace back to his early days but suffice it that the writer was whistling his melodies when a mere boy. Despite the fact that he has assumed the

(Continued on Page 179.)
 Irving Berlin apparently is destined to go on indefinitely writing successful music and lyrics as well. Being somewhat versatile he writes to meet the taste of varied classes of music lovers, though it is true that his away with those who like "jazz" stands out most prominently. On the other hand, he meets the qualifications of those who like production or musical comedy numbers, or songs of the ballad type.

Each year it would seem as if he had written his most successful hit, yet every season he is in evidence with a composition of still greater popularity. At no time in his career has he been more successful than right now. For instance, he has numbers as "Mandy," "A Pretty Girl Is Like a Melody," "You Cannot Make Your Shiny Shake on Ten," "Nobody Knows and Nobody cares," in this season's "Ziegfeld's Follies." He also has established a record of having his song and dance success "You'll Be Surprised" in no less than eight running New York productions. Some record!

Off-hand it would be possible to mention several of his titles that were at different periods heard from coast to coast. Such numbers as "Smoky-Ok-uma," "When I Leave This World Behint," "Michigan," "Araby," "My Wife's Gone to the Country," "My Bird of Paradise," "Alexander's Ragtime Band," "Everybody's Doing It," "International Rag," "Yiddle on Your Fiddle," "Oh, How I Hate to Get Up in the Morning," are easily remembered. He has also been responsible for the music of productions such as "Watch Your Step," "Stop, Look and Listen," and "Yip, Yip, Yiphanuk." To say the least his career has been brilliant.

To cap the climax, just before the opening of the present season he organized his own publishing company, Irving Berlin, Inc. Few publishing houses have had greater success in so short a space of time. He has garnered around him an exceptionally well qualified organization and if you were to ask them if they expected to repeat success after success as they have this, their opening season, they would tell you they will shortly release the greatest song of Mr. Berlin's career, "Was There Ever a Pal Like You." This firm has adopted for its slogan, "Sterling on Silver, Irving Berlin in Songs," a no mean slogan, but one that this comparatively young man will live up to, no doubt. He has the qualifications.

SELLING RECORDS AND MACHINES TWIN SISTER TO SHEET MUSIC

By Edward F. Breier, Publicity Manager Jon. W. Stern & Co.

Occasionally we come across a talking machine dealer who finds the business monotonous. During the course of conversation with a certain friend of mine, who is particularly well known as a talking machine dealer, he mentioned that he was speculating in the stock market. Since he had always impressed me with his conservatism, I was interested sufficiently to inquire as to his reasons. He told me that it was a pity that he hadn't made an opportunity of gain.

That was it! It can be found in almost every business where life begins to lose itself in unchanging routine. It is a forerunner of what we commonly term spring fever, that sort of feeling that makes one want to run away from oneself. For the benefit of the many engaged in the phonograph business who have reached the brink as my friend, the best thing to do for them is to visualize a new idea that will restore interest and more safely and surely increase the profits.

Selling records and machines is a blood relation to selling sheet music and player rolls. It is a very profitable annex to a retail talking machine store. It never occurred to some dealers the effect that could be gotten by playing the records that they have not enough music and player rolls.

"You Didn't Want Me When You Had Me" is an example. People are probably as much interested in sheet music and player rolls as they are in their records, and who would be more appreciative of securing the current hits in sheet music form?

Beyond question in a lot of homes can be found favorite sheets of music and no talking machine records of the selections and vogue terms. It would not be hard to remedy this. My friend of the stock market was so interested in this new field of endeavor that before the end of a week he had organized his own publishing company, Irving Berlin, Inc. Few publishing houses have had greater success in so short a space of time. He has gathered around him an exceptionally well qualified organization, with one that this comparatively young man will live up to, no doubt. He has the qualifications.
HOLIDAY GREETINGS FROM A REAL FRIEND

We want to thank you, Mr. Dealer, for what you are doing with MARY EARL publications—REAL songs that have revolutionized your music business. You have realized that MARY EARL is today the most widely advertised and recognized name in all songdom. WHY? Because it is MARY EARL who gives you the class of music the whole world loves to sing.

MARY EARL

Lest you forget, your trade has been so well satisfied with MARY EARL publications... that you cannot afford to lessen your efforts in keeping before your customers these famous MARY EARL compositions

"Beautiful Ohio" "Dreamy Alabama" "Hawaiian Smiles"
"Ting Ling Toy" "Pleasant Dreams" "Witching Waves"
"Enid Waltz" "Sweet Siamese" "Ruspana"

all issued in both vocal and instrumental form

Keep posted on the MARY EARL issues for 1920. They will interest you.

THE NAME MARY EARL MEANS THE SAME ON MUSIC AS STERLING DOES ON SILVER

ALL MARY EARL COMPOSITIONS PUBLISHED BY

SHAPIRO BERNSTEIN & CO. INC.
COR. BROADWAY AND 47 TH STREET NEW YORK
Announcement
We have been appointed exclusive wholesale distributors for
EMERSON GOLDSEAL RECORDS
in these states

Dealers in this territory, write now if you are interested in representing us on these fast selling records

Play on all Phonographs

STREVELL-PATERSON HDW. CO.
Wholesale Only
SALT LAKE CITY
UTHA
December 15, 1919

INTRODUCE "ACTUELLE" CLASSIQUE

Pathé Frères Phonograph Co. Producing Three Models Which Cover Three Interesting Periods in Design—Win High Praise from Experts

The Pathé Frères Phonograph Co., of Brooklyn, N. Y., announces the advent of the "Actuelle Classique" in three models. The great popularity of the Pathé "Actuelle" has stimulated a demand for this high class instrument in period design. In all of these three models the skillful matching of veneers, the fine carvings and the excellent workmanship is notable and matches the best examples produced by the master artisans of other days.

TO HANDLE ENGINEERING WORK

N. Kurman to Take Important Post With Mutual Talking Machine Co. and Allied Concerns on January 1—Well-Known in This Trade

Wm. Phillips, president of the Mutual Talking Machine Co., the Supreme Phone Parts Co., and the Manhattan Phone Parts Co. has announced that beginning with the first of the year, N. Kurman, well known in the trade as an authority on tone and vibration, will be connected with these three companies, in charge of their engineering departments. Mr. Kurman has experimented with, and invented, a diaphragm which is claimed to be as good if not better than mica. It is expected that the new diaphragm which shortly will be used by all three companies. The Supreme Phone Parts Co., is planning to place on the market a new tone arm of particularly high quality. A new sound box with aluminum frame will also make its appearance in the near future.

ENLARGES BRUNSWICK SHOP

John Jensen, proprietor of the Brunswick Music Shop, Terre Haute, Ind., has enlarged the basement of his store and has made it into a large display room for the demonstration of talking machines and pianos. New soundproof booths have been built and in them the Brunswick machine and Emerson record show are shown.

J. Henry Ling, who handles the Columbia line for his store, is planning to enlarge the basement department. Mr. Knrman has experimented with, and invented, a diaphragm which is claimed to be as good if not better than mica. It is expected that the new diaphragm which shortly will be used by all three companies. The Supreme Phone Parts Co., is planning to place on the market a new tone arm of particularly high quality. A new sound box with aluminum frame will also make its appearance in the near future.

THE TALKING MACHINE WORLD

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 hitherto existing in universal arms. The weight to play either vertical or lateral etched records is automatically 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

Josef Hofmann plays three piano solos on one record!—Rachmaninoff's "Prelude in C Sharp Minor," the "Valse Gracie, and "Birds at Dawn."—A-6125

Columbia Graphophone Co.
NEW YORK

VARIOUS TALKING MACHINES EXHIBITED AT MILWAUKEE SHOW

Most Notable Event of the Year Was the Music Show Given by Association of Music Industries—Dealers Combined to Make Impressive Exhibits—Many Special Features

MILWAUKEE, Wis., December 6.—The most conspicuous undertaking ever attempted by the Milwaukee Association of Music Industries was to stage a music show at the Auditorium, November 20 to 25, in connection with the Milwaukee Food, Household and Music Exposition. All of Juneau Hall, and additional room embracing nearly 6,000 square feet of floor space were required to hold the displays made by twenty-one music dealers of Milwaukee.

One of the big features of the show was the fact that the Victor and Edison dealers, respectively, combined for the purpose of presenting a large single exhibit of unusual attraction and powerful appeal. The Victor dealers who were represented in the cumulative display were: Badger Talking Machine Shop, Kesselman-O'Driscoll Co., George H. Eichholz Co., Peter F. Piszek, Charles H. Scheff & Sons, Harry W. Krienitz, Inc., and Clarene C. Warner.

The Edison dealers who joined in a big exhibition of Edison exhibits, the following displays were made: Story & Clark Pianos, Vitanola Phonographs, We Are Equipped To Give You Service "THE PHONOGRAPH OF MARVELOUS TONE" "MANUFACTURED SINCE 1857" E. H. JONES PIANO CO.

DESMOINES
Shops Building IOWA

A unique method was employed to provide a constant flow of melody from the music show, without disapproval. Each day was divided into 15-minute periods, and allotted in regular order to each exhibitor. As soon as one completed a 15-minute demonstration, the next in order started in, and so on. Thus every exhibitor was given three or four opportunities each day and evening to demonstrate his instruments, and no two were played at the same time, while a continuity of melody was provided.

Of special interest was a series of artistic recitals given during the show, surrounding it with a wholly non-commercial aspect. Plankinton Hall, a large recital hall seating 1,500, on the second floor of the Auditorium, was turned over to the dealers' association for exclusive use for high class musical programs.

Miss Helen Gunnis, manager of the C. W. Fischer Furniture Co.'s talking machine department, and a soprano of national reputation, took a leading part in these programs. Miss Gunnis appeared at a soloed concert on Sunday evening as director and soloist of the St. Robert's Church choir, and contributed a group of songs at the Sunday evening program. On the closing night of the show, Miss Gunnis again appeared as soloist on a vocal and instrumental program.

The Victor, Edison, Columbia, Sonora, Brunswick and Aeolian-Vocalion were presented in feature numbers on various programs, with and without artists.

