The instrument by which the value of all musical instruments is measured
LICENSED and operating under BASIC PATENTS of the phonograph industry, Sonora's foundation and future are secure. Sonora won highest score for tone at the Panama-Pacific Exposition and has more important and exclusive features of construction than any other phonograph.

Sonora is the phonograph of maximum value. It sells easily, commands cash and keeps your bank balances at a high level. An unequaled collection of upright and period models is available.

Prices $60 to $1000

Sonora Phonograph Sales Company, Inc.
GEORGE E. BRIGHTSON, President
New York City: 279 Broadway, 5th Avenue at 53rd Street
Canadian Distributors: I. Montagnes & Co., Toronto

The Highest Class Talking Machine in the World
SCHMELZER ARMS CO. TO EXPAND

Wholesale Department of Company to Remove to Larger Building on Grand Avenue in Kansas City—Other Departments to Occupy New and Larger Quarters—Rapid Growth Evidenced

Kansas City, Mo., January 5.—Important expansions by the Schmelzer Arms Co. were outlined in an announcement to-day of the prospective doubling of the three divisions of the Schmelzer business into three separate buildings. In its present size, Schmelzer’s is the largest house of its kind in the country.

The building now occupied by the Schmelzer wholesale departments will be moved to 2015-23 Grand Avenue, a further expansion being provided in the acquisition of a vacant fifty-foot lot to the south. The manufacturing departments soon to be added will house the export and domestic ware departments.

The building now occupied by the Waggner Paint & Glass Co. will be available to the Schmelzer wholesale departments not later than June 1. A lease to run more than thirty years has been obtained from the owner, the lease requiring the addition of two more floors within five years.

The big wholesale development provided for is in addition to further expansion of the fifty-foot lot at 2021-23 Grand Avenue. On this ground will be erected an addition that will match in height, appearance and fireproof construction, and the building will have a frontage to the north. When these additions are completed the wholesale house will be occupying an eight-story and basement building 125x115 feet.

The Schmelzer Arms Co. came to Kansas City from Leavenworth in 1887. It has suc- cessively occupied locations at Missouri avenue and Delaware street, at 543 Main street, at 710-14 Main street—later expanded to include 716-18 Main street—and the present location, 1214-22 Grand avenue. The firm is a whole- sale and retail distributor of sporting and athletic goods, bicycles and toys, and is a factory distributor of the products of the Victor Talking Machine Co.

JAZZ FOR SIN-STIFFENED JOINTS

Methodist Preacher Seeks to Rouse His Congregation With Negro Jazz Orchestra

Remembering that Jazz woke up France, and taking his text from that, the Rev. G. S. Lackland, pastor of the Grace Methodist Episcopal Church in Denver, Col., recently announced that he would have a real negro jazz orchestra for his congregation on the following Sunday in an effort to arouse the dying enthusiasm of the church members. He argued as follows: “Jazz works perfectly as a lubricant for stiff-stiffened joints on the glaring lighted white ways that lead to perdition, so why not use it to limber up those who are traveling the straight and narrow?” Talking machine dealers take notice.

Reading Victor Dealer Enlarges

R. B. Brown, of Reading, Pa., who recently acquired control of the Lichky Music House, 21 North Eighth street, has enlarged the present store and has redecorated the entire building. In the talking machine department, where the Victor line is displayed, several new demonstration booths have been added to the selling equipment. Mr. Brown for several years was manager of the Lichky house prior to his assum- ing control of the business.
Sentiment is by no means dead, and the lovers of the present day are just as eager to send tokens of their regard to their lady loves as in the past, but tempora mutantur, et nos in illis—and the modern youth wishes to express his sentiments in a modern way.

Instead of sending a sentimental verse, he sends a tender ballad, sung by one of the leading artists of the day. "O, Promise Me," "The Sweetest Story Ever Told," "Forgotten,"—inscribed on a record. This is a gift that will be remembered and appreciated long after the satin and lace paper affair has been consigned to the flames.

One of the leading music dealers of Wilmington, Del., tried out this plan last season with most gratifying results. During the latter part of January he gave much time and thought to this idea in every possible way is certainly not awake to his opportunity.

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John McCormack, Alina Gluck and many of the lesser lights of the sweet singers have recorded the most beautiful sentiments of the present and past, and no more appropriate Valentine could be imagined than a single high grade record, or, if the sender chose, a book containing a selection of half a dozen. The dealer who does not push this idea in every possible way is certainly not awake to his opportunity.

One of the leading music dealers of Wilmington, Del., tried out this plan last season with most gratifying results. During the latter part of January he gave much time and thought to the composition of a circular letter, which he sent, under letter postage, with the name and address filled in on the typewriter, to all the high school and college students, while another letter was addressed to a list of business and professional men. The first of these letters read:

"VALENTINE IS COMING  
"What Are You Going to Send Your Lady Fair?  
"Could anything be more appropriate than a first class record on which is recorded a ballad—old or new—rendered by a sweet-voiced singer? Come in and look over our stock. Here are a few that may offer suggestions."  

In two parallel columns are the names and addresses of about fifty songs, together with the names of the singers and price of the record.

"Such a gift will appeal, both by reason of its beauty and its novelty, and will recall the sender each time the record is played."

"Make Valentine Day Phonograph Record Day."

To the older men, another letter was sent:

"Dear Sir,—You have probably long intended to invest in a Victrola or talking machine of some kind, but have kept putting it off for a more opportune season. Valentine Day is now approaching. What better Valentine remembrance could you make the good wife and the younger members of the family than a phonograph and a good selection of records? You will find songs for all occasions, and on St. Valentine's Day you will undoubtedly want to hear 'Love's Old Sweet Song.' Then you can listen to the song you heard on your wedding day, 'O, Promise Me,' and after that the serenades of your youthful days. The children will probably prefer the later ballads—but you can have something for every age and every taste.

"If you already have a talking machine, why not surprise the Little Mother with a book of records, containing half a dozen gems from opera and concert hall. Make Valentine Day Phonograph Record Day."

About the first of February they installed a special Valentine Day display. The floor was covered with billows of black velvet, and set upright in the center was a cardboard heart six feet high entirely bordered with phonograph records. Tall poles were set at either side, on which were a number of hooks, and to each hook was suspended a record, with a red heart fastened to the center of it, on which the name of the song or instrumental selection was printed in black letters. Down in front was a low gilded table, covered with red velvet, and at each end of it were cardboard cutouts of Cupids. On the table were laid a number of boxes, each containing a phonograph, each box being tied with red ribbons. There was also a portfolio containing a half dozen records. To each package was fastened a tag, on which could be printed or written the name and address, while on a card set in a rack was the catchy stanza:

The magic darts from Cupid's bow have had their play,  

But if you'll send ME with a line,  

I'll make a dandy Valentine.

At the time the window was placed on display they ran an advertisement in the local papers, and had a number of these struck off in the form of handbills, which were placed in the autos from the rural districts and neighboring towns, as they came in from day to day. These ads, which attracted a considerable amount of attention, read as follows:

MAKE VALENTINE DAY PHONOGRAPH DAY  
Attend our Valentine Record and Phonograph Sale on February 10. Select a record, or any number of them, to send to The Best Beloved on Valentine Day. We will wrap them in a dainty manner, and deliver them to any port of the city on St. Valentine's Day.

Careful attention given to mail orders. Select the records you wish sent and we will attend to the packing and mailing of them. See our Valentine Record Window. It may offer you suggestions.

On the day of the sale, which was held early enough to allow of careful selection of records being made, the store was hung from one end to the other with red cards, on which were strung red cardboard hearts. Hung to the pillars were cards bearing in illuminated letters the names of operatic arias, the songs of ancient and modern times, offering many valuable suggestions as to the records to be purchased. In the (several) demonstration rooms the phonographs were kept busy showing appropriate selections and just inside the door a machine was installed, with an electric motor attachment, which rendered sweet music that was wafted out on the wintry air each time the door of the store was opened.

They likewise received considerable publicity from their method of delivery. On St. Valentine's Day a motorcycle with side car attachment was secured—one that was painted a brilliant red. A kewpie, with bow and arrow, was perched on the handle bars, and the side car bore a canvas sign, "St. Valentine's Messenger." The young man who acted as chauffeur carried with him a large quantity of cards, on which was a large heart, and the inquiry, "Have You Sent your Valentine Day phonograph?" was asked. On the day of the sale, which was held early enough to allow of careful selection of records being made, the store was hung from one end to the other with red cards, on which were strung red cardboard hearts. Hung to the pillars were cards bearing in illuminated letters the names of operatic arias, the songs of ancient and modern times, offering many valuable suggestions as to the records to be purchased.

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This is a "live" idea which other dealers could adopt with profit.

Why Not Use Records by Noted Singers as Substitutes for Valentines?

By W. B. Stoddard
**Victor Supremacy**

The supreme qualities that make the Victrola the certain choice of a discriminating public are equally important factors in the success of Victor retailers.

"**Victrola**" is the Registered Trademark of the Victor Talking Machine Company designating the products of this Company only.

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

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

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**Victor Wholesalers**

<table>
<thead>
<tr>
<th>Location</th>
<th>Company Name</th>
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</thead>
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<td>Gately-Haie Co., Inc.</td>
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<td>Atlanta, Ga.</td>
<td>Eyer Company</td>
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<td>Hattiesburg, Miss.</td>
<td>Phillips &amp; Crew Piano Co.</td>
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<td>Birmingham, Ala.</td>
<td>Talking Machine Co.</td>
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<tr>
<td>Boston, Mass.</td>
<td>Oliver Dixon Co.</td>
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<tr>
<td>Cincinnati, O.</td>
<td>The Eastern Talking Machine</td>
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<tr>
<td>Cleveland, O.</td>
<td>The M. Steiner &amp; Sons Co.</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>W. D. &amp; C. N. Andrews</td>
</tr>
<tr>
<td>Burlington, Vt.</td>
<td>American Phonograph Co.</td>
</tr>
<tr>
<td>Butte, Mont.</td>
<td>Orion Bros.</td>
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<td>Chicago, Ill.</td>
<td>Lyons &amp; Healy</td>
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<td>Chicago, Ill.</td>
<td>The Rudolph Wurster Co.</td>
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<td>Cleveland, O.</td>
<td>The W. H. Buescher &amp; Sons Co.</td>
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<tr>
<td>Columbus, O.</td>
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<td>Dallas, Tex.</td>
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<tr>
<td>Denver, Colo.</td>
<td>The Knight-Campbell Music Co.</td>
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<td>New Orleans, La.</td>
<td>Putnam-Page Co., Inc.</td>
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<td>Pittsburgh, Pa.</td>
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<td>Portland, Me.</td>
<td>Cremezy &amp; Allen, Inc.</td>
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<tr>
<td>Portland, Ore.</td>
<td>Sherman, Clay &amp; Co.</td>
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<td>Richmond, Va.</td>
<td>The Corley Co., Inc.</td>
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<td>Rochester, N. Y.</td>
<td>E. J. Chapman</td>
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<tr>
<td>Salt Lake City, U.</td>
<td>Salt Lake City Co., Inc.</td>
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<tr>
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<td>Salt Lake City Co., Inc.</td>
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<td>St. Louis, Mo.</td>
<td>Karcher-Brenner Music Co.</td>
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<tr>
<td>Syracuse, N. Y.</td>
<td>W. D. Andrews Co.</td>
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<tr>
<td>Toledo, O.</td>
<td>The Toledo Talking Machine Co.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>Cohen &amp; Hughes</td>
</tr>
</tbody>
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**Victor Talking Machine Co.**

Camden, N. J., U. S. A.
HEAR MUSICAL CONCERT BY RADIO
Pittsburgh Wireless Enthusiasts Entertained by Evening Concerts Through the Air
PITTSBURGH, Pa., January 2—Saturday night wireless telephone concerts have been inaugurated here. The promoter is Frank Conrad, a research engineer of the Westinghouse Electric Manufacturing Co., who owns one of the only two sending sets for wireless telephoning in the city. The audiences are made up of the owners of the 400 receiving sets within a radius of twenty-five miles of Conrad's station.

Promptly at 9 o'clock each Saturday evening Conrad hauls his talking machine over to the transmitter of his sending set, and for two hours twenty-five miles of Conrad's station. The sound of the machine is heard at Washington and Jefferson College, at Washington, Pa., nearly thirty miles away. The sound is said to be free from the discordant noises which often accompany record music. Four vacuum valves are employed to transmit the signals and a spark transmission of 900 cycles frequency.

NEW STARR PIANO CO. BRANCH
The Starr Piano Co. has organized an Oriental branch in Richmond, Ind., and has incorporated this branch for $100,000. The stated purpose is to manufacture and sell musical instruments. The directors are Nardiros Nigohossian, Vahan M. Nigohossian and Clarence Gennett.

TO AID IN TEACHING MUSIC
California Schools to Use Talking Machine as Teacher's Assistant—Plan Already Being Considered by State Board of Education

The California State Board of Education is planning to use the talking machine as a teacher's assistant in the schools for the purpose of teaching music. According to Dr. Margaret S. McNaught, state commissioner of elementary schools, it is the hope of the authorities to have installed before long a talking machine in every school in California, no matter how remote its location.

"In no other way," says Dr. McNaught, "would it be possible to make the study of music so universal—even democratic—as can be accomplished by the use of the talking machine, for with this invention even the latest in grand opera can be brought to the door of the most distant school room."

"We believe, too, that the talking machine will be an agency for breaking down the barriers in music which exist today between the city boys and girls and their country cousins."

In connection with the installation of the instruments in the Golden State schools, it is planned to make careful selection of the records to be used, and distribute them by a method similar to the movie exchange. This will make it easy for even the smallest and poorest-equipped school to keep abreast of the growth of the musical art.

Dr. McNaught believes the time may come when it will be necessary to create a board of censorship for the purpose of passing on records; that is, if the tendency in selection should be too much toward "jazz" and other light music. For the present, however, the choice of proper material will be left largely to the judgment of the teachers and the county libraries which will assist in putting the plan into effect.

NEW DOEHLER DIE-CASTING PLANT
Seven-Acre Tract in Chicago to Be Home of Modern Plant of Doehler Co.

The steady growth of the talking machine industry and the greatly increased demand for Doehler products have caused the Doehler Die-Casting Co. to secure a seven-acre tract in Chicago, Ill., on which is being erected a modern one-story concrete brick structure for the manufacture of castings and bearings. Construction work has been practically completed and the operation of this new plant will shortly commence.

The Doehler Die-Casting Co. are among the largest manufacturers of die castings in white metal, aluminum and brass alloys and bronze back and aluminum back babbitt lined bearings, with main office and Eastern plant in Brooklyn, N. Y., and branch plant at Toledo, Ohio. The addition of this new plant is in line with their policy of service to their customers.

The City Drug Co., Blackwell, Okla., is remodeling its Victrola department and making considerable improvements. Three record demonstrating booths are in the course of construction and a large machine display room.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS
A Place for Every Record and Every Record in its Place

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

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

We have unexcelled manufacturing facilities, and consider quality our prices are the lowest. Write us, giving quantity you may desire, and we will quote prices.

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

MAKING THEIR SELECTION
NATIONAL PUBLISHING CO., 239 S. American St., PHILADELPHIA, PA.

CHICAGO OFFICE: 508 S. Dearborn Street

THE PERFECT PLAN

Heard at the Third Street Opera House, Philadelphia

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

CHICAGO OFFICE: 508 S. Dearborn Street

THE PERFECT PLAN

Peerless
Metal Back Album

Albums Sell Records
It's not hard to sell an umbrella when it's raining—it's no 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 filing capacity in the form of Peerless albums.

Dealers: expose yourselves to greater record sales—throw them in your 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. Hough, 20 Sudbury Street;
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray

Our Standard Grade

Lowest-Priced Quality
Album on the Market

Does it stand the strain? I'LL SAY IT DOES!
Victor Supremacy

The supremacy of the Victrola marks it as the greatest of all musical instruments.

And with Victrolas in such splendid variety, possibilities are unlimited for every Victor retailer.

"Victrola" is the Registered Trade mark of the Victor Talking Machine Company designating the products of this Company only.
Warning: The use of the word Victrola upon or in the promotion or sale of any other Talking Machine or Phonograph products is misleading and illegal.

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

Victor Talking Machine Co.
Camden, N. J., U. S. A.
WITHIN a comparatively few weeks there have been received at the office of The World a number of letters from talking machine dealers in various sections of the country complaining about a campaign of advertising carried on by a Chicago mail order house in offering talking machines ranging in price from $50 to $200, or more, by mail, on instalments. Some of the communications were, unfortunately, anonymous, and those, therefore, need not be considered, but a sufficient number of retailers had the courage to declare them- selves openly in protest against this practice, to make the matter important enough for discussion at least.

Mail order advertising has long been the bane of local retailers, for it has affected more generally every line of endeavor. Many merchants, in some instances, combined effectively to offset the activities of the mail order house in their localities. Other groups of retailers have persuaded their newspapers to refuse such adver-
The mail order house is within its legal rights in soliciting business in every part of the country, so long as its advertisements are truthful and it delivers the goods for the money received. A mail order business is legitimate. What the dealer must do is to compete with this business as he would compete with any other regularly established merchant in the same line. If the mail order house is to be prevented from getting a grip on any particular territory, it is up to the dealer or dealers in that territory to realize that they must be prepared to meet and overcome this competition in a distinctly businesslike way.

The mail order house gets its business by advertising. So must the local merchant advertise earnestly and persistently. He must offer arguments as to why his townsmen owe it to themselves to patronize home stores—how the local merchant helps to carry the burden of taxes; helps to build the business of the town, and provides support for the families of such local residents as he employs. The retailer who knows his business does not have to depend on the home without extra charge and in the same condition in which they left the store; that if there is anything wrong it does not mean the writing of several letters and a long wait before the trouble is adjusted; that he can be reached directly and in person, and can make the adjustment on the instrument. Above all, the local dealer must emphasize the fact that he is there to render service and is able to render service.

If a competing store opens in his town, the established dealer does not customarily go to the Chamber of Commerce and the newspapers to have them use their influence to keep the new merchant from getting a foothold. Instead he simply goes after his own business more strongly, and by increased advertising and improved service puts forth every effort to keep the business he has developed, and add to it if possible. He must pursue the same course in offsetting mail order competition.

The retailer who knows his business does not have to depend upon the appeal to sentiment or local pride. There are so many substantial and solid business reasons why trade should come to him instead of going to a city hundreds of miles away that he should never be at a loss for a clinching argument.

A dealer cannot avoid having competitors in neighboring towns who are only too anxious to get a slice of the business in local territory, yet he does not cry "wolf" in such a case, but settles down to keep that other dealer from working into the territory he considers his own. He must regard competition of the mail order house in the same category and protect himself against it by working all the harder to prove to the public that it can buy as cheaply and more satisfactorily from him.

In these days of high and steadily climbing prices the call is for quality. In every line of manufacture the story is the same. The public complains about the increased cost, but, nevertheless, demands the best almost regardless of what the charge will be. It is a simple philosophy—with poor goods commanding prices that a few years ago would have bought the best, the purchaser feels that he had better make an extra investment for something that will stand up and give service.

Nowhere is this demand for quality more in evidence than in the talking machine trade. Both wholesalers and retailers have had the experience during the past couple of years of seeing storage space loaded with small models of table machines, while prospective customers were making strong demands for floor models of the more expensive design.

This lesson of demanding quality for self-protection should not be allowed to lose its effect when conditions again become normal and prices drop, perhaps, to a lower figure. The talking machine trade has had its experience with the rage for cheapness. It is true that the experience did not last long, for conditions took a certain change, but, nevertheless, it was clearly shown that the emphasis on cheapness, rather than on quality, did not do the trade any good.

There is believed to be room for much material expansion in the producing end of the trade, but let that expansion be carried on with the primary idea of quality first. The talking machine has always been offered by its leading exponents as a distinct quality product. Let it continue to be manufactured and sold on that basis. This is just as easy as the other way and will prove much more profitable.

When the cost of doing business has reached an abnormal point, as it has to-day, the retailer must watch every avenue of expenditure in order to check any leaks that will tend to cut down the legitimate profit to which he is entitled, and in many cases one of the principal leaks will be found in the repair department. The retailer may not himself maintain a complete repair shop, but he is, nevertheless, called upon to handle repairs for customers and he should see to it that his charges are sufficient to cover costs and leave a little extra for profit.

It costs money to handle repairs; clerk's time in taking the customer's order, messenger's time and expenses in carrying the parts to an outside repair shop, and bookkeeper's time in taking care of the charges, all these over and above the net cost of repairs themselves. There, of course, enters the question of service to the customers in cases where the machine and its mechanical equipment prove faulty, but there is a limit beyond which the customer should not be humored—beyond which he is not entitled to free service or service at less than cost. The retailer should see to it that he is paid properly for the work that he does. It is compensation to which he is by right entitled.

Cash Register Opera

**Sound the “A” on the National by cashing in on the Opera season. Link up your work to the Metropolitan announcements, and Pearsall Service will help you to supply the Victor Opera Records. You can’t tire of “cash register opera.”**

[Silas E. Pearsall Company]

**DISTRIBUTORS**

**WHOLESALE ONLY**

Victrolas and Victor Records

10 East 39th Street, New York
By J. I. Carroll

The Advertising That Keeps a Store Before the Public in a Profitable Way == By J. I. Carroll

Pause in your work and ask your neighbor—what is advertising? The majority of men will answer, "newspaper and magazine publicity." Yet that is only part of the great science within the meaning of the word "advertising."

There are many and widely differing forms of advertising; some apparently insignificant; in fact, so unlike what is generally accepted as "advertising" as not to be considered within the field of that broad science, but which, in truth, are as much a part of it as the magazine or the newspaper.

Advertising is that powerful force which, when applied to merchandising, gives an irresistible momentum that invariably leads to greatly increased sales.

Anything which invites favorable attention to one's store, and to the goods on sale therein, can justly be termed "advertising." Keeping in mind this fact, I shall draw attention to some features, among others, which are rarely regarded as "advertising," and still are of the greatest importance in the development of every successful retail business.

In conceiving this little talk, my thoughts have dwelt particularly upon stores wherein talking machine products are offered to the public.

It would not be amiss, in passing, to mention my belief that, among progressive business men, the phonograph dealer who fails to avail himself of the indisputable advantage of advertising is regarded as much like the dog who chases the moon—his thoughts are uppermost in his mind.

In my opinion, every phonograph dealer will generally have a snappy cut which gets immediate attention and encourages interest.

If you were a customer, anxious to be kept posted on any new song, dance or instrumental pieces issued on phonograph records, I am confident you would be mighty pleased to have your telephone bell ring suddenly and find that your dealer at the other end of the wire had rung you up to advise the arrival that day of some "big hits."

You could not fail to appreciate this service and the enterprising and accommodating spirit of the dealer. You are impressed with his courtesy and attention. It is only fair to assume you will drop in at the store to hear these records and in all probability purchase some of them—and others, too, perhaps.

Among many dealers this custom of keeping their trade advised by phone immediately upon receipt of new monthly releases and all special numbers is constantly practised and found valuable in stimulating increased sales.

A reliable mailing list is as necessary to the successful promotion of sales as any other plan a live dealer can keep in action. The progressive dealer will assure himself of the name and address of every phonograph owner in the vicinity from which he draws his business. He will be infinitely careful to see that every name on this list receives the monthly bulletin of new releases, and any literature of special significance. The list will also include names of prospective machine buyers.

Can anyone fail to include a mailing list as a potent factor in sound advertising?

The dealer who watches his stock scrupulously will rarely, if ever, allow an accumulation of slow-selling numbers. He finds ways of keeping his stock moving briskly through the portals of the store—and outwardly. Many have used the "circular" or "handbill" as a special medium for unloading otherwise slow sellers. It is gotten up inexpensively but attractively. Herein are listed, among several of the good numbers, a lot of records that need extra attention. The circular generally is illumined with a snappy cut which gets immediate attention and encourages interest. It is distributed across the counter, delivered to the homes, or sent out wrapped in packages. It invariably does the work intended—and does it well.

Have you ever entered a store and been staggered by its unkempt appearance? You are thoroughly disgusted by the utter lack of system, the absence of neatness—the criminal indifference of everything connected with the store. It immediately puts you out of sympathy with the owner and his merchandise. You feel like rolling up your sleeves, pitching in and... (Continued on page 11)

"QUALITY"—Your Best Investment

You will find that nothing pays such big permanent returns as Quality.

Quality has been our watchword and our motto in building the STRADIVARIA "KNOWN FOR TONE"

It has paid. The wide awake dealer of today considers it worse than a waste of time and money in attempting to build the reputation of his house on the sands of shoddy merchandise, no matter how attractive the price.

Beauty and Tone are the prime cause for the existence of the STRADIVARIA. You will find these prime essentials backed by Mechanical Perfection and Supreme Quality throughout.

1920 is here. Invest your time, efforts and money this year in a Quality Line of Phonographs.

It will pay you.

The name STRADIVARIA has always been synonymous with quality

THE COMPTON-PRICE COMPANY
COSHOCTON, OHIO
Okeh Records

OF

DARDANELLA

AN ORIENTAL

FOX-TROT

by REGA DANCE ORCHESTRA

The biggest hit in 5 YEARS ---

A

Masterpiece of recording ---

No. 4057

10 Inch 85¢

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET. NEW YORK


BRANCHES: CHICAGO  SAN FRANCISCO  TORONTO, CAN.
putting the house in order. There are many such stores, and the proprietors wonder why their goods do not sell. Almost without exception they blame it on the stock. These conditions are advertising the premises, but in a sadly unwholesome way.

Walk along a business street. Instinctively your eye is arrested by one store that has its windows bristling, the woodwork is well painted in colors that are in good taste and harmonize well with the interior. You are pleased. You cannot help but note the store. You remember it—and favorably. Can one gainsay the advertising value that lies therein? You enter this store. Instantly you are impressed with its general excellence. Your eye wanders about observing every detail. Each glance is rewarded with a delighted sense of its orderliness; and these are some of the impressions you receive.

The woodwork is nicely painted. The wall paper or wall paint blends effectively with it. Nothing is gaudy. The furniture, too, is in harmony with the interior scheme; so, too, the fittings, which are striking, but not showy. You like it all very much and again you say "Good advertising."

The store is well lighted, well arranged. Each department is placed in the most convenient and suitable location. Display and publicity matter is neatly framed and distributed about in most advantageous and agreeable places. Nothing is incongruous. The record booths well equipped with hangers, complete catalogs and monthly bulletins—all in their proper places. Good order prevails. Customers cannot fail to appreciate this systematic regularity. What could better advertise the store?

Everywhere you are reminded of the cleanliness of the establishment. No dust on counters, boots, or furniture; no things littered about; no scraps of paper, cord or refuse on the floor. Everything unsightly is properly under cover. Wherever the eye glances it is met with further proof of capable management. Again, valuable advertising.

Hardly have you entered the store when you are approached by a clerk whose appearance bespeaks refinement and courtesy. You are made, at once, to feel your visit is appreciated. The clerk extends himself to serve. He shows deep interest and consideration and, above all, he knows his business well and puts his knowledge at your command. Your purchases are expedited, your time is saved, and your visit has been made a pleasure.

The clerk's language is businesslike, the tone of voice modulated and agreeable—his bearing earnest and intelligent. He carries himself with graceful dignity, not lacking in ease, set with a ready smile, and gracious manner, which wins the respect and good will of his customers.

The male clerk dresses becomingly; his linen is always in good condition and spotless; his clothing invariably well pressed; his hair carefully brushed, and his shoes well shined. Likewise, the woman clerk corresponds in all requirements to the man. Her dress is not expensive, but neat, modest and appropriate. Her toilet is above possible criticism, particularly as to the appearance of her hair and hands. Where girls clerks are employed, carelessness of the desirable sort will not tolerate anything that smack of crudity or lack of good manners.

With such clerks, contrast the careless, tactless, coarse-spoken kind whose lack of the essential refinements is so conspicuously evident, and wherein courtesy and consideration are but barely known and little practised.

When one reflects, he recalls how often he has been favorably impressed by the right kind of help and discouraged by the wrong kind; how he has bought his needs in the store where bright, up-to-date, pleasing clerks prevail. He knows, even as I, their presence and attention is a kind of advertising that keeps the store ever before its public in a profitable way.

I have tried to bring before you a few random thoughts on advertising. Perhaps you have considered them before, but the repetition of them here, I trust, may prove of interest, and possibly some value to those patient enough to read to the end my somewhat insufficient but sincere presentation of these few ideas that have occurred to me.

Sphinx Phonograph Motors, Inc., New York, has been incorporated with an active capital of $500,000. There are 2,500 shares of common stock, having no par value. The incorporators are I. Silberman, G. M. Levy and H. Kohls.

TO RECORD "MADRIGAL OF MAY"  
Claudia Muzio Will Sing Melody Theme of Successful Broadway Show

Claudia Muzio, recording exclusively for Pathe records, will shortly record "Madrigal of May," published by Joseph W. Stern & Co., and which is the melody theme of "The Jest," and sung in that play by John Barrymore. Accompaniment will be furnished by the Plymouth Trio under the direction of Maurice Nitke, composer of the number.

Paul Althouse, another Pathe star, is coming East from Los Angeles when he is on tour to record the new "Gray" melody ballad, entitled "Since First You Smiled at Me."

A NEW VITANOLA ENTHUSIAST


Made under U. S. Patent No. 955,758 which will be strictly enforced.

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.
Breaks Down Sales Resistance

L'Artiste affords one of the best selling franchises in the phonograph world today. Unlike machines that have nothing in particular to differentiate them, its merits are so outstanding that no argument is needed to reveal them. The instrument itself breaks down all sales resistance.

If you, Mr. Dealer, will secure the attention of the prospective buyer, L'Artiste will get the order. Demonstration of its wonderful tone is all-convincing. The beauty of the cabinets requires no explanation. The mechanical construction is of the best, including many refinements and conveniences to be found in no other make.

Nine Attractive Models in Upright and Console Styles.

GRAND RAPIDS PHONOGRAPH CO.
GRAND RAPIDS, MICHIGAN

THE PHILADELPHIA SHOW CASE COMPANY
123 NORTH THIRTEENTH STREET  EASTERN DISTRIBUTORS
PHILADELPHIA  2002 JENKINS ARCADE
PITTSBURGH
IT PAYS TO DO WHAT THE OTHER FELLOW DOESN'T DO

It's the Unusual That Gets the Audience—Five Million People Walk on Their Feet Without Creating a Murmur, but Just Let One Start Walking on His Hands and He Gets Action

The newsdealer in the exclusive locality who offered copies of "Snappy Stories" securely hidden behind covers of the "Ladies' Home Journal" and thereby increased his sales to High School girls and their big sisters, to say nothing of deacon's wives, by fully 400 per cent, had the right idea. It's the unusual that attracts attention and likewise attracts business.

Five million people travel New York streets on foot sometime during the day without getting a tumble, but just let one of them start walking on his hands on Broadway and it requires the police reserves to hold back the mob. We go into elevators and they shoot up or down, as the case may be, without impressing us in the least, but if the elevator stood still and the hotel shot up and down, as they say they do in Mars, a wise guy could make a fortune selling tickets for rides.

Yes, sir, it's the unusual that gets 'em, whether it's a circus freak, a funny ad, or a clever story. It's the unusual that makes gospel—that starts people talking. A thousand men can live with their wives quietly and peacefully without causing comment, but when one of the thousand leaves home the tongues of 999 families are almost wagged off in discussing the scandal.

All of which leads up to the fact that Robbins was successful because he believed in the unusual. He watched the way the other dealers advertised and then did differently. If they used small cards he used a big spread. If they combined to run a big spread he just ran ten or twelve cards with his name and address and what he sold. They had Grand Opera Week in town and every dealer but Robbins filled his windows with grand opera records, the manufacturers' grand opera advertising and the portraits of noted artists. What did Robbins do—just jammed his window with jazz, across the top of the window he strung a sign reading in large letters: "Grand Opera Records Right Here, Plenty of Them, but Take Me to That Land of Jazz." Instead of the opera artists there were portraits of Smith's Orchestra, the Six Brown Brothers, Al Jolson, and the headliners at the Palace and the Majestic.

The result was that the window stuck out like a sore thumb, as naturally one jazz window among a dozen featuring dainty melodies would stand out.

In one school several dealers had been working on the teachers endeavoring to persuade them to get together and hold a bazaar in order to buy a machine and a library of records. That process was too slow for Robbins, however, so while his competitors were busy selling the idea to the teachers, he dug up the membership list of the Parents' Association, saw the president and a few officers, and in two days convinced them that a small contribution of fifty cents all around would accomplish the desired result in jiffy time. The machine was in the school before the other dealers had decided what to do.