A Music Memory Contest was conducted by the association on Saturday afternoon, November 22, during which 150 children were divided into three groups, each divided into thirty-two sub-groups. From these sub-groups, one child was drawn at random, and the results in feature numbers were gathered as was the usual practice in such contests. The winners were given a prize for each correct answer, and the grand prizes were a complete set of phonographs.

The $100 prize was competed for by 150 children, representing the entire membership of the association, which has usually been run in The Journal.

The advance sounding of the show was done with constant flow, which has usually been run in The Journal.

The association is regarded as one of the big events of the exposition, and the advertising campaign, which paid for its show space and the other half raised about $6,000 by voluntary pledges, half of which was contributed by the association to come into the show project as a corollary, and this was done.

The exposition was sponsored by the Milwaukee Journal, the largest daily newspaper of Milwaukee. The Music Association's participation grew out of its co-operative advertising work in the past, which has usually been run in The Journal. When the second annual holiday co-operative campaign was being planned, The Journal invited the association to come into the show project as a corollary.

The association raised about $6,000 by voluntary pledges, half of which was paid for its show space and the other half is used for the advertising campaign, which will continue until December 31.

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Increase your profits through advertising!

by making small space pay better than big space is paying today. That is what the Talking Machine World Service is doing for over one hundred dealers throughout the United States today. If you have not written in about this Service you are missing a chance to double the results of your advertising with your present expenditure. The cost of the Service is less than half the cost of an ordinary office boy. What over one hundred dealers in cities like Boston, Philadelphia, San Antonio, Greenville, Sedalia, and New York are using and finding pays them will certainly pay you.

P. S. Sign this Coupon and drop it in the mail.
KANSAS CITY SALES SETS RECORD

Local Stores All Find This Year Pass All Others—Better Merchandising Methods Help Retail Sales—New Store to Open in 1920

KANSAS CITY, Mo., December 8.—The talking machine business during the past few weeks has shown a development exceedingly remarkable. In fact, it is safe to say that the trade is almost ahead of every other retail enterprise in this territory.

E. A. McMurtry, manager of the Columbia Co., in this city, states that the demand for talking machines and records this season has reached its highest peak in this territory, although he declared that the conditions indicated that it would continue to increase for several years to come.

The policy of the larger concerns to make a definite division between the wholesaling and jobbing of machines and records and the retail business has been responsible for the better development of the business in general and has made it possible to care for an increased demand that a few years ago would have brought difficulty.

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C. V. Bissell, manager of the Starr Piano Co., reports that the business during the past month has been exceedingly heavy. The Starr Piano Co. has been giving a great deal of its advertising space in the local papers to its phonographs and records. Mr. Bissell states that the business is doubling each year.

The A. M. Voce Shop reports that the business has greatly developed since the opening of that concern. The company has been devoting a large appropriation to retail advertising and according to the manager has secured exceptionally good results.

Owing to the coal strike retail stores here open at 9 a.m. and close at 5 p.m., and none is permitted electric lights save those which are necessary.

The company's warehooms will be made to handle the new business.

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, $5.00. This package costs you $3.90 net.
Your profit is $2.10 and your customer gets a needle that will give satisfaction.

THE FRED. GRETSCHE MANUFACTURING COMPANY

60 Broadway, New York City

Manufacturers of Musical Instruments

Brooklyn, N. Y.

Canadian Wholesale Agent, H. A. STEWART, 10 Victoria Street, Montreal, Can.

Western Distributor, WALTER S. GRAY, 330 Chronicle Building, San Francisco, Cal.

DELPHEON GOING BIG IN BOSTON

The Rosen Phonograph Sales Co., Boston, is having a big business at its Court Square store, where the demand for the Delphiion is exceeding the wildest expectations. Harry Rosen has lately had this establishment President Bonsall, of the Delphiion, who was the best known men in the trade.

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December 15, 1919

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MILWAUKEE HOLIDAY TRADE
LARGEST IN ITS HISTORY

News That Victor Output Reaches Normal Cushions Dealers—All Houses Advertising Extensively to Aid Future of Industry—Many New Agencies Granted for Various Lines

MILWAUKEE, Wis., December 6.—Never in the history of the talking machine business has the demand been so generously big and business as is during the holiday season of 1919. Milwaukee jobbers and dealers both report that they have never before experienced a rush of business such as came upon them at the beginning of December, and which is being so well maintained and even growing to such an extent that by Christmas eve there probably will not be an instrument remaining on the sales floors, while stocks of records will be depleted as never before.

The publication on December 2 of a full-page advertisement in the Milwaukee newspapers by the Victor Talking Machine Co., explaining that it has now attained normal production, and is now increasing its output so that the existing acute shortage may soon be relieved, aroused fresh hopes among Victor dealers.

It has seemed strange to some business men that the music dealers should go to what amounts to the extreme in view of past effort of this kind, to advertise talking machines, pianos, records and music rolls, at a time when every dealer admittedly was far short of requirements. Beginning with a big Music Festival at the Wisconsin State Fair in September, the Milwaukee Association of Music Industries has been doing its most active work in behalf of the business of its members. During the period of November 20 to 23, the association conducted a big Music Show at the Auditorium, as part of a mammoth food, house and music exposition. At the same time it put under was its fourth big co-operative advertising campaign, which is running to the close of the year.

The basic theory of this unusual promotion was to protect the music trade on future business. While every dealer at present has all the business he can handle, everyone feels that the time is coming when production will grow to catch up with the demand, and even without any decline in the demand, may provide a surplus. It is for the future beneficial effect that all of these big "booster" plans have been carried out at this time.

"We are assured now that our supply during the new year will be more ample than it has been at any time since June 1917," said Samuel W. Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobber in Wisconsin and upper Michigan. "We look for the biggest trade in history during 1920, for a great many people who could not get Victrolas this year are determined to wait until they become available."

The Phonograph Co. of Milwaukee, distributor of the Edison, recently completed the work of conducting tone tests in more than 200 communities of Wisconsin. The company conducted a large exhibit in behalf of seven of its principal dealers in Milwaukee at the recent Music Show, which also is regarded as promotional effort of a most wholesome and beneficial kind.

The Yahr & Lange Drug Co., wholesale distributor of the Soxona in Wisconsin and northern Michigan, reports that it has been simply overwhemed with requirements of its dealers, but with the enthusiastic co-operation of the manufacturers and kindly assistance from its retailers, the year is being wound up as the greatest twelve months ever known. The Yahr & Lange house has the reputation of selling more $1,000 Soxona instruments than any other jobber in the United States, and its sales of $300 to $500 models also give it a top-notch rank. Principal credit for the achievement is due to Fred E. Yahr, president, and H. M. Hahn, sales manager of the Soxona department.

In spite of a multiplicity of duties as manager of the local branch of the Brunswick-Balke Col- leader Co., Thomas I. Kishi has been devoting a large share of attention to the Brunswick phonograph department, in order that nothing may be left undone to keep the Brunswick dealer organization well supplied with goods.

The Lyric Music Co. is doubling the size of its establishment by taking over the adjacent store unit, providing an 80-foot frontage, all display windows. J. C. Roussellot, president and manager of the company, has closed contracts for jobbing two additional lines of machines.

The Winter Piano Co. has been appointed Wis- cconsin distributor of the Orola, made in Milwaukee by the General Mfg. Corp. The Winter Co. also is state distributor of Paramount records.

Charles J. Orth, exclusive distributor of the Puritan in Wisconsin and upper Michigan, figures his business for the year will show an increase of more than 500 per cent over 1918. Retail Puritan business in Milwaukee is 500 per cent ahead of last year. Mr. Orth recently established new dealers at Stevens Point, Fountain City, Bloomer,
The Victor business, one of the really big Victor houses of the United States, is being ably directed by its head, Miss Helen Gunnis, who still serves nearly eighteen months in France with Wisconsin troops, during which time the business was ably directed by his wife, who still is his chief assistant.

The Preuss shop was opened six months' business. The Preuss shop was opened just, and in addition a north side branch is maintained at Thirty-fifth street and north avenue, in charge of H. C. Bippel.

The Badger Talking Machine Shop, 425 Grand avenue, one of the largest retailers of Victrolas in the middle west, has completed alterations in its store which provide much additional space for demonstration booths, storage and other facilities.

Under the energetic leadership of Leslie C. Parker, the Badger Shop is rapidly improving its rank as one of the really big Victor houses of the United States.

Col. Peter P. Plasecki, Victor dealer, 411 Mitchell street, is increasing his store space to accommodate a large volume of business. Col. Plasecki served nearly eighteen months in France with Wisconsin troops, during which time the business was ably directed by his wife, who still is his chief assistant.

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Will your Holiday window display pay your way to the National Music Show to be held in New York the first part of February?

Some energetic music merchant is going to have this chance as a guest of The Review. Why not you?

As a constructive move to arouse greater interest in window displays of musical instruments, The Music Trade Review offers a prize of a free trip to New York to the 1920 National Music Festival in accordance with the following stipulations:

1. To the retail music dealer who gets up the most attractive window display for the holiday season and sends in a picture of same to The Review between now and January 10, 1920, The Review will pay a prize not to exceed $200.00 for railroad fare and hotel expenses on the trip of the prize winner to the 1920 National Music Show to be held in New York in February.

2. The window display must feature musical instruments, pianos, players, talking machines, band instruments, music rolls, records and sheet music,---any or all of them.

3. Every retail music house in the United States is eligible to compete.

4. The judges of the contest will be as follows:
   Bruce Barton, prominent writer and advertising authority, now of Barton-Durstine-Osborne Advertising Agency; Arthur Freeman, formerly advertising manager of R. H. Macy & Co., and sales director of Gimbel Bros., now president of Einson Litho, Co., Inc.; C. M. Tremaine, director of National Bureau for the Advancement of Music.

5. The decision of the judges will be rendered in accordance with the following points: (1) The artisticness of the display; (2) the "idea value" of the display; (3) the propaganda value of the display along "music in the home" lines; (4) the merchandising value of the display. These are the four qualities for which the judges will look, but the prize winner may win on any one of these points or a combination of several.

6. Should the railroad fare and hotel bill of the prize winner amount to less than $200.00, the difference between the expenses incurred and $200.00 will be paid in cash. In other words, this offer is attractive up to the point of $200.00 for the retail merchants located quite near and in New York City, as well as for those located at a considerable distance.

7. The prize winning window, together with others receiving honorable mention, will be reproduced in the columns of The Music Trade Review. A greatly enlarged photo of the prize window and others in smaller size will be exhibited in a special space which has already been procured by The Music Trade Review for this purpose at the National Music Show.

8. All photographs submitted should be 8x10 inches in size or larger, and a brief but complete supplementary description in writing should accompany each photo. Cost of enlarging the winning photograph will be paid by The Review. We recommend that dealers located at distant points mail their photos special delivery, to insure their reaching New York by January 10th. All photos should be mailed flat to the Contest Editor of
PITTSBURGH, Pa., December 5.—Christmas sales of talking machines are predicted to be very large by the leading talking machine dealers who are in a very competent position to judge. The demand for both talking machines and records has been quite pronounced the past few days and the general impression is that the demand will grow much stronger as the holiday season advances. The Pittsburgh dealers are making the most of the coming Yuletide and the various show windows are reflecting to a marked degree the season of gifts and brotherly kindness. All of the leading downtown talking machine merchants are using liberal space in the daily newspapers calling attention to the desirability of placing in the home a talking machine or if the home has a talking machine a dozen or so of records in keeping with the Christmas season. Many dealers are utilizing handsomely printed cards for gift purposes by which the recipient is authorized to visit the dealer's store and select a certain number of records. This plan is regarded as one of the most satisfactory as there will be no danger of duplication and it will also enable the lucky recipient to make a desirable selection.

The demonstration of the new Victrola records for January was held at the Fort Pitt Hotel on Thursday evening, December 4, under the auspices of the Standard Talking Machine Co., Victor distributors. The company invited a number of their dealers to the affair which was preceded by a dinner. The Standard Co., was represented by Joseph C. Roush, the president, French Nestor and Wallace Russell. The Standard Co., has been making a feature of demonstrating the new records for the benefit of their customers with very excellent results.

The Eight Famous Victor Artists will be heard at the Syria Mosque on Tuesday evening, December 9. It is stated that the advance sale of tickets for the entertainment is large and that a packed house is looked for. Victor dealers have been active in calling the attention of their patrons to the affair.

John Fischer, the well-known manager of the Victrola department of the C. C. Mellor Co., who operate an extensive wholesale department, reported that the demand for Victrolas and Victor records was far in excess of what was anticipated and that a new record in sales would undoubtedly be registered when the holiday sales were checked up. Mr. Fischer also stated that the retail trade was excellent and that sales of high priced Victrolas was an outstanding feature of the season. The new retail Victrola department is now in operation after some extensive alterations have been made and it is both commodious and so arranged as to give quick service to the patrons. The sales force has been enlarged and

From $95 CULPTONE $240

The Phonograph That Plays All Records

Made Up to a Standard NOT Down to a Price

A Variety of Models All Leaders at their Prices

Investigate—It Is Paying Others Why Not You?

CULP PHONOGRAPH CO.
298 Broadway, New York
 poses.

DECEMBER 15, 1919

The Columbia phonograph is one of the best known phonographs in the world today. It is furnished with the latest improvements and is built to last a lifetime.

A. A. Buehn of the Buehn Phonograph Co., Edison distributors, is looking forward to an increased sale of Edison phonographs and related Edison merchandise.

H. C. Horuberger, who was formerly with the Kaufmann & Baer Co., as manager of the talking machine department which is in charge of T. E. Shortell. An entire page in one Pittsburgh daily newspaper was used in extolling the merits of the Columbia Grafonola with the automatic stop.

There is a great demand for the Cardinal line of phonographs, reported very satisfactory sales from both manufacturers and distributors, and also representing the Philadelphia Phonograph Co., distributors of the L'Artiste phonograph and his said that the new lateral phonograph reported very satisfactory sales of Okeh records and he said that the new lateral phonograph was a great hit.

N. I. Miller, manager of the Pittsburgh office of Smith, Klein & French Co., Senora distributors, and also representing the Philadelphia Phonograph Co., distributors of the L'Artiste phonograph reported very satisfactory sales of both machines. Miller is also distributing the Okeh records and he said that the new lateral phonograph was making a pronounced hit.

Newton B. Heims, who is the Pittsburgh district representative of the Brooks Automatic repeating phonograph is now handling the Cardinal. His office and showrooms are in the Jenkins Arcade.

H. G. Niles, secretary of the Starr Phonograph Co., of Pennsylvania, said that sales of the Starr phonograph and Gennett records in his territory were quite flattering.

Mr. Niles has offices and showrooms in the Jenkins Arcade.

Mr. Heims stated that there was a very satisfactory demand for the Cardinal line. H. C. Horuberger, who was formerly with the Kaufmann & Baer Co., as manager of the talking machine department is road man for Mr. Heims.

The Cherey is being featured very extensively by the Dailer-Close Furniture Co., and also Gray & Brown. Both firms have large demonstration parlors where the various styles of the Cherey are displayed. It was stated that the higher priced lines were having a very large sale for Christmas.

H. C. Horuberger, who was formerly with the Kaufmann & Baer Co., as manager of the talking machine department is road man for Mr. Heims.

The Liberty Phonograph Co. of Pittsburgh, has a large demonstration room in their large talking machine department. The firm in connection with the Household and the Johnson Music Co., utilized liberal newspaper space in featuring the Vitaphone. It was stated that this resulted in some very satisfactory sales of the higher priced Vitaphone models.

Jacob Hirsh, of the Emerson Sales Co., Emerson dealers were using handsome window displays which proved a big factor in bringing trade.

The Windsor Music Co., of Tarentum, Pa., Victor, Edison and Columbia dealers are distributing to their curators not little thermometers which are artistically printed, calling attention to the fact that the Windsor Co. sells "Everything Musical."

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 as to answer the demand for them.

The Reed Co., Pittsburgh district distributors of the Regina phonograph and the Operaphone records are having a marked increase in their trade throughout Western Pennsylvania, Eastern Ohio and West Virginia.

LATERAL RECORD, NOT LATERAL CUT

Liberty Phonograph Co. Points Out Distinction and Error in November Advertisement in World

The Liberty Phonograph Co., Cleveland, Ohio, has just called our attention to the fact that in the November issue of The Talking Machine World, its advertisement contained the words "lateral cut." This phrase was inserted in this advertising through a typographical error, as Liberty records are not lateral "cut" records, but are lateral records involving a new process and method of recording. The record is never referred to as a lateral "cut" product but always as a lateral record.

J. DeK. Hill, assistant to the president of the Liberty Phonograph Co., was a visitor to New York this week, spending some time at the company's recording laboratory. In a chat with The World, Mr. Hill stated that the company was making rapid progress with its manufacturing and merchandising plans, and that important announcements will be ready for the trade before the first of the year.

ARE YOU LETTING THE DOLLARS WALK OUT OF YOUR STORE?

Emerson Records

represent

Broadway's latest hits

direct from

BROADWAY TO YOU

NEBRASKA AND WESTERN IOWA DEALERS WRITE US NOW FOR LIST OF TERRITORY STILL OPEN

Prompt and Efficient Service

CARPENTER PAPER COMPANY

WESTERN IOWA AND NEBRASKA DISTRIBUTORS

OMAHA

NEBRASKA
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-geared 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
Italian Singer, With a Voice of Great Range, Has Achieved Success in Grand Opera in This Country—Records Available Soon

Gabriella Besonzoni, who has recently signed a contract to make records for the Victor Talking Machine Co., is fairly new to American opera-goers but, undoubtedly, because of her superb contralto voice, is destined to achieve great laurels.

She is Roman by birth and has a large following of admirers in Italy, Spain, South America and England, in all of which countries she has appeared during the seven years which constitute her career to date. In her operatic repertoire, are SanTuzza, Carmen, Bellini's "Norma" and the role of Musetta in Puccini's "Boheme." Her debut was made at The Costanzi in Rome. Her appearance in other houses, among which is the La Scala in Milan, followed soon thereafter. At The Reale of Madrid, and at The Liceo of Barcelona, the La Scala in Milan, followed soon thereafter. Her appearance in other houses, among which is the State of Porto in Portugal, Brazil, Argentina, she has appeared in Buenos Ayres she received particular honors. She spent a summer season in Mexico City with Ophir, after which she was engaged by the Metropolitan Opera Co.

BUFFALO DEALERS HOLD MEETING

Talking Machine Dealers' Association Last Meeting of the Year Brings Out Large Attendance—Interesting Speeches Made by the Members

BUFFALO, N. Y., December 6.—At the last meeting and banquet of the Talking Machine Dealers' Association held on Wednesday evening, December 6, on the use of the Columbia Grafonola in conjunction with musical training. This lecture which was held at the International Buyers' Club auditorium in the Bush Terminal Sales Building, was attended by musical instructors from all parts of the State. The lecture which was most interesting was made convincing by the demonstrations which Mr. Mohler made to illustrate the various points.

TAKES ON COLUMBIA AGENCY

The Hoyt-Dickinson Piano Co., Missoula, Mont., has taken on the Columbia agency and now handles in addition to the Grafonola the Victor and Pathé. The acquisition of the Columbia gives this concern one of the largest stocks of talking machines in Montana.

BUFFALO, N. Y., December 6.—At the last meeting and banquet of the Talking Machine Dealers' Association held on Wednesday evening, December 6, on the use of the Columbia Grafonola in conjunction with musical training. This lecture which was held at the International Buyers' Club auditorium in the Bush Terminal Sales Building, was attended by musical instructors from all parts of the State. The lecture which was most interesting was made convincing by the demonstrations which Mr. Mohler made to illustrate the various points.