Robbins read that good salesmanship consisted in giving the customer what he wanted rather than endeavoring to unsell him on his own idea and sell him on something else—but the process was too slow. He had one customer, an old gent, who simply doted on symphonies, folk songs and classics. "Why don't you buy some records for the young folks?" said Robbins one day. "Young folks don't come to my house often, it's too slow," said the customer. "Like 'em, don't you?" asked Robbins. "Yes, sirree," replied the customer. "Better lay in a stock of some of these new dance records," said the dealer. That was four months ago and just the other day the old man toddled in and remitted a record of "The Vamp."—pronto. And he did a weak shimmy while he waited for it to be wrapped up.

As was said before, it's the new idea—the unusual—the different angle of approach, that makes for successful selling when there is competition to be considered, and it's a good rule to follow.

H. R. HOLMES EDISON SUPERVISOR
Canadian Army Veteran Made Territorial Supervisor for the Middle West—Was Formerly Sales Department Correspondent

Howard R. Holmes, who has been a correspondent in the sales department of Thomas A. Edison, Inc., since his discharge from the Canadian army early this year, recently was promoted to the position of territorial supervisor for Thomas A. Edison, Inc. His territory is in the Middle West.

Mr. Holmes is an American. He enlisted in the Canadian army in November, 1916, and was assigned for duty to the Fourth Canadian Mounted Rifles. In November, 1917, he was wounded by shell fire at Passchaendale. Upon discharge from a hospital in England, Mr. Holmes was pronounced physically unfit for further duty with the infantry and was transferred to the Motor Transport Section of the Canadian Army Service Corps. He served with this branch until October, 1918; he was awaiting transfer, as a cadet pilot, to the Canadian Air Force when the war ended.

Previous to his enlistment in the Canadian army, Mr. Holmes was employed by the C. A. Stoneham Co., New York stock brokers. C. A. Stoneham is one of the owners of the New York Giants. Mr. Holmes at one time was on the advertising staff of the New York Morning Telegraph. He was educated in Sciences at Westminster College, Westminster, Colo. Mr. Holmes is a stepson of the well-known turbanist, Robert A. Smith.

HEADS AEOLIAN ART DEPARTMENT

R. Alston Brown Recently Appointed to Important Post at Aeolian Hall

A recent interesting and important appointment at Aeolian Hall is that of R. Alston Brown, who has been placed at the head of the art department of the Aeolian Co., succeeding F. W. Vreeland, who resigned recently. Mr. Brown, who is a native of Xenia, O., is well known in architectural and newspaper circles, both in New York and in the West, and has had experience in those fields that will prove most valuable in his new position.

Someone has said that business is sensitive. So it is; you must be extremely careful how you invite it and of the way in which you treat it when it comes. It never stays where it is not wanted.
MORE than 7,000 of these exclusive Columbia Record Service Fixtures are effecting quick and easy record sales for Columbia Dealers today.

This Fixture in each of your record demonstration rooms will say to your customers, "Here are six of the best records we know of; pick out yours."

Description

Fixture is metal throughout, finished in baked black enamel; swinging wings display six records either 10- or 12-inch size; insert "attraction" card at top calls particular attention to the definite class of records displayed; fixtures come packed 2 in a carton, complete with 21 caption plate insert cards, directions for erecting, and screws for affixing to the wall.

Select yours and the clerk will wrap them up

Self-Service is Sales Efficiency

The one big problem of phonograph dealers today is overhead operating and selling expense, which is in many cases far in excess of sales increases. That is why the Columbia Dealer Service Department developed the "Self-Service Plan" as offering a means of relief.

The idea was basically sound in merchandising principle and has provided dealers a means to increase their record sales substantially without proportionately enlarging their overhead selling expense.

You know that the thing to do when a customer calls for a record by name or number is to cultivate that "buy-without-hearing" habit, consider it sold, and wrap it up.

Put your demonstration effort on a new record. Sell two records where you used to sell one.

The days when demonstrations were essential have passed. They are superfluous now that our national advertising has made Columbia Records known and accepted as dependable.
COLUMBIA No. 8 FIXTURE IN ACTION

Sell the Records You Have

Move those records that are now on your shelves. Let the No. 8 Exclusive Columbia Salesfloor Record Service Fixture classify them and present them to your customers during the busiest record months of the year.

The constant turnover of record stock is the life of your business—use the No. 8 to reduce accumulations on the shelves—to increase the selling efficiency of your store—to encourage the "buy-without-hearing" habit.

This fixture gives 100% visibility to the 25 different records displayed on its five sides. Revolving feature permits five customers to select at a time, standing or sitting.

It entirely eliminates your customers' waits for a clerk. Their minds do not wander from music, because they have 25 different records to choose from the moment they enter your store.

Twenty-one caption insert cards, under which any record in the Columbia Catalogue can be classified, are provided with each of these fixtures, supplying a distinct selling approach.

The two 10-inch and three 12-inch pockets on each of the five sides of this fixture hold eight records each—200 in all—thus eliminating the need for constant refilling.

You can place it anywhere on the floor. This most compact method of display makes a complete rack for small country dealers, and saves valuable space.

In small general stores, furniture, drug and department stores, this fixture will sell many records to customers who came in for something else.

Columbia distributors are prepared to supply Columbia dealers only with exclusive Columbia Record Service Fixtures.

COLUMBIA GRAPHOPHONE COMPANY
NEW YORK
Canadian Factory: Toronto

An attractive, businesslike, well-balanced unit that looks all it is intended to be—a display rack for customers. It is neat and symmetrical—takes little floor space, and will fit into the decorative scheme of the finest shop.
The Talking Machine Industry Has Become a Large Consumer of High Grade Veneers

The growth of the talking machine business in all its various phases has served to attract the attention of manufacturers and suppliers in many lines, kindred and foreign. The members of the veneer and lumber trade have been particularly interested owing to the pleasing quantities of fine cabinet veneers and hardwoods demanded by the talking machine manufacturers for their products.

No better example of the growing importance of the trade can be found than the following article by a writer in "Veneers" on the veneer possibilities in talking machines. Incidentally, the writer as a practical veneer man offers some suggestions regarding talking machine cabinet construction that are of considerable interest.

The article reads:

The making of high-class talking machines calls for the finest quality of woods and veneers. The many improvements have been made in sound reproducers, motors, needles, etc., and it may be predicted that greater possibilities of tone production and clarity of sound are possible when manufacturers eliminate every unnecessary part now made of metal, which can be reproduced from veneer and built-up stock. In fact, the future talking machine, with the motor and legs, will undoubtedly be a thoroughbred veneered product; this may go so far as to replace the metal tone arm, if veneer possibilities will render themselves adaptable to the economical production of the part.

Aside from the reproducers and the tone arm, the amplifying or expansion sound chamber is most vital importance toward the clarity of reproduction of sound. Here again veneer plays its important part. It is not so many years ago when these sound chambers, commonly known as horns, were made entirely of metal. The superiority of wood in sound reproduction next led to the use of the veneered horn, and in present styles of veneers are used almost exclusively in expansion sound chambers.

There are some essentials which go far toward making any particular brand of talking machine a perfect instrument for sound reproduction and some of the larger manufacturers are laying special stress on their sound-chamber stock as bringing forth the fullest volume and clarity of tone, while others, again, are not particular in this regard, and will use any stock, such as maple, birch, gum or elm, for the same, making no distinction in this regard.

The value of source for horns

The selection of good sounding-chamber veneer is as essential as the selection of good sounding board stock in piano construction, in which spruce holds the field entirely. A sounding chamber made of spruce, in which the grain is evenly proportioned, will often improve the tonal quality of the instrument 100 per cent. and reproduce sound clear as amber. Again, there is also the shape of the sounding chamber to take into consideration. All sounding chambers should be of tapering construction, being in a roundabout way connected to the tone arm throat. This, however, presents difficulties in veneering which have apparently not been entirely overcome, hence the necessity of manufacturers putting their instruments out with sound chambers of square, tapering construction. Next to spruce come Norway pine, hemlock, balsam fir and white birch, all good quality as sound chambers.

Sound chambers, in other words, are sound conductors, and the material or stock of which they are made, as well as the thickness of the walls, have much influence on sound reproduction because they receive and reflect the sound vibrations traveling through them. The veneer used for this purpose should be single-ply and 3/16 in. in thickness, and in no case more than 3/16 in.; making the chamber thicker than this, the reproduction properties will be nullified and full value of tonal quality not obtained.

I firmly believe that near the future, when the full importance veneer plays, both in the outside appearance and tonal quality of the instrument, becomes fully known and appreciated, some of that former prejudice against veneered products will be obliterated.

Veneers for turn tables

At present experiments are being conducted by some firms in putting a layer of aluminum-

(Continued on page 18)
Responsibility multiplied by two

A consideration for 1920 and successive years

Putting a double responsibility back of the products purchased by the trade is one of the duties of a Manufacturers' Agency.

The modern manufacturer insists not only that his goods must be made right, but sold right, and the right sort of a manufacturers' agent is equally zealous in protecting the interests of its customers.

A Manufacturers' Agency cannot exist without keeping its customers. What the salesman—employe of the manufacturer—may do the Manufacturers' Agency must do.

We see to it that quality is maintained, and we never cut our established prices under any condition.

Therefore a double responsibility is put back of each product we sell—the manufacturer's and our own. The combination of the manufacturer's interest—to have the product marketed—and our own to accomplish the same—and to give everything in satisfaction to the trade.

We cannot refrain from an expression of gratification that in 1919—and for the New Year, we have received the many evidences of support from our old customers and the proffer of the important business which has come from so many new ones.

It will be our unswerving aim for 1920, and for the successive years to which we look forward, to give the utmost in service and in providing the ample profits for our customers which are rightfully theirs, so that we will obtain and deserve the business we have so carefully fostered.

Write us at once for our proposition. Our Plan is basically sound, for it is built on Service, Added Profits, and Ultimate Consumers' Satisfaction.

Do not fail to write us today.

President

CONDON & CO., INC., Sole Agents
Torrington Uniform Needles
Fifth Avenue Building, New York City

Tear out and keep this page for future reference

Columbia Graphophone Co. NEW YORK

TALENT TRADE LARGE VENEER USER
(Continued from page 16)

like metal, and by others in putting a disk made of veneer, less than 1/8-in. thick, between the record when being played and the spindle table, claiming that this increases the clarity of tone in the records being played. But why go to all this trouble? Why not make the spindle table or disk from built-up material, for instance spruce or some such wood, whose tonal qualities are recognized as essential in perfect sound reproduction? Surely built-up three or five-ply stock, saved into circles 12-in. in diameter, would better answer for this purpose and give a better tone reproduction than the present metal disks, covered with a fine piece of felt to deaden the metallic sound vibration. A disk made of plywood and perfectly cut, and finished up smoothly, undoubtedly would be greatly appreciated both by manufacturer and the public. The popularity and the ever-increasing demand for talking machines of all sizes, styles and types offer a growing call for veneers and built-up plywood, and panel plants will do well to go after some business in this line. The call is for veneer and plywood of the best construction, and numerous plants are in existence today that buy their panels and other woodwork machined, ready to assemble the case, much like they buy their hardware. The present demand for talking machines is far from high-water mark and will increase for years to come. Hence the talking machine market will continue to be a factor of prime importance for supplies of veneers and built-up plywood.

JAZZ SCORES ANOTHER KNOCKOUT

Does What Leading Physicians Could Not Do—Awakens Sleeper from Eighty-Day Trance—A Twentieth Century Miracle Performed

SYRACUSE, N. Y., January 2.—Since the night of October 3 doctors have been completely baffled by the case of Mrs. Fred Tracey of Oxford, N. Y., who has been lying in a coma for eighty days. All efforts to awaken the sleeper were fruitless until a jazz record was placed on the talking machine. Then the sleeper awoke and now the doctors say she will recover!

Mrs. Tracey retired on the night of October 3, apparently in the best of health. She fell asleep and since then has been apparently paralyzed. Her eyes were closed, her pulse was nearly normal, but breathing was irregular.

Dr. A. R. Morse, after futile efforts to rouse her, started feeding her through a tube and has continued this throughout her sleep. She has been losing steadily in weight, but not to such an extent as to cause alarm.

Several times the physician has noticed that music seemed to have a stimulating effect, that her pulse would quicken and that she would breathe faster and seemed nearer consciousness. On December 23 he placed the instrument near her bed and started a jazz record. At the first few bars the patient stirred, her muscles twitched and her hands opened and closed and she appeared to be trying to sit up. He played it again and presently she whispered: “What is it?” Dr. Morse says that she will recover.

“She will sleep several days more, the natural sleep of weakness,” he said. “The coma is gone.”

OPEN EXCLUSIVE TALKER STORE

The Peerless Phonograph Co., of Colorado Springs, Col., have opened an exclusive talking machine store at 11 South Tejon street, that city, to be known as the Peerless Phonograph Shop, and the Brunswick will be handled. The formal opening, which will occur at an early date, will be quite an event.

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
VALLORRES

ONE PIECE TYPE

SEMI-PERMANENT NEEDLE

for

1920

PROMISES TO MAINTAIN IT'S POSITION AS

"THE STANDARD PHONOGRAPH NEEDLE
OF THE WORLD"

The wonderful and expensive alloy of which it is made, together with its "one piece type" of construction holds the secret of it's vastly superior tone reproducing qualifications.

SUPPLIED ON CARDS CONTAINING FIVE NEEDLES
PRICE 25cts PER CARD
(LESS USUAL DEALERS DISCOUNTS)
LOUD—MEDIUM AND SOFT TONE GRADES

If your Jobber is one of the leading Jobbers of Phonographs or Phonograph Accessories, he will be able to fill your orders promptly.

Manufactured by the inventors, pioneer and foremost manufacturers of "Quality" Diamond Points for Edison Records.

SAPPHIRE BALL JEWELS
FOR PATHE RECORDS

SAPPHIRE POINTS
FOR EDISON RECORDS

MANUFACTURER
JEWEL
COMPANY
LANCASTER, PA., U. S. A.
TWO COLUMBIA DEALER AIDS

Catalog Cover With Dealer's Name Imprinted Thereon and Window Base Sign Two Distinctive Aids Issued for Use of Retailers

The dealer service department of the Columbia Graphophone Co., New York, announced recently an appropriate and effective novelty for the use of Columbia dealers in the shape of an imprinted catalog cover, which is stamped with the dealer’s name and address. As this catalog gets in the customer’s home and stays there, the dealer’s name and address also stay there as permanent reminders of the Columbia service department.

New Columbia Catalog Cover

dealer’s imprint on the cover enhances the value of the catalog materially and lends an added assurance of its being carefully preserved along with other reference books. This cover is by no means a glaring advertisement, but a neat book cover which is just as useful and acceptable to the customer and as welcome in the home as a fine telephone book binder.

Another novelty introduced recently by the Columbia dealer service department is a window base sign which tells the dealer’s story in a flash and ties up his establishment to the pur梦见 the same. The sign is fitted with two hinged feet on which the sign rests, which allows it to stand about two and one-half inches from the floor, thus raising the sign above the base board of the window frame. The letters are solid opal glass, made from special moulds. The lettering character is Roman, consisting of the words “Columbia Grafonolas and Records” and a four-inch trade-mark. The box is made of heavy sheet metal, painted in a bronze brown color and arranged for thorough ventilation.

A NEW VOCALION ORCHESTRA

Paul Biese and His Novelty Orchestra From Chicago Make Their First Contributions to the Vocalion Record Library

Paul Biese and his Novelty Orchestra, an organization that has enjoyed unusual popularity in Chicago, where the brands of jazz are plentiful and varied, have been engaged to record for the Vocalion, and the first records by the orchestra will be found in an early supplement. The first number recorded by Biese and his players is “Dardanella,” one of the most popular of the newer dance numbers. The Biese organization is at present filling an engagement in one of the leading New York restaurants and is, therefore, becoming well known and favored in the metropolis.

TO EXHIBIT DURING MUSIC WEEK

The Columbia Mantel Co. of Brooklyn, N. Y., are having finishing touches placed upon their new showrooms at their headquarters. These showrooms will provide a fitting setting for the Recordion line of talking machines to which new models have recently been added. Preparations are being made to have the complete line on exhibition in the new showrooms in time for the New York Music Week, at which time the Columbia Mantel Co. are planning to welcome their many out-of-town dealers.