GRAFONOLA IN MUSICAL TRAINING

Interesting Lecture and Demonstration Before New York State Teachers' Association

Marcus Louis Mohler of the Teachers' College of Columbia University, New York, gave a lecture before the New York State Music Teachers' Association on Wednesday evening, December 6, on the use of the Columbia Grafonola in conjunction with musical training. This lecture which was held at the International Buyers' Club auditorium in the Bush Terminal Sales Building, was attended by musical instructors from all parts of the State. The lecture which was most interesting was made convincing by the demonstrations which Mr. Mohler made to illustrate the various points.

DISTINCTIVE FEATURES

The Reproducer pinched tone—absolutely nothing is gained from the usual sharpness and metallic effect 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 pinched tone resulting at any time from natural contraction or expansion of the metal parts.

The reproduction is the melodic, natural quality of tone, absolutely nothing is gained from the usual sharpness and metallic effect observable 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 handled in 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 tone
Van and Schenck wrote the music of "Open Up the Golden Gates to Dixieland." Then they sang it for Columbia. Get a lot of those golden gates for money to flow through. A-2820

Columbia Graphophone Co.
NEW YORK

TO DISTRIBUTE HAAG FILES

Herbert E. Blake Appointed Distributor in Philadelphia for Haag & Bissex Co.

PHILADELPHIA, PA., December 5.—Formal announcement has been made that Herbert E. Blake, the well known Edison dealer at Eleventh and Walnut streets, this city, has been appointed distribu-

E. Bissex, vice president, particularly fitted to direct the production of the file, and Herbert E. Blake in charge of the sales. Mr. Blake's long experience in the phonograph field will be of particular value to him in the marketing of this new line. In speaking to The World, Mr. Blake was enthusiastic over this new filing device which he has already placed among a large number of dealers throughout the United States. He said in part, "I believe that we have here a real record file which will fill a long felt want of thousands of people." Mr. Blake will be remembered by the Edison dealers of this country as the chairman of the Edison dealers' convention held at the Hotel Commodore in New York City last June.

WAGNER PHONO. CO. MAKES DEBUT

A new company operating under the name of the Wagner Phono. Co., dealing in talking ma-

chines and talking machine accessories, opened this month at 139 East 54th street, New York. This company, which is wholesale only, will handle motors, accessories, needles, turntable felts and other parts used in the manufacture of talking machines.
NEW VICTOR RECORD CATALOG

Issuance of New Volume Listing all Records Represents a Publication Feat of No Small Proportions—Is Carefully Classified and Arranged

The 1920 Victor record catalog is ready. Large presses have been working twenty-four hours a day, with three eight-hour shifts, in order to complete the tremendous amount of work entailed in printing this catalog, which is well over five hundred pages in size. The composition and make-ready for this edition involved an enormous amount of work; but the labor of compiling the editorial contents, and the work of recording, which began more than a quarter of a century ago, is beyond computation.

The diversity of musical entertainment embraced in this catalog is greater than ever and the army of noted artists who make records exclusively for the Victrola is more imposing than ever.

The catalog contains as usual, portraits of Victor artists with biographical sketches, and has a complete Red Seal section devoted to the great artists that make Victrola records. There are also portraits and short biographies of the great composers and a pronunciation table of the names of artists, composers and operas. The catalog also contains brief stories of the operas, illustrations of various scenes in the operas, and indicates under the title of each opera the different acts and scenes, and lists all the selections in the exact order they are sung or played in opera. It is in every respect a great piece of literature.

NEW PRODUCT IS POPULAR

Reflexo Products Co., Inc., Has Built Up Country-Wide Distribution of the New Polish

The Reflexo Products Co., Inc., recently organized with offices in the Marbridge building, New York City, report that excellent distribution has already been secured for their product which is a polish and restorer for talking machine cabinets. Realizing the demand for a scientifically prepared polish of this character chemists were employed to thoroughly experiment in the production of a polish that would be economical and yet thoroughly efficient. Many distinctive claims are made for the new polish which is claimed to be entirely free from grease, gum and acid and which will not mar the most brilliant finish. Primarily invented for the talking machine the company plans to extend their campaign into all lines of manufacture which include polished wood surfaces. Judging from the experiences of dealers who have already stocked this new line the consumers demand for this product will be very strong.

FIRESTONE WITH SHUMAN AGENCY

LeRoy M. Firestone, son of the well-known “Freddy,” who is in charge of the city sales department of Lyon & Healy’s, Chicago, has become associated with the Shuman Advertising Agency of that city. Mr. Firestone is well acquainted with music men of the city, having had experience both as a salesman and as a writer of advertising literature.

Venus Needles
Are made from a South American Shrub

We temper them to an extreme degree of hardness which makes it possible for them to be used on an indefinite number of records.

They cannot scratch and do not injure the record in any way.

Big margin of profit. Prompt deliveries if ordered immediately.

Send for samples and prices.

The Venus Company
Mfrs. of the Belle Plaine Phonograph
2101 Western Ave.
Cincinnati, O.
TALKING MACHINE MEN MEET

Local Association Holds Session at Binger Co.'s Assembly Rooms—Get Many Ideas on Window Display, Etc.—Sol Lazarus Assumes Presidency

The monthly meeting of the Talking Machine Men, Inc., was held November 19, in the assembly rooms of the Binger Co., 43 West Thirteenth street, New York. The Binger Co. are well known advertising and sign service people, and offered their quarters to the association so that the members of that body might get first hand knowledge of how display signs, cut-outs, etc., are made.

An address of welcome was made by Harry B. Haines, of the Binger Co., and this was followed by a talk by J. J. Davin, of the Service Bureau of the association.

E. G. Brown, secretary of the association, then addressed the gathering, telling them of the reasons for holding the meeting in the plant of the Binger Co. A trip through the entire building was then made and particular attention was called to the many window displays, all attractively arranged, giving those present many ideas regarding the best means of using such space to good advantage. A photograph was then taken, and copies will be presented to all those appearing therein, with the compliments of the Binger Co.

L. S. Crone, president of the Binger Co., then addressed the meeting and his subject was "Advertising on the Spot." Mr. Crone is an advertising authority and has recently been giving much attention to the talking machine field. He has worked out a number of window displays and offers the dealers a service through their various associations at a very nominal cost. The dealers present were each given a sample diagram of a window to be used as a reference in sending in for window displays, and the association is expected to take some definite action shortly regarding the acceptance of the Binger service.

The membership gave a rising, silent, appreciation of their late president, James T. Coughlin, and upon motion duly seconded and carried, a committee consisting of Messrs. Hunt, Kurtz and Mielke were authorized to have a suitable resolution presented to Mr. Coughlin's family.

Sol Lazarus, vice-president for New York, according to the organization's by-laws, now automatically assumes the presidency of the body until the next election.

Irwin Kurtz tendered his resignation as chairman of the Service Bureau, and suggested that J. J. Davin, who has done splendid work on that committee, assume the chairmanship. Mr. Kurtz will still seat as a member of the bureau's personnel.

On the suggestion of John E. Hunt, Lee S. Roberts, George H. Bliss and Max Kortlander will be invited to the next meeting of the association to demonstrate the feasibility of talking machine dealers stocking player rolls. The January meeting will be held at the Hotel Pennsylvania, and player rolls and talking machine records will be demonstrated in combination. There will be no meeting in December.

NEW EXPORT BOOKLET PUBLISHED

National Association of Manufacturers Issue Important Guide to Exporters

A booklet intended to present in as simple a manner as possible the various details connected with the handling of export orders, has been prepared by the National Association of Manufacturers, and may be had free of charge upon application at the general offices, 30 Church street. The booklet also contains a series of the documents and forms actually employed in the handling of an export order from the time the inquiry for the order is received until final payment is obtained by the shipper.

There is a Universal Demand for the

Semi-Permanent Stylus

WHY

PLAYS 100 TO 300 RECORDS

NO SCRATCH

NO HISS

It plays all records, regardless of name, kind or cost. It has become known, THE WORLD OVER, as the MOST SATISFACTORY NEEDLE on the market to-day.

Its tones are marvelously pure and clear. No matter what the cost of the record, when played with the "BEST" needle, it is improved 100%.

It Is The "BEST" Needle. Investigate and See for Yourself. Write now for free samples, attractive discounts and descriptive circulars which we furnish for your mailing list.

The ANSONIA NEEDLE CO., ANSONIA, CONN.
Oklahoma and West Texas Dealers

Oklahoma City is your logical base of supply for Emerson Records. Near home, saves time and transportation expense.

We are ready to give dealers valuable service to supply them immediately with Emerson Hits as soon as they are released. You can cash in on these popular records for your Holiday trade. If you want to be the first in your town to have the new Emerson hits, write us today.

WE CARRY THE STOCK TO FILL YOUR ORDERS. PROMPT SHIPMENTS.

ALEXANDER DRUG CO. OKLAHOMA CITY, OKLA.

Distributors of Emerson Records for Oklahoma and West Texas

NEW VICTROLA OPERA BOOK OUT

The Victor Talking Machine Co. has issued a new edition of the "Victrola Book of the Opera" just in time for the holiday season. The previous edition has been entirely exhausted and the new one is put out in response to an insistent demand. The Victor Co. has been literally swamped by letters which have been written direct to the factory from the consumer public and, therefore, the outlook for the sale of the new edition is extremely bright, providing the Victor dealers capitalize the demand by properly promoting and displaying the new book. To assist dealers along this line, the Victor Co. has prepared a special four-page circular, which sums up the many attractions and features of the new work. This circular is printed in black, purple and gold.

The book itself contains descriptions of a number of new operas and is bound in a new and distinctive style, the whole work being profusely and handsomely illustrated. Among the unique features, is a department giving the proper pronunciation of the titles of operas and operatic characters.

A great many dealers have developed excellent methods for the selling of the "Victrola Book of the Opera." One dealer in particular has made a wonderful success in selling the book by sending out one with every new machine sold, for a week's trial. Purchasers of Red Seal records are also supplied with the book, and, after they have had the time to read it in their own homes, experience shows that they are seldom inclined to return the book, so interesting do they find its contents.