NEW TALKER STORE IN PEORIA

PEORIA, ILL., January 2.—Black, Derges & Marshall have opened the latest talking machine store here at 226 South Adams street and are local representatives for the Brunswick. The personnel of the new firm comprises William C. Black and Ivan H. Derges, both well-known Peorians, and Hugh F. Marshall of Detroit, Mich. Columbia machines and records will also be carried and an expert service and repair department will be maintained.

“Why do people prefer music to conversation?”

“Seems to me some sort of instinct about it. There isn’t anybody who wouldn’t rather listen to a canary bird than to a parrot.”—From the Washington Star.

Window Sign Featuring Columbia Line

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“Why do people prefer music to conversation?”

“Seems to me some sort of instinct about it. There isn’t anybody who wouldn’t rather listen to a canary bird than to a parrot.”—From the Washington Star.

Window Sign Featuring Columbia Line

A NEW VOCALION ORCHESTRA

Paul Biese and His Novelty Orchestra From Chicago Make Their First Contributions to the Vocalion Record Library

Paul Biese and his Novelty Orchestra, an organization that has enjoyed unusual popularity in Chicago, where the brands of jazz are plentiful and varied, have been engaged to record for the Vocalion, and the first records by the orchestra will be found in an early supplement. The first number recorded by Biese and his players is “Dardanella,” one of the most popular of the newer dance numbers. The Biese organization is at present filling an engagement in one of the leading New York restaurants and is, therefore, becoming well known and favored in the metropolis.

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FINE LOS ANGELES DEPARTMENT

Elaborate Quarters for Display and Sale of Talking Machines Provided in the Store of A. Hamburger & Sons in That City

Los Angeles, Cal., January 2.—The handsome new talking machine department of A. Hamburger & Sons, opened on December 1, and occupying a large section of the fifth floor of the company’s store, is fast becoming a mecca for local music lovers, at least those who incline towards talking machines and records. The department was in full swing about the time the holiday demand began to make itself felt, and throughout the month was crowded with prospects and customers.

Much interest in this new section was developed by the series of recitals held in the department. A concert stage is one of the features, and the display floor is so arranged that a machine can be moved out of the way and sufficient chairs installed to accommodate several hundred. At the recital given to mark the opening of the department, nearly 700 music lovers assembled to listen to an excellent program rendered through the medium of Victor, Columbia and Brunswick machines, and by artists of local reputation. Even with the big attendance, several hundred were turned away.

The Hamburger department has been fitted up on an elaborate scale. It has the appearance of a great hall, with a commodious stage at one end, and a battery of demonstration booths at the side. The furnishings have been designed for comfort, as well as style, and apparently the whole department has made a strong appeal to the local public.

Manager Humphrey plans a number of improvements which will be put into force as the business develops.

MAKING PROGRESS IN ST. LOUIS

Associated Furniture Manufacturers Handling Both Machines and Records With Success

St. Louis, Mo., December 31.—The talking machine and record business of the Associated Furniture Manufacturers at Twelfth street and Washington avenue, this city, has shown a remarkable growth recently, due largely to the fact that the company has extensive warehouse facilities and is able to make deliveries very promptly.

The company reports particularly excellent results from the extensive advertising campaign now being conducted by the Vitanola Talking Machine Co., for which concern they act as local distributors. The company also handles the Manaphone talking machine, and act as distributors for the Lyric records, manufactured by the Lyraphone Co. of America.

The Warner-Inglefield Furniture Co., Fort Collins, Colo., is installing two large sound-proof booths and other improvements in order to have one of the most up-to-date Victrola departments in Northern Colorado.

Corry—meet Eddie Cantor!
(Exclusive Emerson Star)

Corry can do one of two things: Come to New York and see Eddie Cantor at the “Ziegfeld Follies.” Or put on an Emerson record and hear Eddie Cantor at home.

And remember this: Cantor himself will probably not come to Corry but Cantor can come to Corry on Emerson Records.

For Eddie Cantor is now recording exclusively for Emerson—and putting into his songs the same “jazz” and pep that have made him a “Follies” headliner.

Emerson Records are going strong wherever people like music that “sparks.” Sell the newest song hits—the latest dance hits—and you’ve got 80% of the population. Worth getting, isn’t it?

If you want to represent Emerson, write us today.

Emerson Sales Company
4018 Jenkins Arcade Building
Pittsburgh, Pa.
BRILLIANTONE STEEL NEEDLES

SOFT TONE
LOUD TONE
MEDIUM TONE
EXTRA LOUD TONE
COMBINATION TONE
PETMECKY MULTITONE

UNIFORM HARDNESS
UNIFORM POINTS
UNIFORM LENGTH

Admittedly
Just a Little
Better Yet They
Cost No More

Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO. OF AMERICA INCORPORATED

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

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

WALTER D. GRAY
942 Market Street
San Francisco, Cal.

C. L. MARSHALL & CO.
82 Griswold Street
Detroit, Mich.

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

ELMIRA ARMS COMPANY
Elmira, N. Y.

C. L. MARSHALL & CO.
82 Griswold Street
Detroit, Mich.

YANK & LANGE DRUG CO.
Milwaukee, Wis.

Foreign Export: CHIPMAN LTD., 8-10 Bridge St., New York City

MUSICAL MERCHANT
DISP SALES CO., LTD.
315 Yonge Street
Toronto, Canada

BOURGETTE & WOODS
16 McGill College Ave.
Montreal, Canada
Edison Message No. 61

What is the significance of the fact that all Edison cabinets are period cabinets?

The significance is that, regardless of price, the purchaser is enabled to gratify his desire to add a piece of authentic period furniture to the furnishings of his home as well as to have the realism that is distinctive of the New Edison, "The Phonograph with a Soul."

THOMAS A. EDISON, Inc.
ORANGE, N. J.
JANUARY 15, 1920

THE TALKING MACHINE WORLD

REAL ART IN STORE ARRANGEMENT

The Achievements of the Paul Talking Machine Shop of Kansas City, Mo., Demonstrate What Can be Successfully Accomplished in the Matter of Window and Wareroom Display

KANSAS CITY, Mo., January 3.—To the Paul Talking Machine Shop, which was recently opened at 1112 Main street by Myrtle M. Paul and Morris A. Paul, goes the honor of being one of the unique and most attractively decorated establishments that has yet made its debut in the trade anywhere in the country. The Paul Shop is one of the smallest establishments in the

![Entrance to Paul Talking Machine Shop](image1)

Entrance to Paul Talking Machine Shop

country when only floor space is considered, yet its business, developed from the hour its doors opened, has placed it in the front rank of local retail concerns.

The proprietors of the shop have spared no expense in making it one of the best decorated in this territory. In all, it has three well-appointed floors, including the basement. The street floor provides for the cashier’s cage, a complete stock of Columbia records and accessories for both the Columbia and the World machines. On this floor are three booths for the handling of the record trade, the remainder of the space being given to the display of one or two art models. The second floor

![Second Floor of Paul Talking Machine Shop](image2)

Second Floor of Paul Talking Machine Shop

has four booths for the demonstration of the machines, especially of the period models. It is on this floor that the company is handling

![Third Floor of Paul Talking Machine Shop](image3)

Third Floor of Paul Talking Machine Shop

Second and third floors have been finished with ceilings of buff and walls of blue tapestry and woodwork of Adam brown. The furniture of both floors is of a most expensive and attractive variety. A large Chinese hand-painted chair almost tempts the visitor to stop and sit for a while on the first floor. There is a history to this chair, according to Mrs. Paul, who in her eagerness to secure the best in appointment and decoration gave several hundred dollars for this one work of art for her shop. All of the floors and stairways are richly carpeted and draped.

During the past month several of the most prominent personages in the talking machine industry have visited the shop and have proclaimed it to be the best decorated and appointed retail establishment in the country, which we might say is taking in considerable territory.

Mrs. Paul recently said, “I have been connected with the retail talking machine trade for some time and I was determined to enter the business for myself, but I had long planned to have the most exclusive establishment possible. I began work as an outside saleslady for a talking machine department in a large store, and as the time passed I became intensely interested in the work and made every effort to secure the knowledge of the business necessary for the conduct of my own establishment, an ambition I have now realized.”

MUSIC SECTION FOR MOLINE STORE

The New York Store, Moline, Ill., has recently added a music department. The opening day was marked by musical concerts given by an excellent orchestra. The new department is located on the balcony floor, and has been conveniently arranged with all modern improvements for the benefit of its patrons. August G. Meidke, who is himself a musician of considerable ability, is in charge, and is finding the sale of talking machines one of the biggest assets to his business.

Dulcitone

Superiority of Finish Unquestioned

It is not only necessary that a Phonograph should have tone, proper reproducing and amplifying power, which is the result of right equipment, but it should also have sightliness, appearance. Sight is the medium of the greatest of all impressions, as a selling proposition appeals to the eye of your customer first; please it, then, all else being equal, your sale is made.

Dulcitone Finish both appeals and satisfies. Years of specializing in the selection and matching of veneers enables us to produce a finish that for beauty is absolutely not duplicated.

The equipment is right, too, of the highest order, giving to the dealer a combination of finish, reproducing accuracy, and musical perfection that is not found in other phonographs. Not a good machine housed in a poor cabinet, nor a poor machine housed in a good cabinet, but a FINE machine housed in a FINE cabinet.

Prompt deliveries.

Write for prices and particulars.

Dulcitone Phonograph Company

SOUTH HAVEN, MICHIGAN
At National Music Show and Festival

A complete exhibit of Cheney Regular and Console Art Models will be made at the Grand Central Palace during the show. We shall be glad to demonstrate the improvements we have effected in our instruments.

February 2 to 7 inclusive

In The National Magazines

This portrait of The Cheney, appearing in January issues of national magazines, brings The Cheney before the music-loving public in a thoroughly national way.

Throughout the year, Cheney advertisements will continue to appear—expressing, we trust, all of the quality of tone and of cabinet that we have embodied so surely in the instrument.

This announcement will be of greatest interest to those dealers already fortunate enough to sell The Cheney—for it will increase still more, the value of their Cheney franchise.

CHENEY TALKING MACHINE COMPANY - CHICAGO
Making the Mailing List a More Profitable Feature of the Talking Machine Business

By the time this issue of The World is in the hands of the trade many of them will have had an opportunity to ponder over their newly formed New Year resolutions. Without doubt many have made resolutions to eliminate evils or defects which have been detected during the past year. Of course, we have heard of the man who always resolves to make no more resolutions, but his logic is hardly of the best, for only by seeing our faults and trying to overcome them can we advance. In these days of modern office appliances and the multiplicity of devices for increasing internal organization efficiency business men have learned that well-kept card systems and mailing lists are of the greatest value. With talking machine dealers the mailing list is one of the greatest assets to good business, but in this connection there is an element which enters into the working of this system which can work either great good or great harm, depending on the way the dealer applies his efforts.

Talking machine dealers have every opportunity to gather a live mailing list from the people who enter their stores at various times, either to buy or look over machines or records. It is the practice in all progressive stores to secure the name and address of each purchaser in order to follow up the first sale. There is hardly a talking machine store which has not accumulated a mailing list through mail inquiries, visitors or buyers. But the mere fact of having this list is not enough. A mailing list requires the most careful watching in order to keep it live and up to date. You cannot sit back and forget about it. That would be working on the same principle as the sick man who buys his bottle of medicine and puts it away on the shelf and expects to get well. Medicine is useless unless it is taken as prescribed. So with the mailing list. Unless the list is carefully gone over from time to time and followed up it becomes almost useless as a means of developing a healthy business.

When the name of a purchaser or prospect is secured and entered on the mailing list or card system and the record supplements and other literature bearing on new styles, improvements or accessories are sent each month the dealer should watch for results. If none are forthcoming he should investigate and if the prospect is "N. G." the name should be dropped at once from the list. But dealers have found by experience that there are very few "dead" prospects if they are followed up rightly. In this sense we are referring to people who have already purchased a machine or records as prospects. For, if they are machine owners, they are in the market for records; or for a larger and better machine, or if they have no machine but are merely buying records for friends, then they are excellent prospects for a talking machine itself, because they have had ample opportunity to see the advantages of possessing one. A little concentration on the dealer's part will lead to good results and sales.

In spite of all the advantages which follow the compiling and use of an accurate mailing list there are many dealers who fail to take advantage of this form of trade advancement. This is not by any means confined to the small dealers, for some of the largest houses are guilty of neglect in this respect. The writer has on several occasions entered some of the large New York talking machine stores to purchase a few records and has noticed the apparent indifference of the salespeople. No effort was made to secure the writer's name and address and no effort was made to sell records other than those asked for. This may be due largely to the faults of the individual salesmen and saleswomen, but nevertheless it is a reflection on the attitude of the house itself. Unless the executives see that their avowed policies are carried out in detail by their employees they are not doing their full duty to themselves or to their industry. Talk with any dealer and ask his opinion on the recognized axioms of the talking machine trade and you will find him heartily in favor of them. He agrees with you that a good mailing list is most important, and believes that salesmen should secure each buyer's name and address for future reference and follow-up. But when you go out on the floor of his store and find out that these policies are not lived up to you cannot help but think that the executive has not been practicing what he preaches.

With the operation of a mailing list the idea of service is closely linked. Suppose you have bought some records in a talking machine store and have given your name and address in response to the salesman's suggestion that you might like to have the monthly supplements sent you. You may not have thought anything about it after you received your home. But some time afterward you receive the new bulletin from the dealer and you glance through it for the latest songs which you might add to your collection of records. You make a mental note to stop in and get them—one of these days. The press of other affairs has kept you busy for a week or so and you have not taken the time to get those records. Then you receive a note from the dealer, or if he knows you, in case you are in a moderate-sized town, he calls you on the phone, telling you that he has not seen you at the store for some time and suggests that you might be interested in certain new records which he has just received. You are impressed and on your way downtown you stop in and pay him a visit. The chances are that you will buy some of these records. This is the real way to operate and follow up prospects secured through a mailing list. Unless the dealer has done his work well you might never have returned to the store.

So, if on the first of the year you have resolved to better your business and make an even greater record during the coming year, do not neglect your mailing list. If you think your list is in good shape go over it again to be sure. Then see to it that your salespeople do their share. Impress upon them the necessity of securing the names and addresses of every purchaser and then do your part by seeing that these names are followed up intelligently.
The increasing importance of the talking machine business and its value as a producer of profits is emphasized by the announcement made recently that the Denver Music Co., 1538 Stout street, one of the largest music houses in the West, has decided to close out its piano business and devote its entire time and energy to the talking machine trade. Albert Giesecke, president of the company and a pioneer in the piano trade, has been associated with the company and a pioneer in the piano trade.

One of the features of the musical activities of his community.

Mr. Hessin joined the Aeolian Co. forces in 1897 as bookkeeper, and subsequently became manager of the Vocalion organ department. He was promoted from office manager of the finance department, where he made an excellent record for 19 years, to the position of assistant treasurer of the Aeolian Co., a position from which he has received final recognition of his ability.

Mr. Hessin is succeeded as assistant treasurer by Alec. McDonnell, who has been promoted from office manager of the finance department, where he made an excellent record for himself. Mr. McDonnell is also an Aeolian Co. veteran, having joined the staff in 1900 as a member of the bookkeeping department and has risen steadily since that time.

A store with a personality.

Colorado Springs, Colo., January 2.—A store with a personality is the description given to the new Peerless Phonograph Shop in this city which has been opened as a branch of the Peerless Furniture Co. Victor, Columbia and Brunswick dealers. When the talking machine business of the Peerless Furniture Co. grew to such proportions that it could not well be handled in its former quarters, the branch store was established to be devoted entirely to this part of the business. The demonstration rooms are constructed so as to resemble a row of bungalows with box palms set at the doors and window boxes filled with flowers beneath each window. At the end of the row of bungalows is a garden wall complete in every detail, even to a real iron gate that squeaks on its rusty hinges. F. G. Shultz is manager of this unique store and he has even carried out the general theme in his office, making one side look like an old red brick chimney. Mr. Shultz was with the G. A. Crancer store in Lincoln, Neb., as manager for nine years, and later with the Columbia Co. in Bridgeport, Conn.

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

Faultless Casters

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

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

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

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

Faultless Caster Company

Evansville, Indiana

"Move the Faultless Way"

Eastern Sales Office:
Geo. Mittleman, 487 Broadway, N. Y.
For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.