COMPLETES TWO EXCELLENT TRIPS
L. A. Schwartz Secures Liberal Orders for the Products He Represents

L. A. Schwartz recently completed two very profitable trips in the interest of the various lines handled by the Phoenix Trading Co. On these trips he covered the middle west and immediately upon his return to New York left for New England. While in Cleveland, the Eclipse Musical Co. placed a particularly heavy order for Jones-Motrolas. Mr. Schwartz reports that the two firms mentioned instance the large orders he is receiving everywhere for Jones-Motrolas.

The Victrola department of Woodward & La- throp, which carries one of the largest stocks of machines and records in Washington, D. C., has been relocated to handle the increased business.

The Bell Hood Semi-permanent Needle
Plays 50 to 100 Records—Eliminates Scratching... Purifies and Harmonizes the Tone.

Over 500 Dealers and Distributors are Agents for the Bell Hood Needle

Why not you? Write at once.

Retail one package of 3 needles 25 cts.
Dealer's Price, $1.00 for 100 pkgs. Jobber's Special Price.
SOLE AGENTS THE WORLD OVER
NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.
127 EAST 23rd ST.
NEW YORK
Jobbers of complete line of Musical Instruments.

ASK US FOR OUR SPECIAL CHRISTMAS OFFER
LECTURES ON MUSIC APPRECIATION

State College of Washington Announce First of Eighteen Extension Lectures at Sherman, Clay & Co.'s Recital Hall in Spokane—How Victor Dealers Help In This Important Work

SPOKANE, Wash., December 2.—The State College of Washington, Division of General College Extension, has announced the first of a series of eighteen college extension lectures on Music Appreciation, to be given by Professor Alfred H. Meyer in the recital hall of Sherman, Clay & Co., Victor dealers in this city. The course is given with the Victrola and Victor records. Beginning with folk song and dance and extending through the larger vocal and instrumental forms, the course presents in a most comprehensive manner the field of music appreciation. For satisfactory attendance on the course and passing a final examination, the State College of Washington will give one hour's credit toward the A. B. Degree, which may be submitted as an elective credit in any department.

This is another splendid example of cooperation between a dealer and an educational institution, with credit and benefit rebounding both to the dealer and the community.

In a similar way, the Perry B. Whitsit Co., of Columbus, Ohio, co-operates with the Columbus Normal School by donating the use of their recital hall, Victrola, and records. Professor Thomas Scott Lowden conducts his regular Normal School courses in music appreciation and opera study at this Victor retail store.

RECEIVE ENTHUSIASTIC LETTER

J. I. Carroll, of Emerson Phonograph Co., Receives Pleasing Letter From Western Jobber—How the Emerson Line Is Progressing In That Section

J. I. Carroll, manager of sales of the Emerson Phonograph Co., New York, received recently an interesting letter from P. G. Spitz, manager of the phonograph department of the Carpenter Paper Co., Omaha, Neb., distributors of Emerson records for Nebraska and Western Iowa. In his letter Mr. Spitz said:

"I feel so good about a letter which I received recently from one of our dealers that I cannot help but pass it on to you. You will remember that I wrote you a short while ago regarding our new dealer at Fort Dodge. This is the same party, and I am enclosing a copy of his letter, which is self-explanatory."

The letter referred to by Mr. Spitz was sent to him by the C. H. Hill Furniture Co., of Fort Dodge, Iowa, and it read in part as follows:

"We received your samples of Emerson records, and are very much pleased with them. We have run several ads in the newspapers which have produced wonderful results. We feel that we will make a big success with Emerson records, and will boost the Emerson with all our might. We would like to have you give us the sole agency for the Emerson in Fort Dodge."

"Anything well begun is half done"

This is particularly true of 1920 and Crafts Phonographs

If you begin 1920 with a line of Crafts Phonographs you will have begun the year in an auspicious manner.

The Crafts Phonograph is all that can be desired in a Phonograph; Beautiful Cabinets, fine workmanship and construction and wonderful tone quality.

Before you make your 1920 plans investigate this line. Write for full information and dealer discounts.

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!
INCREASED PRODUCTION AND SELLING IN GRAND MACHINE FIELD

THE TALKING MACHINE WORLD

DECEMBER 15, 1919

MANUFACTURERS INCREASING OUTPUT WHILE DEALERS STILL SUFFER FROM LACK OF STOCK AND PARTICULARITY OF RECORDS—GRINNELL BROS. JOIN RANKS OF LOCAL VICTOR DEALERS—OTHER HAPPENINGS

GRAND RAPIDS, Mich., December 3.—Grinnell Bros., the prominent Victor wholesalers of Detroit, who operate a number of branch stores throughout Michigan, have come into the Grand Rapids phonograph market. A Victor dealer, having purchased the Victor retail franchise of the Herrick Piano Co., this city, who decided to give up the selling of records but are continuing the sale of various makes of machines.

Grinnell Bros. have fitted up the building at 26-28 Division avenue North, in a most attractive manner, with soundproof demonstration parlors, handsome wall paneling, heavy enameled, and plate glass. The use of glass serves to make artificial lighting during the day practically unnecessary.

In the front of the store, which has been handsomely decorated in blue, white and gold, is a record service counter, and behind it, running along behind the booths, the record stock which is most complete. The stock of machines is complete, too, and the business has started out auspiciously. All talking machine accessories are handled and its the boast of the local establishment that the service in Grand Rapids is equal to the service in the Detroit establishment of the firm. E. L. Johns is local manager.

Victor products are now handled in Grand Rapids by the following concerns, exclusive of Grinnell Bros.: Young & Chaffee Furniture Co., the Heyman Co., the Wurzburg Dry Goods Co., L. E. Phillips, the Lyric Music Co., and the Winegar Furniture Co. The Herrick Piano Co. will in the future handle the Mandel and Saxola machines, but no records.

With the Christmas demand for records and machines picking up and becoming rather formidable dealers here still find themselves somewhat behind as regards stocks. But by some of the dealers Grand Rapids is considered lucky, local dealers being able to secure about 15 per cent of their needs in the line of talking machines.

The shortage of records, while somewhat of a handicap, has not reached the acute stage. Several reasons for the shortage are given, probably one of the best explanations being that of C. H. Hoffman, president of the Grand Rapids Music Dealers' Association.

"Victor dealers are handicapped in getting records," said President Hoffman, "but even if the Victor Co. were to normal production there would still be a shortage. The recent reduction of prices on Red Seal records have created a new demand, and also we must take it into account that there are about 350 types of machines using the Victor records."

"At the time the Herrick Piano Co. discontinued its record agency it had on hand records valued at about $6,000, wholesale price, and yet it was not filling more than 60 or 75 per cent of its orders. In copies ordered from the issues of November, it was not filling more than 40 or 50 per cent of its orders. In copies ordered from the issues of November, it was not filling more than 40 or 50 per cent of its orders."

"The talking machine game at present is getting down to where the piano game stood a few years ago. Eventually it will mean the survival of the fittest and competition will carry out a process of elimination. As with pianos so will it be with talking machines. Buyers will not be coming to us clamoring for machines—we will have to go out and get them."

"Right now the selling of machines has developed into a matter of education. The national advertising campaign of the Victor Co. has created a demand which has practically come to the dealers, and talking machine makers must keep up this sort of education."

"Bargain sales have hurt the game, too. Out rates on machines, which have sometime proved inferior, have led the public to believe they can get something for nothing, and this has proved bad business for some of the other dealers. To my mind the bargain sale is a big argument for the Stephens bill, which the music dealers have been trying to get through Congress at several recent sessions. This bill would allow the manufacturer to fix the retail price of machines and I think it would prove a big benefit to all dealers."

In the line of education, the Cheney Talking Machine Co., of this city, is preparing to invade the field with a big, national advertising campaign. The production of the factory for December shows an increase of 40 per cent over that of November. This is due, in a measure, to increase in facilities, the former big plant of the Backey & Gay Furniture Co., and a large building, now being given over exclusively to the production of cabinets. Besides this the plant at which metal parts are being produced, formerly the factory of the Accounting Machine Co., has been enlarged by the addition of one story.

The Cheney Co. now is turning out eleven models, six being standard and five being console models. At present the company is shipping a cartload of machines to its retail representative in St. Louis, Mo.

All its types of machines will be shown in a special exhibit at the factory showrooms during the big furniture exposition to be held here in January. At previous furniture shows the exhibit has been made in the Keeler building.

Among other companies which will make special showings at the furniture exposition are the Michigan Phonograph Co., producing the Lauzon machine, and the talking machine division of the Lauzon Furniture Co., of this city. This exhibit will be in the Keeler building. The Concertola of New York will be shown in the Manufacturers' building. The Widdicomb machine, produced here, also will have a special showing in one of the exposition buildings. Word reaching here is that the Mandel will have a big display at the Chicago furniture show during December and January.

Another bit of news reaching the local industry is that the Cabinetar Co. is building a four-story addition to its factory at Wabash, Ind., and expects to have a capacity of 300 talking machine cabinets a day.

The Beacon

The Beacon is created for the better grade of dealer who desires to handle a phonograph that is distinctive and of unquestionable superiority to those now on the market.

The Beacon tone is marvelously sweet, the cabinets of an exclusive design, and the motor and tonearm of the finest possible construction and workmanship.

There are five models retailing at $70, $110, $150, $225 and $300.

Period models from $375 up.

Dealers considering franchises for 1920 should send in their applications as soon as possible.
WHAT IS YOUR FAVORITE RECORD?

Milwaukee Evening Sentinel Starts Interesting Discussion on Its Music Page

MILWAUKEE, Wis., December 6.—The Milwaukee Evening Sentinel, through its music page, has begun a very commendable plan for increasing interest in music among its readers. The editor of this page has asked owners of talking machines or other musical instruments to write him short letters telling of their favorite records, artists, songs and the like. This is done in the belief that others should share and profit by the experience of music lovers in the realm of music. Some very interesting replies will undoubtedly be received and some worth while information may be gleaned from these letters.