One Needle with three different tones
LOUD—MEDIUM—SOFT

Petmecky Multitone Steel Needle

Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones
1. For LOUD TONE—Play with flattened side facing record.
2. For MEDIUM TONE—Play at intermediate angles.
3. For SOFT TONE—Play with edge facing record.

GENERAL PHONOGRAPH CORPORATION
25 West 45th Street
OTTO HEINEMAN, Pres.
New York City, N. Y.

Here's George Meader's first double record!—love songs that will fill the hearers' hearts and likewise the dealers' pockets. A-2826.

Columbia Graphophone Co.
NEW YORK

**THE NEW VOCALION CATALOG**

Volume Just Prepared by the Aeolian Co. of Elaborate Character and Full of Interesting Information Regarding the Vocalion

A catalog of most elaborate and interesting character has just been prepared by the Aeolian Co., in exploitation of the Vocalion-Aeolian, and will be sent to the trade the early days of the year. It is a substantial volume of thirty-two pages and cover, sepia paper throughout, is printed in dainty style, and tends to please the eye, an excellent impression of the substantial character of the Aeolian Co., and of the products for which it stands sponsor.

The volume tells in great detail of the various dominating features of the Vocalion-Aeolian, treating in turn of the reproducer, the Symphonetic horn, the Graduola, the automatic stop, the universal tone arm and the other factors that have proven successful and popular. There are two pages devoted to prominent patrons of the Vocalion Co. in all the leading countries of the world, and on the list are to be found some of the best-known names, including those of royalty, in both this country and in Europe. Two pages are likewise devoted to a list of musicians who have endorsed Aeolian Co. instruments and another page to the names of some of the educational institutions, such as Harvard University, Columbia University, etc., who are now using Aeolian Co. instruments of various types.

The new volume is particularly rich in illustrations, the frontispiece showing Aeolian Hall, New York, with the various details of the foyer, the Vocalion Salon and the Reception Room following. Then in turn come views of the Aeolian headquarters in London, Madrid, Paris and the size, features the Edison Period Model. Still another poster lists the songs the war made precious, and an entire poster is devoted to a portrait and some descriptive matter relative to Albert Lindquist, the noted tenor who records exclusively for the Edison. For the Christmas season the Edison Co. prepared and distributed a most attractive folder featuring several of the leading period styles of the New Edison, together with a list of timely Re-Creations. The folder was printed in a variety of colors and was distinctly artistic in conception and execution.

**EXCELLENT EDISON PUBLICITY**

Some Posters for Window and Wareroom Display Just Issued Are of Exceptional Merit—Special Folder for Holiday Season

Thomas A. Edison, Inc., recently sent to their representatives a most attractive assortment of street car cards and posters for show window and wareroom display, several of them being particularly suited to the holiday season. One poster lists "Re-Creations With the Soul of Christmas," and represents a piece of art work in the matter of printing that is exceptionally fine. Another, of car card size, features the Edison Period Model. Still another poster lists the songs the war made precious, and an entire poster is devoted to a portrait and some descriptive matter relative to Albert Lindquist, the noted tenor who records exclusively for the Edison. For the Christmas season the Edison Co. prepared and distributed a most attractive folder featuring several of the leading period styles of the New Edison, together with a list of timely Re-Creations. The folder was printed in a variety of colors and was distinctly artistic in conception and execution.

**DOELHER EMPLOYES ENROLL**

Doehler employees responded generously to the recent Red Cross roll call campaign. Five hundred and forty-two employees took an annual membership for 1920.

**MAISON BLANCHE OPENS NEW STORE**

New Orleans Store opens Doors to Music Buying Public—Spacious Warerooms Devoted to Victor, Columbia and Brunswick Lines

New Orleans, La., January 5.—The informal opening of the new music store of the Maison Blanche, one of the finest talking machine houses in this city, was an event of much interest in the local trade. The talking machine department embodies all modern improvements and the homelike note is strongly emphasized by the furnishings and appointments. Two sides of the large talking machine department are occupied by demonstration booths and a comfortable smoking room for men. The record department and sales desks occupy another section and the rest of the floor space is given over to the display of Victrolas, Grafonolas and Brunswick machines. Period models of all kinds are prominently and artistically displayed and nothing is forgotten that will aid the purchaser in seeing the machines in the best settings.

JOIN WHOLESALE VOCALION STAFF

The latest addition to the staff of the wholesale Vocalion department at Aeolian Hall is Elmer H. Wilkinson, who will shortly be assigned to a traveling territory. Mr. Wilkinson has had a lengthy experience in the talking machine field and enjoys a broad acquaintance among the dealers.

**THE TALKING MACHINE WORLD**

January 15, 1920

**TO OPEN MUSIC STORE**

C. T. Walker and A. T. McKinley will soon open a music store which will be run in connection with the Walker Department Store in Kingsburg, Cal. Space has been secured in the rear of the Walker store with a frontage on Smith street and the two stores will be connected so that the music shop will really form a department of the main store.

**FAR-SIGHTED dealers throughout the country, who demand the best, should investigate the DUSONTO.**

Write now—today, for complete information. We are prepared to make immediate delivery.

The Belcanto Company, Inc.
2007-B Bush Terminal Sales Building
130-132 West 42nd Street, New York
The Greatest Combination in the Phonograph Industry

Garford Service

AND

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—Use of the Shield

As soon as man invented weapons to thrust and throw he invented the shield to ward off the offensive weapons. Before that, when he fought by throwing stones, he warded off blows by raising his left arm almost instinctively, just as the fireman does still. Thus the first shields were made to increase the protective ability of that same arm, and were circular discs with two straps on the back, through one of which the arm was slipped to the elbow, and the other being held in the left hand. All the antique shields were of this shape, and many had a "boss" or raised point in the center. In some of the round shields this point was as large as a spearhead and the shield could be used as a weapon in close range fights. The round shield was a favorite with the Romans.

In ancient Teutonia the shield was large and square; in Europe, in the Middle Ages, it was triangular; and when knighthood was in flower and the knights carried huge lances, a little hole was cut in the shield in which the lance could rest.

The shield, like the wreath and the "trophies," was used as a decoration to the days of ancient Greece, and it is, by that association, used in many forms of decoration. Into Louis XVI and Colonial work it can only enter by reason of its Greek affiliation. In Empire decoration the shield is directly a Roman detail, while the Renaissance shield is either Greek or Roman, but usually Roman.

The greater part of the decoration based on the shield, however, comes directly from the knighthood of the Middle Ages, when the science of heraldry originated. Heraldry is the science of armorial bearings, and armorial bearings is a phrase signifying the trade marks, so to speak, that men of noble family were permitted to have painted on their armor. A knight in full armor was about as recognizable as a can of tomatoes, and just as tomatoes in cans are labeled, so the knights were labeled—to prevent mistakes.

From the 11th to the 13th century the shield was the only piece of armor that bore this family trade mark. From the 13th to the 15th century the shield, helmet and crest all had significance. With the invention of gunpowder these became useless and they were only retained as "armorial bearings" for decorative and genealogical reasons, painted, printed or engraved in one place or another.

Thus the entire meaning of heraldic decoration is based on the shield, and heraldic decoration is merely the application of the shield to decoration.

The earliest form of this decoration was the actual hanging of shields and weapons upon the walls of the castle hall in days of peace. From this to carving and painting them upon the walls

**Managers of Phonographs and Cabinets**

Value the Ultra-Fine Qualities Embodied in Our Accessories

Insist on our smart, practical Trimming and Parts. They add a distinction and give a service that is way above the ordinary.

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**Reasonably Prompt Deliveries Assured**

Write for Samples and Prices

Grand Rapids Brass Company

Grand Rapids Michigan
Science Conceived It

For Talking Machines

Science Declares It Perfect

The demand for an exclusive Polish and Restorer is conceded. Reflexo is the Polish, scientifically prepared, to meet that demand. You are not asked to experiment with it; chemists have already done that thoroughly for you, before they arranged to place it on the market. In other words, you are offered the chemists' scientifically successful laboratory results which enable you to give your customers a really perfect polish to actually restore the lustre and beauty of polished surfaces.

"The Best Friend We Ever Had"

Your customers will say when once they have used Reflexo

"The Best Friend We Ever Had"

You will say when once your customers have used Reflexo

The bottles are individually packaged, one dozen to a "Silent Salesman" box in colors ready to display where your customers will see them. That’s all the salesmanship required. The display will sell the Polish. But to make doubly sure we temporarily furnish with each order a Display in colors for window or counter use.

REFLEXO RETAILS FOR 25c.

TODAY is not too soon to study carefully the two Introductory Offers and advise us of your desires via one of the coupons at the foot of this page. This is a Real Opportunity to supply your customers with an article small in size, but large in virtue.

SELECT THE PROPOSITION YOU PREFER—BUT FILL IN ONE COUPON NOW

PROPOSITION No. 1

Reflexo Products Co., Inc.
Marbridge Bldg., New York City
Send us —— gross (minimum 5 gross) Reflexo Polish additionally labeled "made expressly for

Name
Address

(PROPOSITION No. 1)

PROPOSITION No. 2

Reflexo Products Co., Inc.
Marbridge Bldg., New York City
Send us —— gross (with Display Advertising Material) Reflexo Polish, together with your display material, at a cost to you of $6.76.

Name
Address

(PROPOSITION No. 2)
FACTS ANENT THE REGISTRATION OF TRADE SLOGANS

An Authoritative Statement of Particular Value to Talking Machine Dealers Regarding the Proper Methods to Pursue in Securing Registration for Trade Names and Slogans

In answer to an inquiry regarding the proper tactics to pursue in securing protection for a business slogan against infringement, the editor of "Printers' Ink" offered the following interesting and timely information:

There is no way in which protection can be secured for a slogan by entry at the U. S. Patent Office unless it is eligible for registration as a trade-mark. Trade-mark status is not denied to a slogan and registration may be obtained for a slogan provided it is not accounted descriptive, or does not otherwise transgress the limitations laid down by trade-mark law and provided it has a trade-mark use.

It is the last-named proviso that prevents the registration of many slogans which so far as their physical characteristics are concerned conform to the qualifications requisite to a trade-mark. The obligation of trade-mark use means that the slogan for which registration is sought must be used "on the goods" as a means of identifying origin. It will not suffice that the slogan be used, as many are, merely in advertising, on stationery, etc., rather than on the wares or on the containers for the goods. In some instances, indeed, registration has been granted for a slogan to appear in conjunction with another trade-mark.

Collective Trade-Marks Ineligible

With reference, however, to the current problem we must take into account another limitation which might operate to block the enrollment of a slogan or, indeed, the registration of a trade-mark of any kind. The possible obstacle is due to stipulations of trade-mark regulations which prevent the acceptance of collective trade-marks, so called—that is, co-operative trade-marks, owned or administered, say, by an association whose functions are promotive or social. If an "exchange" or association or other clearing house has the status of a "trader," in that it actually takes title to the goods to which its composite mark is affixed, well and good. Under such circumstances the trade-mark may presumably be registered. If, however, the organization has no ownership in the goods but merely acts as a bond of common interest for a group of producers, each of whom possesses of his own product, then the slogan is ineligible to registration.

This principle has been established in numerous test cases at Washington, notably that wherein the Brockton, Mass., Chamber of Commerce endeavored unsuccessfully to obtain registration for the phrase "Made in Brockton."

Protection of Unregistered Slogans

The fact that the Patent Office is thus obliged to deny registration to a slogan or mark, title of which is not invested in a bona-fide trader, does not mean, however, that the Federal tribunals do not recognize the property rights of the originators of such marks. Not only it is conceded that initial and continuous use of a phrase or design carries with it definite rights under the common law, but the officials at the Patent Office stand ready to uphold such right even as against a trade-mark registrant or applicant. How this works out was well illustrated a few years ago when a citizen of the United States sought registration at the Patent Office for a counterpart of the Gaelic design commonly known as the "Made in Ireland" trade-mark. As it happened, the Irish mark had never been registered at Washington because it is controlled by a co-operative organization and is, in effect, a collective trade-mark. But the arbitrers at the Patent Office refused to sanction the claim of the American applicant for a certificate for this mark and in their refusal they were supported by the court of last resort.

There is in some quarters an erroneous impression to the effect that a slogan if ineligible to registration as a trade-mark, because "collective" in character or otherwise unethical, may nevertheless gain copyright entry at the Patent Office as a label or an advertising print. This, however, is a futile hope. If embodied as a feature of design of a label or the composition of a print, a slogan might in that environment share in the blanket protection thrown over the entire medium, but it will be understood that the copyright would be upon the artistic production as a whole—not upon the slogan when lifted from the ensemble. There can be no such protection for a phrase or slogan in itself. It is well to bear this in mind.

Some Important Essentials

To sum up, it may be said that the best way, and indeed the only way, to secure formal Federal recognition for a slogan is to make the slogan so square with the requirements of a trade-mark that it will pass muster as such at the Trade-Mark Division of the Patent Office. Apart from the exaction of use on or in connection with the goods in interstate commerce there must, however, be observed in the case of the slogan all the prohibitions that have been invoked with respect to trade-marks in general. That is to say, the slogan must not be descriptive of the goods nor the quality of the goods; must not be geographical in character, and must not, of course, be open to indictment as deceptive. So few slogans, comparatively, have been registered to date at the Patent Office that there is, in the case of the average new candidate, little danger of the duplication or objectionable similarity to existing registrations that is often a bugbear in the case of ordinary trade-marks.

Make 1920 a Big Year for Record Sales

Write us for Our Special List

FROM US TO YOU

Seven Railroads
Two Barge Canals
One River

ALBANY IS THE SECOND LARGEST POSTAL TRANSFER POINT IN THE UNITED STATES
ALBANY IS THE THIRD LARGEST EXPRESS TRANSFER POINT IN THE UNITED STATES

THE GATELY-HAIRE CO., Inc.

JOHN L. GATELY, Pres.
VICTOR DISTRIBUTORS
356-358 BROADWAY
ALBANY, N. Y.
NEW COHEN & HUGHES BUILDING
Structure Rapidly Nearing Completion—Will Be Used as Wholesale Victor Headquarters
WASHINGTON, D. C., January 2—Finishing touches are being placed on the new Cohen & Hughes building at 1221-1223 E street, N. W., in this city, and the great facilities of this new establishment will be devoted entirely to the wholesaling of Victor goods. It is fire-proof in its construction, and contains modern and up-to-date facilities. The first floor will be devoted to the storage of merchandise.

The new building will have 15,000 square feet of floor space and will provide excellent facilities for the large business planned by Cohen & Hughes, Inc., for the coming year.

NEW COLUMBIA AGENT IN MERIDEN
Thomas H. Woolley Buys Columbia Department of F. W. Westwood in That City
MERRICK, CONN., January 2—Thomas H. Woolley, for many years active in local business circles and who recently retired from the firm of William T. Woolley & Sons, has taken over the exclusive agency in this city for the Columbia Grafonola and has bought out the Columbia department of F. W. Westwood in the Mission block and has taken the lease of the store. A large shipment of Grafonolas and records is expected shortly and the business will begin in a large way.

BRITISH MICA EMBARGO LIFTED
A cablegram of December 18 from Consul General Robert P. Skinner, at London, states that mica blocks, mica sheets, and mica splittings have been removed from the British list of prohibited exports.

TAKES OVER MUSIC DEPARTMENT
John C. McCarthy, Lewiston, Me., who for some time has conducted a music store at 25 Lisbon street, has taken over the management of B. Peck's music department and will feature Columbia Grafonolas and Columbia records.

The good thing about good advertising is that it not only pays, but keeps on paying.

OPEN NEW "TALKER" DEPARTMENT
Worcester, Mass., January 2—Summerfields, Inc., of this city, Columbia dealers, have opened a handsome new talking machine department which embodies all of the modern improvements in the way of demonstration booths, interior decorations and equipment. The new department was opened in time for the Christmas trade and a great showing of the various Columbia models and latest records was made during that season.

MICA DIAPHRAGMS
We beg to announce the opening of our New York office for the distribution of Mica Diaphragms to the American Trade. We manufacture the following grades:

FIRST QUALITY EXTRA FINE RUBY
FIRST QUALITY EXTRA FINE GREEN
SECOND QUALITY RUBY AND GREEN
THIN RUBY AND GREEN

We are prepared to receive specifications and submit prices on Mica Diaphragms in any quantity.