SECOND ISSUE OF THE PATHE NEWS

New Pathe Journal Well Received—Contains Helpful Suggestions for Dealers

The second issue of Pathe News, published by the Pathe Freres Phonograph Co. in the interest of their dealers, made its appearance last month. The approval with which these first two issues have been received would indicate that it will probably not be long before this publication will be published bi-weekly. In the November issue many excellent advertising suggestions are given for the use of Pathe dealers, and statements of which are available to their order. Among other interesting features for the dealer is an article entitled "Selling a Pathe Phonograph," being the personal experiences of an expert retail salesman.

Pathé artists everywhere are achieving phenomenal success. At the opening of the Chicago Grand Opera season, a number of Pathé artists received an ovation. The concert given by Percy Hemus, Hans Kronahl and Grace Hoffman at Symphony Hall in Boston, was described in musical circles as a "triumph." Many glowing reports have been received regarding the concert tour that Rudolph Ganz and Jacques Thibaud are now completing.

The new Pathe department of the Cunningham Co., of Detroit, Mich., has been completed and is probably one of the most attractive departments in the country. Seventeen thousand dollars was expended for the decorations and equipment of this department entirely aside from the large stock of Pathe merchandise carried. Visitors to this establish-ment have spoken highly of it.

AN ATTRACTIVE DISPLAY CARD

Empire Talking Machine Co. Have Just Sent Out a Very Artistic Card In Five Colors Which Is Greatly Appreciated by Dealers

CHICAGO, Ill., December 8.—The Empire Talking Machine Co. have just brought out for the benefit of their dealers a very attractive window display card. This card is 16 inches wide by 27 inches high and is printed in five colors on heavy cardboard. The illustration in black and white conveys a very inadequate idea of its beauty. Empire dealers who have received these cards are enthusiastic over them and have written some very complimentary letters to the company expressing their appreciation of the co-operation they are receiving from them in promoting sales of Empire products. The service rendered is undoubtedly helping business tremendously.
FORMULATE PLANS FOR THE GREAT NATIONAL MUSIC SHOW

Entire Country Will Soon Be Saluted With a Broadside of Informative Publicity Regarding Greatest Event in History of Music in America—Talking Machines and Accessories in Evidence

The Press Committee which will have in charge the publicity for the National Music Show, and representatives of the principal exhibitors met last week in New York at the offices of C. M. Tretuaine, director of the Bureau for the Advancement of Music, and laid the groundwork of their plans for the "big show" to be held in the metropolis the first week of February.

As a result of the plans which were formulated at this meeting the whole country will soon be saluted by a broadside of informative publicity of varied kind, which will leave nobody in ignorance of the fact that New York is going to have one solid week of music in the interest of the whole nation.

Exhibits at the show this year will far outshine anything that the past can boast, as is evident from plans made known by some of the leading exhibitors. Grand Central Palace, in which the display will be held promises to witness the biggest crowds that have ever passed through its doors. The result of this great campaign for music means much for the industry.

Mrs. Frances Elliott Clark, director of the educational department, attend attentively the recent convention of the New York State Teachers' Association held at Albany, N. Y. About 8,000 teachers were in attendance. Mrs. Clark made addresses on the educational uses of the talking machine before the Model, Rural and Physical Culture Sections of the meeting. The Albany Morning Journal for November 26 reports in part from Mrs. Clark's address before the Music Section as follows: "Mrs. Clark believes that the musical ear of a child should be developed as early in life as the age of two. She urges all parents to let their children 'just hear' beautiful music from babyhood. During her talks at the convention she in mentioning the formation of high school and grade orchestras and bands, which, she said, are a great step forward in the teaching of music. However, she said that one important thing had been forgotten in the child's musical training and that was the fact that the ear training was too long postponed. She said that while the orchestra and bands for the older children are an entirely praiseworthy move, a child's musical ear should be trained to listen to music and to love music in preparation for the regular training later on. A child's hearing should be coupled with rhythm, which is the basic element of all music. She urged that parents develop in their children's minds the idea that music can talk to them. The compositions with chimes, for instance, can tell the child to go to church; a lovely folksong can tell the child to dance; a lullaby can tell the little one to go to sleep; a march can tell the child to go for a walk, etc. In other words, Mrs. Clark implores all parents to bring up their children with the knowledge that music is an intimate, vital part of everyday life."

MODEL "B" VICSONIA POPULAR

The Vicsonia Mfg. Co., Inc., New York, reports an unusually strong demand for their latest model "B" VICSONIA reproducer, which was put on the market sometime ago to meet the demands of the trade, and particularly Pathe dealers. The model "B" reproducers are popular not only in the United States, but in other countries where it has been introduced, inasmuch as it will play Edison, Pathe and all other hill and dale records. E. E. McArdo, foreign representative of the Vicsonia Co., who is at present in Cuba, is looking some liberal orders from Pathe dealers in that country. The Vicsonia Co. has made arrangements to increase their output materially soon after the first of the year in order to take care of demands promptly.

STILL LOOKING AHEAD

Plans for a Prosperous 1920 Are Under Way.

The Solotone Manufacturing Co. invite negotiations with substantial, progressive dealers located within a hundred miles of Philadelphia for 1920 Solotone phonograph contracts with a view to making quantity deliveries by motor truck. Safe delivery guaranteed, with machines unpacked, carefully set up and tested on the dealer's floor by Solotone experts.

Irrespective of their location, we are in a position to serve other dealers who can buy in quantity lots, and who are now covering their needs for high quality, moderately priced SOLOTONES.

SOLOTON MANUFACTURING CO.

Executive Offices and Showrooms

Factories at
The Francesca de Romeu Orchestra plays this month's Novelty Record on the Cuban "Guiro,"—two fox-trots that fascinate. E-5186

Columbia Graphophone Co.
New York

DISCUSSES THE ASSET OF SILENCE
A Frank Talk on the Importance of Having Good Motors and Good Cabinets

All other things being equal, the talking machine that plays smoothly, runs and winds silently has distinctly the jump on the instrument that hums or grunts internally now and then as the record is being played, and clicks discordantly while winding. There is really very little difference in the varying excellence of one or another talking machine or high grade manufacture insofar as the cabinet is concerned. The vital parts, of which the motor is the most vital of all, sell machines and keep them sold.

Have you ever entered a retail store and witnessed a trained salesman extolling the many superior points of a machine he is trying to sell a prospect and view the machine itself standing there beside him in all its beauty of workmanship, seemingly of a degree of excellence fully justifying all the salesmen has said about it? Then have you heard the actual demonstration, the noise of winding, the hum of operation blended discordantly with the music issuing from the tone chamber? The effect was spoiled. Up until the moment the salesman started to put the machine through its paces the customer's favorable opinion had steadily grown, only to collapse miserably in the end. Somewhere else, previously perhaps, he or she had listened to a silent motor and unconsciously a standard had been set. The most eloquent salesmanship in the world could not sell the instrument over such a handicap. And salesmanship can never sell a noisy or imperfectly constructed motor to a reasonably discerning customer.

It will be noticed that the salesman selling a talking machine equipped with an inferior motor always refers to this part of his instrument in the superlative, as the "best," the 'some of perfection." Now it is a human characteristic in selling an inferior article that terms of superlative generalization are usually used. Specific and special points of superiority are never voiced—always the generalization. So it is in selling talking machines. The salesman is not specific because he can't be. To satisfy his customer once and for all on the important subject of motors he terms it the best, then speaks no more of it. How different is the method of the salesman selling a machine equipped with a good motor? He feels a confidence in knowing that the most vital part of the whole machine is O. K., and has made himself familiar with the why and wherefore of its perfection so that he can explain it to his customers. He uses specific arguments that impress the discerning customer and makes the latter feel that the salesman knows his business.

It is surprising the number of sales that go to the salesmen who thoroughly know the technicalities of their business. Very often it is these same strong technical arguments, although understood not at all, that clinch the sale. It is obviously the height of folly to place an imperfect motor in a perfect cabinet. This fact the customer will discover after a few months of use, if not immediately and the manufacturer's greatest asset, his so-called "mouth-to-mouth advertising," has taken wing, to be succeeded by a clientele of knackers. A good, smooth-winding motor, running as noiselessly as is mechanically possible, is the result of high-grade workmanship, very close inspection and expert supervision, resulting in a correspondingly high manufacturing cost of the average motor, and of necessity sells to the phonograph maker at a high price. This difference in price of a motor thus manufactured really acts as sales insurance, helping to sell the phonograph as well as keeping it sold by the steady and reliable performance of its power plant.

CHRISTMAS WISHES
Mindful of the pleasant business we have had with phonograph folks during the year, We offer a great, big "Thank You" with our hearty wishes for your happiness at Christmas time and after.

Of course we wish you success for the new year, but we'll do more than that—we'll help you to that success. For Phonograph headquarters has a real helpful service for dealers—and a big stock of dependable merchandise from many factories.

We are factory representatives and jobbers for phonographs, records and supplies of various manufacturers. Our specialty is the DELPHON PHONOGRAPH and we urge every dealer who has not heard this incomparable instrument to do so without delay. The investigation will reveal some startling facts about phonograph supremacy—and there is valuable territory still waiting for some live dealers.

The Rosen Phonograph Sales Co.
28 Court Square.

J. FRAME
340 SUPERIOR ST.
TOLEDO, OHIO.

ART JEWELER AND VICTOR DEALER
"HIS MASTER'S VOICE," a beautiful gold charm; also made as a lady's brooch. Made in medium or heavy weight—price $4—heavy weight $5—C. 0. O. D. postpaid. Money refunded if unsatisfactory.

Low Priced Table and Floor Phonographs $60 per dozen and up. The biggest Values for the Money. We Carry in Stock Motors, Tone-Arms, Springs and Repair Parts for Any Make on the Market.

BLACK DIAMOND SPECIAL MOTOR Plays three records at one winding—Runs very quietly—12-inch turn-table—step regulator—has long heavy handle; nickel plated; $.50 each complete.

Orders promptly shipped C. O. D. if deposit accompanies same. Send for illustrations and prices.