MICA & MICANITE SUPPLIES, LTD.
MICA HOUSE, LONDON, ENGLAND
WILLIAM SNYDER, AMERICAN REPRESENTATIVE
1545-1547 BROADWAY, NEW YORK
PROGRESS is written into every feature of the new Krasco Enclosed Phonograph Motor, progress born of experience and capacity on the one hand and a sensing of the needs of the livist industry of the present day on the other.

Refinement in motor construction is just as natural to expect as refinement in design or finish of cabinet, and those manufacturers of phonographs of the better sort desirous of placing their machine in a class at once distinguished and unique should not fail to investigate the New Krasco Enclosed Motor, which truly represents the last word in phonograph motor construction.

And remember the Sterling Tone Arm and Reproducer—the new Krasco product—with features that recommend it to the consideration of builders of Talking Machines of quality.

SEE US AT THE NEW YORK MUSIC SHOW

Krasberg Engineering & Manufacturing Corporation
536 Lake Shore Drive Chicago Illinois U.S.A.
Art Hickman's Orchestra from the St. Francis Hotel, San Francisco, crossed the entire continent twice to make jazz records for Columbia. A-2811--2812--2813--2814.

Columbia Graphophone Co.
NEW YORK

The shortage of Edison goods naturally places a limit on the volume that can be done at present, but a largely increased supply of goods is expected during January and February.

The EDISON PHONOGRAPH SHOP

In the Wanamaker Store

TWO viewpoints of the NEW EDISON—"The Phonograph with a Soul"—will enable you the better to appreciate the wonderful qualities of this remarkable instrument.

In the Wanamaker Store

FIRST
From the Inside

All new EDISONS are now offered in period cabinets. The London Shop and the Golf Shop, Wanamaker stores are highly specialized departments. Shortly after the trade learned in September that John Wanamaker, both at his New York and Philadelphia stores, had added the Edison, Brunswick, Chevry, Columbia, Pathé, Sonora and Vocalion, Wanamaker established a separate department for the New Edison. This "store within a store" will be conducted as are the London Shop and the Golf Shop.

The effective advertising of the Edison by the Wanamaker stores features the realism of the instrument and the fact that all Edison cabinets are period cabinets. The advertisements which we reproduce are typical of the series.

Plenty of Re-Creations

Edison Re-Creations of Light voice and of instrumental playing are given in ample quantity and down-to-the-minute.

JOHN WANAMAKER
One of the Wanamaker Edison Ads

CLERICAL ERRORS PROVE COSTLY

Importers or Their Agents Cannot Claim Refunds From the Government When in Error

Despite decisions overruling their claims for refunds and the warnings repeatedly issued by the Treasury Department, importers and their agents, including brokers and forwarders, continue to make errors in the values of goods entered through the customs, with the consequence that duties far in excess of those provided for in the Tariff Law are collected. Recently, for some unknown reason, the number of these cases brought to the attention of the customs courts and the Treasury Department have shown a decided increase, and in the majority of instances no relief is possible.

The United States Court of Customs Appeals rendered a decision in a test case some time ago in which the general rule was laid down that the importer or his representative was solely responsible for errors in invoice-ing imported merchandise. It is only in rare cases, where it can be conclusively proven to the satisfaction of the customs authorities that the error was not due to negligence upon the part of the party entering the goods, that refunds are ordered.

BUYS NEEDLES FOR FRIEND WIFE

But They Won't Sew on Missing Buttons or Darn Your Dilapidated Socks

"A couple of young business men were on their way downtown when one took the other into his confidence.

"I wish my wife were more domestic. She doesn't seem to care a thing about her confidence."

"Mine, too!" exclaimed the other. "But she absolutely refuses to sew a stitch."

"Whereupon the other grinned. "Mine, too! These are talking machine needles," he explained.—Harper's Magazine.

AN ARDENT APOSTLE OF MUSIC

Max Phillips, a Columbia dealer in Washington, D. C., is a man who is a firm believer in the broadening value of music in the daily life of every individual and he seldom misses an opportunity to spread the doctrine of music among his friends and acquaintances. In an interview with a correspondent of the Washington Times he told a vivid story of a blind boy musician in Russia who made his village the best in his section by his playing on the violin every day. From this story he took his theme and made an impressive argument for the cause of music.

WANAMAKER FEATURING THE EDISON

Advertising Calling Attention to the New Edition Is Most Effective—Handled by Wanamaker in Special Department in Store

The London Shop and the Golf Shop at the Wanamaker stores are highly specialized departments. Shortly after the trade learned in September that John Wanamaker, both at his New York and Philadelphia stores, had added the Edison, Brunswick, Chevry, Columbia, Pathé, Sonora and Vocalion, Wanamaker established a separate department for the New Edison. This "store within a store" will be conducted as are the London Shop and the Golf Shop.

The effective advertising of the Edison by the Wanamaker stores features the realism of the instrument and the fact that all Edison cabinets are period cabinets. The advertisements which we reproduce are typical of the series.

The Re-Creation records of the New Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer.

Three million dollars have been spent in perfecting the new Edison Phonograph.

And you may own one for a partial payment made at the time you select the instrument you want. There is no set rule as to payments. Some buy for cash. Others, who wish to save, make the payments in advance. There is no set rule as to payments. Some buy for cash. Others, who wish to save, make the payments in advance. There is no set rule as to payments. Some buy for cash. Others, who wish to save, make the payments in advance. There is no set rule as to payments. Some buy for cash. Others, who wish to save, make the payments in advance. There is no set rule as to payments. Some buy for cash. Others, who wish to save, make the payments in advance.

Attention!!!

Model B Vicsion now ready. Plays all hill and dale models—Pathé, Edison, Okehil, Lyric, Acolian, Vocalion, etc.

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

The "VICSONIA" Reproducer

(Model A)

Designed to PERFECTIONLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—no clips or— a child can do it. The Victo ica is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

Plenty of Re-Creations

Edison Re-Creations of Light voice and of instrumental playing are given in ample quantity and down-to-the-minute.

The Re-Creation records of the New Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer.

JOHN WANAMAKER
One of the Wanamaker Edison Ads

The Re-Creation records of the New Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer. Edison phonograph make you actually feel the presence of the living singer.
Reproduces All Tonal Beauties

Brunswick
PHONOGRAPH AND RECORDS
The Sure Factor in Success

THE fidelity of Brunswick reproduction has set a new standard in phonographic tone values. Any ear—not necessarily musically trained—can detect its superiority of rendition.

This outstanding advantage, now acknowledged by many thousands of phonograph enthusiasts, has made The Brunswick the greatest factor in sales success.

Music lovers have learned what the Ultona and Tone Amplifier mean in the realm of phonographic music. They know they bring a new fullness of tone and clarity of expression. They know that The Brunswick plays all records at their best!

The Brunswick Method of Reproduction is exclusive, scientific, exact. The Ultona, at the turn of the hand, presents the proper diaphragm and proper needle to each make of record. It brings out tones hitherto lost.

The Tone Amplifier, being moulded of rare woods on the violin principle, avoids all harsh and strident notes. Tones are pure and clear. The voice or the instrument carries its own character to the hearer’s ear in all its original value.

Correspondence is invited with merchants who realize the many advantages of The Brunswick and who are interested in the sales possibilities it offers.

The BRUNSWICK-BALKE-COLLENDER Company
General Offices: 623-633 South Wabash Avenue, CHICAGO

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

Canadian Distributors: Musical Merchandise Sales Co., 819 Yonge Street, Toronto
Interpreted by Noted Directors

AND now a third Brunswick triumph. After long preparation, we announce Brunswick Records. With the Brunswick history of musical achievement before you, it is assured that they do not follow the ordinary.

As an opera must have its maestro, an orchestra its conductor, a drama its director, so have Brunswick Records an authority to guide and translate genius.

Noted directors interpret the musical theme of each record. Thus we unite the talent of the artist with the genius of the composer. We bring a new guiding hand into record making.

The application of this fundamental necessity has made each Brunswick selection a beautiful musical picture. Each is developed as it would be directed by its creator. And the individuality of the artist is skillfully emphasized.

The phrasing is rendered pure and clear and the tone shadings are without fault. No one who enjoys beautiful music and wishes to hear eminent artists deliver the composer’s version, can fail to become enthusiastic over this newest Brunswick accomplishment.

Compare Brunswick Records with others. Hear them on the Brunswick Phonograph. Then decide what these great musical strides mean in point of sales and prestige. You are invited to write for full information about the Brunswick proposition.

The BRUNSWICK-BALKE-COLLENDER Company

General Offices: 623-633 South Wabash Avenue, CHICAGO

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

Branch Houses in Principal Cities of United States, Mexico and Canada.
TEACHING MUSICAL APPRECIATION

Mrs. Caroline Kaharl Shows Providence Supervisors Value of Talking Machine in Teaching School Children to Appreciate Music

The teaching of music appreciation to children by the use of the talking machine and simple narrative was demonstrated in an interesting manner lately by Mrs. Caroline Kaharl before the music supervisors of Rhode Island who met at the State Normal School in December. Mrs. Kaharl illustrated to the supervisors how she would interest and instruct children of third grade to junior high school age in the music of Holland.

In Massachusetts the methods shown by Mrs. Kaharl have been used with great success in many of the cities and towns, and it is the desire of supervisors of this State to institute the system here. The situation that exists at present, not only among children but adults as well, was neatly expressed by the lecturer in quoting the composer, Strauss, who said: "You Americans don't hear enough music, and what you do hear you don't listen to."

An endeavor is to be made not only to interest children in music of the better sort, but to instill into them at as early an age as is possible the ability to appreciate good music when they hear it. The talking machine has opened new fields for music teachers for it brings to the class rooms the melodies of the great masters, where they may be played bit by bit, phrase by phrase, until the pupils not only are familiar with them and like them, but more important, know why they like them.

STEVENS PHONOGRAPH CORP.

Recent addition to the ranks of talking machine houses in New York City is the Stevens Phonograph Corp., which has been incorporated with a capital stock of $1,000,000. The incorporators of this new concern are B. St. Georges, R and C. E. Stevens, 46 East Houston street.

FEDERAL ELECTRIC SIGN

-12 Months to Pay

The first payment brings you the sign—you have 12 long months to make the final payments. It pays for itself many times over.

Cuts the Cost of Getting New Customers

Every possible new customer who goes to a competitor representing so much profit loss, does only profit lost on the first sale, but the profit on 200 future sales. A Federal Electric sign carries your message 24 hours a day, and attracts the attention of new customers for blocks in each direction as well as from the cross streets. It attracts new customers that would otherwise go elsewhere.

Made of porcelain enameled steel, it cannot rot, fade nor rust. Never needs touching up. An occasional washing keeps it sparkling like new. Costs only a few cents a day for electricity—no other expense.

Keep your name and location constantly before the eyes of the public. Brighten up with a beautiful, sparkling Federal Electric Sign.

Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY representing

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

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

Name

City

State

Street and No.

Business

Store Frontage

No. of Floors

Credit The Sign for that Last Sale. Joe!
Service is the Direct Result of Modern Facilities

The steady growth for over forty years of the organization which now comprises the Astoria Mahogany Company, Inc., may be attributed to the constant application of modern methods and facilities for the production, manufacture and distribution of Mahogany Lumber and Veneers.

Modern facilities make a high degree of service possible, and service produces a degree of satisfaction that results in growth.

Astoria Mahogany Company, Inc.
347 Madison Avenue, New York

Successors to
Huddleston-Mahogany Co.
Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.

Mills and Yards, Long Island City, New York

BRANCHES:
44 North Market Avenue
Grand Rapids, Mich.
2256 Lumber Street
Chicago, Ill.
One of the 250 Machines Turned Out DAILY by the
WORLD PHONO|GRAPH CO.
Manufactured by This Company Under Exclusive Patents

"FROM THE LUMBER TO THE COMPLETE INSTRUMENT"
The World Phonograph Company is one of the few manufacturers making their own product
in their own factories throughout, thus insuring to their dealers consistent high quality

WORLD PHONO|GRAPH CO. 736 TILDEN ST., CHICAGO
Universal Displayers
FOR THE
Talking Machine and Music Trade

We Manufacture
30 Different Numbers for Your Business

Ask for Catalogue
Order Through Your Distributor

Distributors Handling Our Complete Line

No. 528, Universal Self-Service Record Displayer

No. 556, Universal Three Wing Bulletin Displayer

No. 517, Revolving Hexagonal Floor Sheet Music Displayer

Universal Fixture Corporation
The "Sitaphone," Invented by H. A. Kieselhorst of St. Louis, Designed to Shut Off Confusion of Noises in Talking Machine Stores for the Convenience of Customers

St. Louis, Mo., January 3. — The modern talking machine store bids fair to be as silent as a tomb so far as the sounds of machines and records being demonstrated are concerned, if a recent invention of H. A. Kieselhorst, vice-president of the Kieselhorst Piano Co., this city, comes into general use. Mr. Kieselhorst calls his invention the "Sitaphone," which does not serve to describe the new idea in great detail.

With Mr. Kieselhorst's "Sitaphone" in operation, the record customer sits alongside the machine, and alone enjoys the reproduction of the record, without inflicting the music upon anybody else, or being compelled to listen to a medley of music from other machines being demonstrated.

The "Sitaphone" is muzzled with absorbent cotton, so that it is mute to the world in general. It delivers its music only to the ear of the person who wants to hear it. The interior of the regulation talking machine has been so remodeled that all its melody goes into the tube and from there into the ear of the sitter.

Mr. Kieselhorst's idea is to put an end to the clamor of competing records in adjoining demonstration booths, to save the space now given over to these booths and economize on the services of demonstrators and salesmen. He thinks the "Sitaphone" is the thing to do it. It has been on trial at the Kieselhorst store and has so far justified itself.

Mr. Kieselhorst has prepared the following account of the origin and purpose of his "Sitaphone":

Three years ago, when we put in our talking machine department, we figured that we had allowed ample room for expansion, but business has increased to such an extent that it has become absolutely necessary for us to devise some means to serve more people promptly.

Our present booth installation was put up on rather an elaborate scale, and occupies so much of the floor space that it is absolutely impossible for us to put more booths on our first floor location without tearing out the entire installation and reconstructing completely.

Under the present condition of the market, this could not be done in time for our holiday trade, so necessity stepped in and caused the invention of the "Sitaphone" — so nicknamed because it is possible to sit comfortably and listen to any selection without outside interference. In fact, the machines are placed as close together as possible, and one machine does not interfere with the other in any respect at all. A dozen of these machines going at the same time make less noise than is ordinarily filtered through the glass partition of a sound-proof booth.

The customer may hear any individual record that he wishes, or if it is desirable for a party of two or three or more to hear the same record, branch tubes are used, so that all can hear the record simultaneously. The enunciation is really clearer than in an ordinary booth, as virtually all outside noise is eliminated. A specially constructed soundbox confines the tone within the individual machine.

It is contemplated, if the public takes it to do away with booth construction entirely, setting up a beautiful room with chairs specially equipped with ear pieces, and having selections switched on to any chair, the same as telephone connections are made.

With this installation it will be possible also to play piano records for the customer without their moving from their chairs. One person can be hearing grand opera by Caruso, and the person in the next chair can be listening to a jazz symphony on the piano played by some rapturous "Paderewski."

The device was tried out for the first time recently. From one o'clock to closing time, six o'clock, there were $123 worth of records sold by the "Sitaphone" alone, to say nothing of the ones sold in the booths and over the "rapid service counter."

INSURANCE AS A CHRISTMAS GIFT

President Phillip of Mutual Talking Machine Co. and Supreme Phono Parts Co. Gives Evidence of His Interest in His Employees

Wm. Phillip, president of the Mutual Talking Machine Co. and the Supreme Phono Parts Co., took out group insurance for all employees of these two companies, as well as the large plating plant which he controls, as a Christmas present. This form of holiday remembrance was greatly appreciated by all the employees. An evidence of this appreciation is to be found in a letter received by Mr. Phillips from the employees at the plating factory, bearing the signature of each employee, which reads as follows: "We, your employees, wish to thank you for your generous Christmas present. It is a commendable action on your part in giving each man's family insurance protection, and we certainly appreciate it, not forgetting to thank you also for cigars, and wishing you a very happy and prosperous New Year."

A "SEASONABLE" SOUVENIR

Ormes, Inc., Victor distributors, New York, sent to their dealers at Christmas time a timely remembrance in the form of a beautiful silk umbrella, that is highly prized by the recipients. It seems entirely fit and proper that Ormes, Inc., present their dealers with a gift that is serviceable, and it is safe to predict that each time this gift is opened during the years to come it will serve as a reminder of the greater service in Victor merchandise which Ormes, Inc., is placing at their service. C. L. Price, general manager, is highly optimistic for the coming year, and with the steadily increasing production of Victor merchandise, predicts that 1920 will be a banner year for the Victor dealer.

The Neches Phonograph Co., Beaumont, Tex., has been incorporated with a capital stock of $5,000, by A. J. Szafir, H. L. Williams and C. B. Mogarity.
STEGER

The Finest Reproducing Phonograph in the World

The world's greatest artists, singers and musicians are at their best when they entertain you with a Steger Phonograph. It plays all disc records correctly, with no change of parts. Steger Phonographs are sold at universal prices. The Steger Phonograph factories make every part of the Steger Phonograph complete.

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.
NEW PLANT FOR BOSTON BOOK CO.

Large Chicago Factory Marks Latest Expansion of Prominent Album Manufacturer—New Branch Has 20,000 Feet Floor Space

The Boston Book Co., manufacturers of record albums, 46 West Twentieth street, New York, recently opened a Western plant at 509 Plymouth Court, Chicago, Ill. The new factory is one of the largest in the world, and is equipped with the most modern album producing machinery obtainable, capable of turning out record albums on a large scale with great efficiency. The plant is now in full operation and is working overtime in order to fill the demands for the Boston Book Co. products in the Western section of the country.

J. M. Alter, president of the company, with the addition of this Chicago plant, is now head of two of the largest record album factories in the world. Mr. Alter some years ago saw the necessity of preparing for a greatly increased business and purchased machinery many months in advance, at the same time negotiating for larger quarters to house this new equipment. The New York factory has made three changes in recent years, each change giving greater floor space. The greatly increased Western business during the past two years, and the handicap Eastern shippers felt in making Western deliveries, forced them to acquire this new Western property. The new branch occupies 20,000 square feet of floor space, and the equipment is most modern and in many cases specially designed. B. M. Alter is in charge of the Chicago plant of this corporation.

MUCH ADO ABOUT SOMETHING

Read What This Ad Writer Says and Draw Your Own Conclusions—But You Will Admit That He Does It Very Well Whatever It Is

At times the workings of an ad writer's mind are marvelous to behold, but for sheer manipulation of the English language the following which appeared in a talking machine ad in a Chicago newspaper is awarded the prize by unanimous consent. He wrote this for the Sunday edition and he evidently had a lot to be thankful for or else his cares had weighed so heavily on his brain that it started to wander. He says, speaking of something or other which must have some connection with a talking machine:

"Its wondrous significance, its subtle, soothing appeal to the heartstrings; its limitless development from mere sound. A single note struck, simple melodies gently steal upon the senses, counter melodies merge into chords, arpeggios, and sparkling chromatics. Themes, recurring motifs, augmented fantasies—the whole gamut of possibilities, from an old-fashioned tune, vibrant with the memories of olden days, to the syncopated snap of modern rag time, the last word in genuine American pep; from the distant wailing, birdlike sweetness of a weirdly wavering reverie, deftly graduating to the sublime climax of the mighty cyclonic crash of a Wagnerian fortissimo, eloquently express the superiority of—"

There is more yet but—enough is plenty.

BROADENING OUT THEIR BUSINESS

The Strevell-Paterson Hardware Co., wholesale distributors for Emerson records, with headquarters in Salt Lake City, Utah, has been appointing a number of Emerson agents throughout Utah, Idaho, Nevada, Colorado and New Mexico. The latest appointee is the Moore-Bird Music Co., 1527 Welton street, Denver, Colo. This concern is going after business in a vigorous way and, as a result, is steadily increasing its line of representatives.

MORE PHONOGRAPH SALES IN 1920

IF YOU HANDLE THE CHORISTER

"LEADER OF THEM ALL"

WRITE NOW FOR PRICES AND ILLUSTRATIONS

CHORISTER PHONOGRAPH CO.
336-38 WEST 63rd STREET
CHICAGO
TELEPHONE ENGLEWOOD 1979

PERFECT TONE AND MECHANISM

SUPERB CABINET WORCEmansHIP

A Motor of Superior Quality—No. 10

Silent Running
Immediate Deliveries in Large and Small Quantities

Read the Specifications and Order—NOW

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

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

Ask for Specifications on No. 12 and 22

BUTTERFLY PHONOGRAPH MOTOR CORP.
243 W. 17th St., New York
**REPAIRS**

**TALKING MACHINE TROUBLES AND HOW TO REMEDY THEM**

Conducted by Andrew H. Dodin

[This department of The Talking Machine World is designed for the service of all classes of our readers, including those who make, and those who sell, talking machines. Andrew H. Dodin, who conducts this department, has a wide and enviable reputation as a repairer of talking machines at 176 Sixth avenue, New York. Tell him your troubles through The World and he will help you if possible. The service is free.—Editor.]

**SOUND BOX CONSTRUCTION**

I have received several letters recently as to the construction of sound boxes, asking me various questions in reference to the materials to use for the different parts, the diaphragm, the gaskets, etc.

As the sound box is always the most interesting part of the talking machine I think a general review of the construction of various makes of sound boxes would be interesting to many readers of The World.

Sound boxes can be divided into two classes, those with some means of tensioning the needle arm, and those without tension; either class may have mica diaphragms, or composition diaphragms and either flat gaskets or round rubber tubing are used to cushion the diaphragm.

In the tensioned needle arm class are such makes as the Victor, Sonora and Crescent, and the non-tensional include the Columbia, Pathé, Brunswick, etc.

In the selection of materials for constructing the frame of the box the usual decision is either brass or die casting, in some cases, part brass and part a composition material, like the Aeolian, for instance. Die casting is perhaps the most used, for the frame is generally designed so that the needle arm holder is cast with the frame, and so makes the assembling of the box simpler and cheaper.

The rubber gaskets are made either as flat washers of various thickness or rubber tubing of different diameters, to meet the depth of the frame space, which varies according to the ideas of the designer of the box.

The diaphragm is perhaps the most disputed part of the makeup of any talking machine. Every known material has been used, and endless compositions of materials have had their adherents. But an analysis of all known makes of sound boxes shows that mica is still in the front, as the most satisfactory diaphragm obtainable. First quality, without blisters, air spaces or iron spots, of a thickness to conform to the diameter, are the requisites of the best diaphragm obtainable.

Needle arms can be constructed of brass, or steel, and should conform in length to the diameter of the diaphragm, care being given to spacing the fulcrum point to get the best results.

In the construction of the entire box, attention must be given to the weight of each part, so that when completed it will be the proper weight for the style of record it is to be used on.

**AMERICAN**

**THE AMERICAN** success has been gained through merit. It is a truly musical machine, and, owing to its excellent equipment, will enable your trade to enjoy every record to its full extent.

Seven models, mahogany, golden oak and fumed oak finishes. The AMERICAN remains sold when delivered. Grand Rapids made and guaranteed throughout. Meisselbach equipment. Are in position to make prompt deliveries and place but one dealer in a town.

Write for our 1920 catalog. Handle a line that it is a pleasure to sell and which carries with it a good profit.

American Phonograph Co.
17 N. Ionia Ave., Grand Rapids, Mich.

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**ATTENTION**

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

- **Art 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. 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

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**FORTY-FOUR YEARS IN BUSINESS**

W. H. Keller & Sons Celebrate Anniversary—"Temple of Music" Has Long Figured in the Music Trade as a House of High Quality

Easton, Pa., January 6.—W. H. Keller & Sons, whose establishment in this city is known as "The Temple of Music," recently celebrated its forty-fourth business anniversary. W. H. Keller has long been prominent in the music industry in this city and today occupies the entire eleven floors of his building at 219-221 Northampton street. His two sons, W. F. and George T. Keller, have learned much about the music business in the same way which he found so successful in his many years of business.

---

**You Talk Quantity**

ON

- Gran. Brakes, Needle Cusps, Needle Rests, Cover Supports, Crank Handle Escutcheons (with fibre washer), Modulator Rod Escutcheons, Stylus Arms and on any Special Parts.

AND

**We Will Talk Price**

Immediate Deliveries

**H. K. Lorentzen**

Phonograph Hardware Specialists Manufacturers
GRAND STREET & WEST BROADWAY
NEW YORK CITY
FOURTH SUPPLEMENT

Records

Mutt and Jeff in Mexico—Descriptive Monologue Frank Kennedy & Co.
Bringing Up Father in Prohibition—Descriptive Monologue Frank Kennedy & Co.
My Baby’s Arms (From “Ziegfeld’s Fol-lies”)—(Fox-trot Instrumental)
Some One-Step—(One-step Instrumental), Conway’s Band
Now I Know (Fox-trot Instrumental), Joseph Knecht’s Waldorf-Astoria Dance Orch.
On Miami Shore (Waltz Instrumental), Joseph Knecht’s Waldorf-Astoria Dance Orch.
Where the Lanterns Glow (Fox-trot Instrumental) All Star Trio
I’m Forever Blowing Bubbles (Waltz Instrumental) Okeh Dance Orchestra

A Pretty Girl Is Like a Melody (From “Ziegfeld’s Fol-lies”)—Tenor Sam Ash
Smilin’ Through—Tenor Carroll Shannon
You’d Be Surprised—Tenor Billy Murray
All the Quakers Are Shoulder Shakers Down in Quakertown—Baritone Bert Harvey
Oh! What a Girl—Tenor Sam Ash
I Never Knew—Vocal Duet Burr and Meyers
Oh! What a Pal Was Mary—Tenor Sam Ash
Bless My Swanee River Home—Tenor Sam Ash
Love, Here Is My Heart—Tenor, Forrest Lamont
A Dream—Tenor Forrest Lamont
Somewhere a Voice Is Calling—Tenor Forrest Lamont
I’m Dreaming My Life Away—Tenor Forrest Lamont

Place Your Order Immediately with Your Jobber

General Phonograph Corporation

OTTO HEINEMAN, President

Factories: ELYRIA, O.; NEWARK, N. J.; PUTNAM, CONN.; SPRINGFIELD, MASS.; KITCHENER, ONT.
BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA
Entertainment supplied by the New Edison phonograph during certain hours of every working day has increased the individual efficiency of employees in the transcribing department of Thomas A. Edison Industries, as reported in the January issue of "100%," the efficiency magazine, as follows:

"During recent years, individual output of factory operatives and office employees has increased somewhat in proportion to the attention the employer has given to the welfare of the employed. Studies of fatigue have resulted in the institution of rest and recreation periods, more particularly in connection with manufacturing operations than with office work.

"In our transcribing department we have gained unusual results by a somewhat unique but very simple method. Accurate results are known, because we have for many years kept thorough records of individual production, by the best known methods.

"When we first instituted rest periods our transcribing department was working 8½ hours per day, from 8 to 12 a.m. and 1 to 5:30 p.m. We decided to stop work from 3:30 to 3:40 and carefully watch for any drop in production of typing or transcribing work that might take place. We found that production was increased — it was particularly noticeable that when the operators returned to their machines, they worked with renewed vim and vigor.

"Having proved that the increased production would continue after the novelty wore off, we instituted another recess of ten minutes at 10:30 a.m. and installed a phonograph, which could be used at any time except regular working hours. At about the same time, every employee in the department received an increase in salary.

"A review of production costs after a few months showed that production had increased sufficiently not only to cover the shorter working periods but also the increased salaries; consequently we have been able to raise our standard rates of pay.

"During the past year, everyone seemed so thoroughly contented, always smiling and cheerful, that, although our unit costs of production were low, I became skeptical regarding the amount of work done by each operator.

"A careful comparison of the production of our older operators — those who have been doing the work so long one would feel certain they had settled down to a uniform gait — shows that to-day in 7 hours and 40 minutes actual working time (our office hours have been reduced to 8 hours per day) their individual production is greater than was formerly accomplished in 8 hours and 30 minutes without rest periods.

"I believe the secret of our success is the entertainment supplied by the phonograph. The mental condition can dominate the physical and in this case the cheerfulness engendered by hearing great singers, listening to magnificent orchestra and band selections, by dancing or singing, does more to banish fatigue than the mere fact of periodic rest.

"Not only is the fatigue overcome, but a definite trend towards cheerfulness and good fellowship is provided. The phonograph is so popular, even after a year's use, that at noon it rivals our employees' band, many of the girls preferring to stay in the department and listen to the latest records than to attend the band concerts. The change in the mental attitude is shown by reports from our employment department.

"We believe that the generous use of the phonograph has engendered the feeling that we are not only interested in production results but are also anxious to have our people happy."

"Last, but not least, I am confident that the frequent music has a definite effect on the department managers, keeps them in better spirits, makes them better 'bosses' to work for and results in a feeling of mutual cooperation."

**Stewart Expands Service Idea**

"Man Friday" Multiplied — Repair Service Department Opened to Indianapolis Dealers

INDIANAPOLIS, IND., January 8 — Victor dealers in this city have just received from the Stewart Talking Machine Co. a proof of a sort of dealer co-operation that actually offers to remove a heavy portion of the retail service burden. It opens the door to a large corps of expert Stewart repair men, who can dominate the smallest of the repair work that may come in any moment.

It is a most welcome form of entertainment supplied by the phonograph. The phonograph is so

"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
The Instrument 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 $350.

**PERIOD MODELS from $375 up**

Dealers or jobbers, considering franchises for 1920, should send in their applications as soon as possible.

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**SPECIAL NOTICE**

The Beacon will be exhibited at the Hotel Commodore during the week of the Music Show, February 1st to 7th.

We sincerely hope that every dealer and jobber attending the show will make it a point to come to our exhibit, and see this most wonderful instrument before leaving New York City.

Beacon Phonograph Company
248 Boylston Street
Boston, Mass.
Factories at Somerville and Waltham, Mass.
SINGING LANDS HIM IN JAIL

Smashes Window to Prove His Art Is Greater Than Caruso's and Spends the Night in Jail, Proving That Competition Has Difficulties

When an amateur singer tries to compete with Caruso in the art of singing the results are hard to foretell, as Peter Johnson of 1065 First avenue, New York, has learned. According to a newspaper story Johnson was passing the music store of Peter Eflasso, 2241 First avenue, one night and heard the famous tenor's voice singing a gem from an Italian opera. The melody was lost on Peter and he nervously cried out that things were all wrong. He entered the store and ordered the proprietor to stop the record but was promptly hustled out into the street. He stood on the sidewalk for some time trying to work better than the great artist to the delight of the crowd which rapidly gathered. Not finding this exciting enough Peter, so the story goes, approached the window and started to smash the glass with his fists. His lacered hands and wrists drew his attention from his singing and gave him a trip to the Harlem Hospital in charge of Police-man O'Hara. After his wounds had been dressed and he had failed to convince the judge of his artistic ability he was escorted to a cell to think the matter over.

"The way to drain off life's drudgery is to drink at the fountain of melody. Take all you want. Musical inebriation has no harmful after effects."

EXPORTERS DEFINE TRADE TERMS

National Association of Manufacturers Meets and Urges Unification of Abbreviations to Aid in Abolishing Shipping Misunderstandings

An interesting meeting was held recently at India House, the headquarters of the National Foreign Trade Council, New York, at which representatives of leading commercial export and manufacturing interests attended, for the purpose of unifying and defining the several trade abbreviations and for standardizing export quotation terms.

A resolution offered by the National Association of Manufacturers recommending that shippers dispense with the abbreviation of all such terms as f. o. b., meaning free on board, and as, meaning free alongside vessel, and that the entire phrase be used whenever quotations are made, was adopted.

Definitions of conditions involving ten different types of transactions were discussed and passed upon. These include shipping, both by rail and water, insurance and the liability of shipper and buyer.

THE MOST PRECIOUS CAPITAL

A dishonest bargain is always a poor one for him who practices the dishonesty, however great may be the gain in wealth. The most precious capital a man can put into any business is good character, and good character makes a mighty poor bed-fellow for him who cheats his neighbor.—Steger Employees' Magazine.
Unico Equipment always increases business

THROUGHOUT America music houses like Gregory's are installing Unico Equipment. They know it is a paying investment to do so, because 1,200 dealers have proved it, and also because their own investigations convince them that Unico Installation insures smooth-going, salesmaking service.