WOLLMAN TALKING MACHINE MFG. Co.
500-502 Grand Street, Brooklyn, N. Y.
Established 1889. Telephone Stagg 918

Eclipse (Model 35)

MELOTONE (Model 50) With Cover

True-tone and Cleatone Needles, in metal boxes or packages at lowest prices. Universal double and triple spring Motors. Tone-arm. Auto Stops, etc. Phonograph parts and accessories, as Motors. Tone-arm.s Sound Boxes. Cabinets and Cabinet hardware. Repair parts for all makes. Records—Standard make, lateral cut, at $4.00 per 100.

Cash with order
FULTON TALKING MACH. Co.
640 Broadway New York, N. Y.
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department. No space for four lines, 10 cents per line; insertion must be accompanied by remittance. Replies will 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—Experienced and thoroughly successful department manager for one of the largest phonograph dealers in Chicago. Write giving full particulars in detail, references and salary expected. In D. C. 5, care Talking Machine World, 209 S. State St., Chicago, Ill.

SITUATION WANTED—Young man, 33, actively and collection department, and assisting manager of large eastern department store desires position with eastern wholesal or retail house. Address "Box 715," care Talking Machine World, 373 Fourth Ave., New York City.

WANTED—One high-grade phonograph salesman to travel jobbing trade only. One of experience preferred. Address "Box 714," care The Talking Machine World, 373 Fourth Ave., New York City.


WANTED—A first class Pathe Phonograph can-copy, permanent good position at beautiful Palm Beach, Fla. Prefer a man with family and one that is acquainted with the furniture business. Good wages guaranteed to the man who can produce. Fine opportunity for the right party. Will handle Big Furniture Store, West Palm Beach, Fla.

WANTED—A live wire to sell an excellent line of Mahogany Phonograph Cabinets, Hardware, Woodworking Machinery, Tools, etc. Address "Box 712," care The Talking Machine World, 373 Fourth Ave., New York City.

SALESMEN

WANTED—Salesman and repair man. A man for Virginia, also representatives for Georgia, Alabama, Florida, Maine, New Hampshire and Vermont. Also want a high-grade man for metropolitan district. Good proposition to right man. Address A. M. Druckman, 140 West 23rd St., New York City.


ATTENTION JOBBERS AND CLASS A DEALERS—Mr. Dealer, have you quadrupled your investment in this business during the past two years? We have, 50% will give you my services for one year. Address "Box 718," care The Talking Machine World, 373 Fourth Ave., New York City.

BUSINESS OPPORTUNITY—Brehm Bros., Erie, Pa., established 1870, carrying a general line of everything musical, offering their entire business. An up-to-date stock of sheet music, music books, small instruments, talking machines, pianos, in the heart of the shopping section, with practically no competition, in a thriving city of 100,000. For more details, write for the present business, and showing high returns on the investment. An opportunity of a life time for one or two energetic men to push the line of the largest and finest merchandise in the territory. Repairs, cabinets, accessories, etc. Address Brehm Bros., 107 S. State St., Erie, Pa.

"PHONOGRAPH REPRESENTATIVE FOR SOUTHERN TERRITORY," WELL ESTABLISHED MANUFACTURERS OF A NATIONALLY KNOWN LINE OF PHONOGRAPH WOODS TO REPLACE THEIR SOUTHERN REPRESENTATIVE COVERING TEXAS AND ADJACENT STATES. MAN WITH EXPERIENCE AT SELLING PHONOGRAPH WOODS OR FURNITURE PREFERRED. REPLY STATING EXPERIENCE TO "BOX 719," care The Talking Machine World, 373 Fourth Ave., New York City.


"LARGE INCOME FOR DISTRICT AGENTS"—DISTRICT REPRESENTATIVES WANTED IN ALL LARGE CITIES AND CENTERS TO HANDLE THE LARGEST AND BEST LINE OF PHONOGRAPH ACCESSORIES, RECORDS AND PLAYER PIANO ROLLS ON A COMMIS- SION BASIS. THESE ITEMS ARE IN GREAT DEMAND. A HUSTLER CAN EARN A LARGE INCOME. REPLY STATING EXPERIENCE TO "BOX 721," care The Talking Machine World, 373 Fourth Ave., New York City.

ADVERTISMENT

An established house handling musical goods would represent an A-1 talking machine factory selling direct to jobbers and dealers in Eastern territory. Answers only recognized giving full particulars regarding the above. Address "Box 717," care The Talking Machine World, 373 Fourth Ave., New York City.

SITUATION WANTED—Young man (31) expert mechanic, thoroughly familiar with every angle of the phonograph business and capable of taking charge of assembling and inspection of motors, cabinets, accessories, and also repairs. Can furnish best references. Address "BOX 722," care The Talking Machine World, 373 Fourth Ave., New York City.

EXPERIENCED WHOLESALE TALKING MACHINE SALES—WILL CONSIDER A NEW CONNECTION IN SIMILAR FIELD. Long experience, high recommendation. Address "Box 723," care The Talking Machine World, 373 Fourth Ave., New York City.

PRODUCTION MANAGER WANTED—A large and growing manufacturer of Tone Arms and Sound Boxes is desirous of securing an experienced factory manager to take complete charge of the production end of the business. Experience in the construction of these accessories will be considered exceptionally valuable. Address "Box 724," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Position as salesman and repair man. Thoroughly familiar with all makes. Prefer the West or South. West, Texas or Louisiana. Address "Box 716," care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

Phonograph records, Victor, Columbia, Edison (Brand New). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKER

3064 Albany-Osceola Ave., New York, N. Y.
BETTER ADVERTISING STANDARDS

R. R. Shuman, President of Shuman Advertising Agency, Gives Interesting Address

The address on the subject of greater efficiency in advertising and merchandising in the music trade, delivered by R. R. Shuman, president of the Shuman Advertising Co., Chicago, before the Fire Club of that city a fortnight since, was both a warning and a guiding light to the music industry. Mr. Shuman declared that much of the high cost of living could be charged to the high cost of distribution rather than of manufacture, and that advertising was the means of reducing this cost. The shortest road from the manufacturer to the consumer is the road paved by intelligent advertising and in the music trade especially there is great need for more intelligent publicity.

In this connection Mr. Shuman said in part: "Long experience in merchandising of manufactured commodities has convinced me that the following program is the one that shortens the route between manufacturer and consumer; and, thereby decreases the cost of the travel of the goods from one to the other:

1. A vigorous, persistent, well-written, handsomely illustrated full-page campaign in all trade papers that reach the kind of dealers who should be interested in the commodity.

2. Supplementary this campaign a parallel campaign to dealers by direct mail, in which the subject can be handled in greater detail.

3. A campaign for the dealers in their own local newspapers and through other means of local advertising in which the name of the dealer can be featured in such a way as to send the people direct to those dealers' stores in order to buy the thing advertised.

4. A special condition applying to the music trade. A parallel campaign in the professional publications in order to educate teachers and amateurs whose influence can, to a great degree, make or unmake any musical instrument ever created."

We Are Making Immediate Shipment of All Models

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 last 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.

LAUZON- motors and mechanical equipment are of the very highest grade. They afford a secure foundation for the building of a big profitable business.

They afford a secure foundation for the building of a big profitable business.

LAUZON Phonograph Company

Phonograph Division of the Lauzon Furniture Company

National City Bank Building

Factory, Monroe Ave. and Sixth St.

GRAND RAPIDS, MICHIGAN

Japanese Lacquer—Style H

Louis XVI—Style G

9 Models—$90 to $400
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—singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND
FROM OUR LONDON HEADQUARTERS.—(Continued from page 197)

The Revival of the Cylinder

The day of the cylinder is by no means over. It is true that during the war period thousands of phonograph owners were starved of the regular supplies of sound business on which they had been used to depend. But the real cylinder enthusiast possessed his soul in patience and remained loyal to the belief that disc records are inferior. Many cylinder devotees, of course, changed over—necessity compelled, but the homaggio paid to Edison was so remarkable that his admirers in London actually banded together and formed a phonograph society. This society holds regular meetings and great was the enthusiasm when it became known that supplies of Edison records of the cylinder type are again in prospect. Indeed it is reported that one Liverpool trader, Mr. Jake Graham, has already received a big consignment of thousands of records and expects additional supplies regularly. This is good news that will be welcomed by thousands of phonograph owners. It is the Edison Blue Amberol that is particularly wanted. The New Jersey officials will be the first to make good as early as possible, because they know that our folks here desire big supplies quickly now, as a reward for their patience and loyalty. It should be understood that while a few standard records have been issued from time to time by one firm in England making this type of record, the bigger the supplies of Blue Amberols the quicker will they be taken up. And now is the time!

Annual Report of ‘His Master’s Voice Co.’

This being the completion of the first fiscal year’s trading of the above company, since the amalgamation, more than ordinary interest is taken in the general meeting held recently in London. Mr. E. Trevor Lloyd Williams, chairman of the Gramophone Company, Ltd., presided. He said that the immediate result of the close of the war was so far as the company was concerned was the prompt cancellation of all their suspension contracts, although, through the consideration of Government departments, they were able to complete and deliver most of the work in progress, and on January 1st last, they had practically finished all Government work. They had then to get their factories in order to resume their normal work. Within six months they had increased the output

PEROPHONE—PERFECTION—PRODUCTS

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,
Cable Address—Perowood, London. Shipments January 1920. LONDON, E. C. ENGLAND.
of the factories by 100 per cent. The shareholders would all agree that the trading profit for the year £145,397 was exceedingly good in all the circumstances—indeed, splendid. Of course, it was much less than it was last year by about £70,000, but, on the other hand, it was substantially in advance of the figures for the two years immediately preceding the war. There was a balance of unappropriated profit of £153,205, comparing with £163,504. Last year, with £500,000 ordinary capital, they declared a dividend of 10 per cent., less tax, and a bonus of 5 per cent., less tax, and carried £50,000 to the reserve for equalization of dividends. For the year under review on an ordinary share capital of £750,000 they were paying a dividend of 10 per cent., less tax, and a bonus of 5 per cent., less tax, with the reserve for equalization of dividend undisturbed, the balance being carried forward. Those who retained their shares held at this time last year, and also those distributed by way of bonus in the spring of this year, would be receiving just half as much again in dividends as they did a year ago.

In the course of an analysis of the balance-sheet, on an ordinary share capital of 27,500,000 they capitalized dividends.

pany was taken over from the old company as

anniversary of the original incorporation of the

trade marks. It would be difficult to estimate as a going

ing regard to

worth more than the original valuation, and hav-

on nominal figure of 21.

originally stood at £482,847, and now was at the

year 2145,397 was exceedingly good in all

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Coaring

with a host of other melody surpassing "Melodious serenade, through the twilight air, to the zonophone people, love and joy, and every one." This year once more proves most popular ever since. Just how is your chance to in line with the " recommending line" and build up profitable sales on "Songster." Drop a card today—it brings you a free sample box and list of Price Quotations.

FROM OUR LONDON HEADQUARTERS—(Continued from Page 199)

made for a representative musical instrument sec-
tion. Space has already been taken by many large London and Provincial firms. Other trades will largely be in evidence, and the whole exhibi-
tion is under the direct organization of the Board of Trade. Fairs are also to be opened on the same day in Birmingham and Glasgow.

A recent call at the Perophone show rooms in City Road revealed some idea what an extensive trade this company enjoys. The place was packed with dealers eager to secure record and machine stocks for the great rush-sales period. Great suc-
cess has attended this firm's sound-box manufac-
ture. The various models are selling like hot cakes. So much for Perophone quality and general value!

The Stampiniel, Weimar recently arrived at Leith with a 1,000-ton cargo from Hamburg, said to be the largest consignment since trade with Germany was resumed. Included in the cargo were consignments to toys and small musical instruments.

A parliamentary statement gives currency to the fact that among a miscellaneous cargo landed at Liverpool were 34 cases of phonographs. Doubt-
less this refers to a recent big consignment of motors, tone arms, etc., that will be released in a short while.

Some weeks must elapse before the findings will be made known of the Government Commission appointed to advise on the question of a revision of railway goods freights. A substantial increase is foreseen.

The air mail between London and Paris is now in full swing. The charge of 3½ p. on, beyond the ordinary postal rates is considered heavy. But a letter can be posted as late as 11 a.m. at the G. P. O. and delivered in Paris the same day—about 4 p.m.

Kubelik, the famous violinist, whose records are so well and favorably known this side, was due to visit England in November, but a message was received saying, "Unable to leave the coun-
try." He is in Bohemia and apparently cannot get the necessary permit to come to see us. Later on, we hope!

New Companies Incorporated.

Alfred Lewis Inventions L., gramophone manu-
facturers, Capital £10,000 in £1 shares (2,000 preference). Office: Town Hall Chambers, Vic-
toria Square, Leeds.

Bailey's Concertophone L. Capital £60,000. Address not stated.

Hot Favorites on Winners.

The latest Winner programme to hand is brin-
ful of issues likely to enjoy an exceptionally big demand. There are many novelties that always appeal, and of course the inclusion of records bearing current favorites is in conformity with Winner policy. All the rage is record 3312 "A—Be My Boy" and "What the Colonel Told the Adjutant," both sung by Ted Yorke. This rec-
oci is enjoying a wonderful demand all over the country. Two expensively recorded "cello solos are listed as recorded by the late August von Biene—"The Broken Melody" and "The Phan-

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The invention also contemplates a construction which enables the tones to be modified so as to reduce the volume when desired, and also to control and so direct the tones of certain selections as to give them the natural tone quality or effect of the original selection, as will be more readily understood from the detailed description of the accompanying drawings whereby:

Figure 3 is a vertical sectional view of the upper portion of a phonograph, in other words the tone-chamber portion of the cabinet, the turn-table and tone-arm; the reproducer-carrying portion of the latter being broken away. Figure 2 is a cross sectional plain view taken on the line 2-2 of Fig. 1 looking in the direction of the arrows. Figure 3 is a detail sectional view of the tone or sound-controlling means.


The tone arm which forms the subject matter of the invention contains several novel features, as for example, a self-contained adapter whereby the sound box mounted upon the free end of the tone arm may be made to occupy several positions corresponding with the requisite necessary to play the three general classes of records with the same sound-box.

A further object of this invention is to provide means in connection with the tone arm whereby whenever the tone arm and sound-box are in any position the motor will be set in operation and when the tone arm is swung to the side of the record and released, with the sound-box free from the record, then the motive power will be completely cut off.

There is also provided a novel ball bearing for the tone arm whereby the same is rendered very much more free in its movement and consequent ly, according to practical experience, creates far less drag upon the motor.

Figure 1 is a side elevation of the improved tone-arm and step device, Fig. 2 is a plan view of the same. Figure 3 is a fractional side elevation of the free end of the tone arm illustrating the position of the parts assumed when playing a Pathe record. Figure 4 is a side elevation partly in vertical sectional view showing the means for locking the parts of the adapter in place. Figure 5 is an enlarged vertical sectional view of the tone arm bearing, also showing the circuit breaker connections. Figure 6 is a section of the sound-box relieving mechanism for relieving a portion of the weight of the sound-box upon the record.


This invention relates to what is commonly termed a sound box, that is to say, a device arranged to be employed in connection with a phonograph or a talking machine for the reproduction of sounds which have been recorded in suitable records. In the present instance, the invention is illustrated in connection with a sound box such as is used with disc records containing a rec ord groove therein, the undulations in the walls of which operate to move a needle bar which is associated with the sound box. The main object of

(Continued on page 202)
LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 201)

the invention is to improve the quality of sound reproduced and to practically eliminate the hissing or scratching sound commonly caused by the scraping of a needle in the record groove.

In the accompanying drawing is shown a sectional view of a sound box constructed to embody the invention of Mr. Mitchell, which will be read with interest by the trade.


One object of this invention is to so construct an improved sound box for sound reproducing machines that a record-engaging needle can be secured thereto in such manner as to permit the needle to enlarge the sound reproducing grooves of the record from either side of the center of the record. Thus with the aid of the invention a left handed person can use the same with as much facility and convenience as a right handed person.

Figure 1 is a front elevation of the improved sound box. Figure 2 is a sectional elevation taken on the line 3-3 of Fig. 1. Figure 3 is an enlarged sectional plan view taken on the line 3-3 of Fig. 1. Figure 4 is a fragmentary elevation of a portion of a ring section which forms a part of the invention. Figure 5 is an enlarged fragmentary section taken on the line 5-5 of Fig. 2 through the needle holding end of the stylus bar. Figure 6 is a section taken on the line 6-6 of Fig. 5. Figure 7 is a front elevation of the needle holding end of the stylus bar. Figure 8 is a view of similar nature to Figure 7, showing a needle therein extended at such angle as to permit its entrance to the sound reproducing grooves from one side of the record. Figure 9 is a view of similar nature to Figure 8, showing the needle therein extending at an angle opposite to that shown in Figure 8, and in which angle the needle can be inserted into the reproducing grooves on certain classes of records; and Figure 10 is an elevation of this valve box showing how the magnets are controlled.


This invention relates to reproducers of phonographs and to improvements being to eliminate the scraping and other undesirable sounds ordinarily produced during the reproduction of sound.

A further object is to provide a reproducer utilizing a non-resilient member in lieu of the ordinarily flexible or resilient diaphragm and which member is moveably supported by the stylus lever of the reproducer and which lever is resiliently mounted in a novel manner.

A further object is to provide simple and efficient means for preventing the escape of air past the yieldingly supported member.

Figure 1 is a central vertical section through a sound box having the present improvements. Figure 2 is a face view of the sound box, all but a portion of the cap being removed. Figure 3 is a section on an enlarged scale of the invention taken on line 3-3, Fig. 2.


This invention relates to improvements in a combined talking machine and player piano and the object of the invention is to provide a new and improved device of this kind which is simple in construction, reliable and effective in use and operation, and in which the movement of the music sheet is so controlled that it will always be brought into proper synchronism with the moving record of the talking machine or phonograph.

Figure 1 is a front elevation of the improved combined talking machine and player piano. Figure 2 is a plain view of the same, the top cover of the piano casing being removed. Figure 3 is a vertical transverse sectional view on the line "a"-"a" Fig. 1. Figure 4 is a diagrammatic plan view of the mechanism. Figure 5 is a face view of part of the perforated music sheet and a front view of the valve operated by the talking machine record support. Figure 20 is a side view of the valve chest for the valves which control the starting and stopping of the talking machine record. Figure 21 is a vertical transverse sectional view of the same on the line "a"-"a"—fig. 20.


Among the objects of the invention is to provide a needle and a peculiar holder for the same providing for the use of a single needle for the playing of a vast number of records without renewal.

A further object is to provide a phonograph needle of such a character as to be well adapted for sound reproduction purposes on a large number of records without renewal or adjustment, but which may be adjusted from time to time so that a single needle may be used for the satisfactory playing of thousands of records, but which when eventually worn out may be replaced by another of the same type.

Figure 1 is a side elevation indicating in diagram the approximate angle at which the axis of a needle is inclined to the plane of the record. Figure 2 is a vertical sectional view on the line 2-2 of Fig. 1, the needle chuck being in elevation. Figure 3 is a central sectional view through the chuck. Figure 4 is a plan view of the chuck shown in Figs. 2 and 3. Figure 5 is a plan view of a modified form of the same; and Figure 6 is a detail perspective view of one of the chuck jaws.


This invention relates specifically to means for graduating and controlling the tone or sound volume of talking machines.

The primary object is to provide a device for controlling the tone or volume of sound produced by a phonograph, and providing means for operating said device to place the sound controlling element in desired position. Other objects are to provide means capable of being operated to select, modulate and maintain the tone of a phonograph from any desired distance, at the will of the operator, and to operate the sound controlling element step by step to decrease the volume of sound, and retrace the operation and movement of the sound controlling element step by step to increase the volume of sound.

Figure 1 is a sectional view showing the sound channel or outlet open, the damper having been withdrawn by the controlling means therefor. Figures 2, 3 and 4, diagrammatically show how the damper is advanced to the extreme opposite position to that shown in Fig. 1, Fig. 5 is a diagrammatic view showing how the damper is in withdrawn position. Figures 6 and 7 are modified arrangements of the damper controlling parts.

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