Unico equipment expresses progressive management. It utilizes, to the utmost, available floor and wall space—facilitates orderly, attractive stock display—provides instant and individual service which satisfies the most exacting customers.

Unico demonstrating rooms, counters, record racks and decorative treatments are readily adaptable to any desired plan regardless of size of stock, and by virtue of patented flexible features may be re-adapted at will to suit changing conditions. Selected woods, artistic cabinet work, superior finish and appointments leave nothing to be desired.

Unico equipment reaches you completely finished, glazed and fitted ready for assembly and use. Prompt shipment from stock in ten designs enables quick completion of your improvements. "Musical Merchandising," our latest booklet, describes in full all the vital Unico advantages. It will be mailed on request.

Send to-day dimensions of your available space. Our plans and estimates will be submitted promptly.

Address our nearest office.

GREGORY'S MUSIC HOUSE
Pianos, Player Pianos, Victrolas and Records
120 121 NORTH MICHIGAN AVENUE
SAGINAW, MICH

August 12, 1919.

Unico Construction Co.,

Gentlemen:

We are very much pleased with the change in our store, both in appearance and business since your installation has been completed. We feel sure that we have the prettiest Victrola and Piano store in Michigan outside of Detroit. Our business has increased with leaps and bounds since our opening the 12th of July. In one day during that time our cash record sales amounted to more than the sales of Christmas Eve, 1918, which you know was about the biggest day of our year. In fact our business for the first twelve days of this month was more than doubled the whole month of August last year. Of course we attribute this increased business to the fact that we can give our customers more efficient and better service than ever before.

Thanking you for your courteous attention, we are

Very truly yours,

Gregory's Music House.
THE TALKING MACHINE WORLD

TABLE FOR CALCULATING COSTS

Necessary Addition to Cost to Make a Certain Profit Told at a Glance

It is sometimes difficult for manufacturers to calculate quickly just how much they should add to their cost in order to make a certain profit. John Connors, of the Howe & Rogers Co., Rochester, N. Y., prepared a table which enables him to tell at a glance just what he wanted to know in this respect. The table follows:

<table>
<thead>
<tr>
<th>Addition to Cost</th>
<th>Profit on Selling Price</th>
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<tbody>
<tr>
<td>85% per cent.</td>
<td>7 per cent</td>
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<tr>
<td>70 per cent.</td>
<td>9 per cent</td>
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<tr>
<td>65% per cent.</td>
<td>11.5 per cent</td>
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<tr>
<td>15 per cent.</td>
<td>13 per cent</td>
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<tr>
<td>10 per cent.</td>
<td>14% per cent</td>
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<tr>
<td>7.5 per cent.</td>
<td>15 per cent</td>
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<td>20 per cent.</td>
<td>16.5 per cent</td>
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<td>25 per cent.</td>
<td>20 per cent</td>
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<td>30 per cent.</td>
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<td>35 per cent.</td>
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<td>37.5 per cent.</td>
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<td>40 per cent.</td>
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<td>45 per cent.</td>
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<td>50 per cent.</td>
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<td>55 per cent.</td>
<td>30 per cent</td>
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<td>60 per cent.</td>
<td>32 per cent</td>
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<tr>
<td>65 per cent.</td>
<td>33% per cent</td>
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<tr>
<td>68% per cent.</td>
<td>34 per cent</td>
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<tr>
<td>70 per cent.</td>
<td>35 per cent</td>
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<td>75 per cent.</td>
<td>37% per cent</td>
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<tr>
<td>80 per cent.</td>
<td>39 per cent</td>
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<tr>
<td>85 per cent.</td>
<td>40 per cent</td>
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<tr>
<td>90 per cent.</td>
<td>42 per cent</td>
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<tr>
<td>95 per cent.</td>
<td>44% per cent</td>
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<tr>
<td>100 per cent.</td>
<td>46 per cent</td>
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</tbody>
</table>

From the above it may be seen that if you wish to make a profit of 15 per cent it is necessary to add 17½ per cent to the cost.

GOOD KNIGHT-CAMPBELL PUBLICITY

The Knight-Campbell Music Co., Denver, Colo., has been widely advertising its Victor department and has been featuring the announcement of the Victor Co. that the output has now reached normal. The Victor department of this concern has built up a large business and this has been due largely to its efficient merchandising methods and its effective publicity.

The New York Furniture Co., Columbia dealers in Hudson, N. J., at First and Madison streets, have opened a new music department which has greatly increased floor space for the display of the various types of Columbia Graphophons and records.

NEW JACOBS NOVELTY CO. STORE

Wisconsin House Expands and Adds Second Talking Machine Shop Next Door

STEPPES POINT, Wis., December 15.—The new talking machine store of the Jacobs Novelty Co. at 207 Strong's Avenue was opened this month in its remodeled building. New booths have been added to the store equipment and a modern lighting system and show windows have been installed. The interior of the building is finished in French gray, old ivory, Prussian blue and mahogany. A representative line of talking machines is carried in stock, among them being the Columbia, Sonora, Brunswick and Vitanola. A large library of Columbia records is also carried and numbers about 6,000 selections. The store is an expansion of the former shop at 209 Strong's Avenue, and both stores will be devoted to the sale of talking machines and other musical instruments.

BECOMES GENERAL SALES MANAGER

Samuel Grubstein Takes Post With Cabinet & Accessories Co., Inc., New York

The Cabinet & Accessories Co., Inc., of New York City, have announced that Samuel Grubstein, well known to the trade, is now representing the Cabinet & Accessories Co. throughout the Eastern territory. Mr. Grubstein will specialize on and act as general sales manager for the new Standard phonograph, which is being put out by the Cabinet & Accessories Co. Orders for this new talking machine are already being put out by the Cabinet & Accessories Co., Inc., New York City, and is expected to be ready for delivery at the end of January.

NOW IMPORTING SAPPHIRES

GRAND RAPIDS, Mich., January 2.—E. C. Howard, of the Grand Rapids Phonograph Co., this city, has announced that he is importing sapphires, and has negotiated contracts for large quantities during 1920, which he is in turn will offer to the trade.

The Earl Fuller Record Co., Inc., Dover, Del., has been incorporated to manufacture phonographs, with a capital of $500,000.

THE DE LUXE STYLUS

BEST NEEDLE MADE

We wish to thank our customers for their very valued patronage the past year, and to extend to them our best wishes for a Happy and prosperous New Year.

Duo-Tone Co., Inc.
 Manufacturers of Talking Machine Needles
ANSONIA, CONN.

UDELL CABINETS FOR 1920 RECORDS

THIS NEW YEAR IS GOING TO SET A NEW HIGH MARK FOR RECORD PRODUCTION AND SALES. THE RESULT WILL BE AN UNPRECEDENTED DEMAND FOR RECORD CABINETS.

UDELL CABINETS
SATISFY EVERY REQUIREMENT OF STYLE AND FINISH AND ENJOY A REPUTATION FOR REAL QUALITY THAT SAVES MUCH SELLING EFFORT—THE QUALITY IS ACKNOWLEDGED.

UDELL WORKS

1205 W. 28th St., Indianapolis, Ind.
Portable Machines

THE SEASON'S BIGGEST SELLER

THE PORTOLA

Plays All Records

Size 13 1/4 x 13 1/4 x 10 1/4 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 especially 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. 175

Height 52 inches, width 21 1/4 inches, depth 27 3/4 inches. Made in American Walnut, American Oak and American Maple. Patented and World Patented Models and the World Improved Models-Highly-selecting resonant wood and non-vibrating and mounted free from contact with resonating parts. Non-slip, Non-back, also as Free-Propelling. Nickel-Trimmed World Improved Motor, Multiple-Spring, Constant-Speed, and non-vibrating. For Gold Trimmings add $10.00 to net price. Price $115.00, including War Tax. Add $20.00 to net price for Electric Motor.

Add $15.00 to List Price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS

No. 225

Height 47 inches, width 22 inches, depth 23 inches. Mahogany, Walnut. Also Fumed or Golden Oak Finish. World Improved Motor, Multiple-Spring, Constant-Speed, Non-Vibrating and Mounted, Free from Contact with Resonating Parts. Universal Tone Arm and Sound Box. For Gold Trimmings add $10.00 to net price. Price $175.00, including War Tax. Add $30.00 to net price for Electric Motor.

Add $15.00 to List Price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS

Chicago Jobbers

OKEH Records

COMPLETE STOCK

Lateral-Cut and Hill-and-Dale Numbers

WRITE FOR OUR NEW CATALOGUE.

12-20 NORTH MICHIGAN AVE., CHICAGO
Percy Grainger plays three *piano* solos on one record. Wise dealers will order *fortissimo*. A-6128.

Columbia Graphophone Co.
NEW YORK

AN ATTRACTIVE WINDOW DISPLAY

The Wiley B. Allen Co., Portland, Ore., has won quite a local reputation for the attractiveness of its window displays, which are without exception quite out of the ordinary. The advertise

Lady From Country—Is this the Hall of Records?
Attendant—It is. Do you wish to look around?
L. F. C.—Yes. Perhaps you have some I would care to try on my talking machine.

NEW QUARTERS IN JACKSON, MICH.

Barnard Music Co. Occupies Entire Building and Will Shortly Reorganize Business

The Barnard Music Co., of Jackson, Mich., has taken new quarters at 231 South Mechanic street, that city, where the entire building is occupied. In addition to a complete line of pianos, the company features particularly the Brunswick phonograph and records, for which an elaborate department has been provided in the new building. Musical merchandise will be added to the stock at a later date.

Plans are now under way for the reorganization of the company, at which time the capital stock will be increased materially. The present officers, R. A. Barnard, president; and H. A. Barnard, secretary and treasurer, will continue in control after the organization.

PRESENT QUALITY, NOT PRICE

As a rule, it is good business to show a high-grade article first when something is asked for in general terms. It is poor business to inquire which size or what price. Take it for granted that the customer has a reasonable purchasing power. The customer is pleased by the subtle compliment of offering him a high-grade article in the first place, and many who might be satisfied with something cheaper will quite as readily take that which represents more money.

H. J. SMITH LABORATORIES
Jewel Manufacturer

NEWARK, N. J.
EXCLUSIVE OFFICES, FINISHING and RECORDING LABORATORY JEWELS

SAWING
GRINDING
ROUGHING
ROLLING and EXPERIMENTAL LABORATORY


A REALLY USEFUL SOUVENIR

Standard Talking Machine Co. Remembers Its Friends at Holiday Time

The Standard Talking Machine Co., Victor wholesalers, of Pittsburgh, Pa., will be kept in the minds of its dealers and friends during the coming year through the medium of an attractive and convenient pocket notebook, richly bound in leather, which was distributed with the compliments of the company at Christmas time. Each book had stamped on its cover, in gold, the trade-mark of the Standard Co., together with the name of the recipient. The note pad in the book is detachable, and in a little foreword the Standard Co. announces that new pads will be sent to the owners of the books at frequent intervals.

"TONAR" RECORD BRUSH APPEARS

Parks & Parks, Inc., Place on the Market New Lubricating Record Brush

The well-known firm of Parks & Parks, Inc., manufacturers of brushes and other specialties, has recently produced a record brush, the trade name of which is "Tonar." The "Tonar" record brush, according to its manufacturers, differs from other brushes in that the rubbing surface has been treated with an especially prepared lubricant which not only removes the dust, but also lubricates the record so as to eliminate, to a large degree, the so-called scratching and to bring out the most delicate tonal qualities. These brushes, which are being manufactured in large quantities, are ready for immediate shipment.

INCORPORATED

The Duplex Symphonie Talking Machine Co., New York, has been incorporated with a capital of $100,000 by W. C. H. and C. E. Eitzen and M. Purdeck, 440 East Sixty-sixth street.

"LET'S GET ACQUAINTED!"

Fill out this coupon and mail it RIGHT NOW if you want details about that Monthly Service on Record Delivery Envelopes, designed exclusively for Victor dealers.

My name is ________________________________

The Firm Name is __________________________

Our address is ______________________________

LU FRANC SALES SERVICE
202 Dime Bank Building, Detroit
CLEVELAND STARTS THE NEW YEAR AUSPICIOUSLY


CLEVELAND, O., January 7—1920 starts with a splendid prospect for all kinds of business in this city and the outlook is the brightest in many years. People have more money to spend than ever, and are keeping pace with what some of the city's leading bankers say is a "spending spell," due to a new disease called "spenditis." Talking machine and piano as well as player-piano dealers all agree that, if manufacturing concerns can deliver the goods, sales during 1920 will far outstrip those of any previous year in the history of the music trade business. Some dealers say they could not fill all their pre-holiday orders for instruments, simply because the stock was not available.

One tendency in Cleveland is to branch out with talking machines, not as mere side lines in merchandising, but as prominent everyday factors in sales. Nearly every high grade furniture store in the city is now a booster for talking machines and records. The Starr Piano Co., which is doing a record business in its new household furnishings emporium in connection with its musical instrument trade, has demonstrated that talking machines are essentially a part of home furnishings. Other dealers have taken their cue from this firm and gone in stronger than ever for talking machines.

The Victor dealers got a good bit of advertising out of the appearance here of the eight "Victor Record Makers," whose two concerts dealers have taken their cue from this firm and talking machines and records. Concerns can deliver the goods, sales during 1920 spell, "due to a new disease called "spenditis." Than ever, and are keeping pace with what some

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Higher grade advertising will probably be used by Cleveland's musical instrument retailers. The Better Business Men's Commission of the Cleveland Advertising Club is in close touch with A. L. Maresh, secretary of the Cleveland Music Trades Association, and ad censors for the members, as well as a prominent member of the organization of talking machine retailers. Rex C. Hyre, secretary of the Piano Merchants' Association of Ohio, is also on the trail of retailers who mislead the public in newspaper advertisements.

While conservative dealers estimate the volume of musical instruments in Cleveland at about $5,000,000 annually during the pre-war period, these dealers are free to admit that if stock is available for delivery the 1920 sales will go far beyond the $5,000,000 mark. One dealer predicted Clevelanders will buy $10,000,000 worth of instruments in 1920, if the manufacturers can deliver the merchandise.


Musical instruments and sheet music dealers are featuring displays of music and records announcing the coming of John McCormack, scheduled to sing in Cleveland, February 1. Buescher's store is handling the sale of tickets.

Cleveland retail stores used many ways of selling talking machines during the pre-holiday period. The May Co. featured an announcement saying the firm had immediate delivery 600 Cheney talking machines. Young's furniture stores and others which make a specialty of talking machines offered extra inducements to buyers. The Fischer Co., Pathé distributors, had a "phonograph club," offering Pathé instruments of several models, payable in instalments to buyers.

The Wurlitzer Co. got the ground floor of their new six-story home in the Euclid building ready for occupancy before the holiday season passed, making one of the most elaborate displays of bared instruments, pianos, player-pianos and talking machines ever seen in this section of the country. The ground floor furnishings of the store are very expensive, up-to-the-minute and in line with the talking machine market. Exclusive displays were completely displayed and the public was invited to inspect the firm's big display of stock.

Plans for attending the biennial Music Week in New York, in February, are being discussed and not less than a score of the members of the piano men's association and several talking machine dealers will go to the gatherings. Jacob Raeder, for several years manager of the Caldwell Piano Co., which was absorbed by the Wurlitzer Co. a few months ago, has been made an honorary member of the Cleveland Music Trade Association. He is the only Cleveland piano man to have such an honor.
ENTER EFFICIENCY—
EXIT DISCORD

Behind the Curtain
Three years ago we set our own standard for an Efficiency Electric Phonograph drive, one year ago we developed a model which met our standards. During the past year we have put this model through the most exhaustive tests. It stood up in every particular. We have made it suitable for installation as standard equipment in any talking machine; and we are now ready to maintain production up to any quantity.

The Stage is Set
For the first exhibition of the first perfect electrical phonograph motor drive given at booth 59 during the National Music Show and Festival at Grand Central Palace, New York, Feb. 2nd to 7th, 1920. Here the Efficiency Electric Motor will make its initial appearance and demonstration.

Tuning the Instrument
Is just as essential to the phonograph as it is to any piece in the orchestra. If the motor drive is not properly regulated to the correct speed of the record, Caruso may become a baritone or soprano. All Efficiency Electric Phonograph Motor drives are set to the correct speed at the factory by means of a musical note—the only method procuring the absolute correct speed. The result "ear perfect tone." Every motor is tested for the correct turntable speed of the tone desired from a record, thus eliminating the "off tone."

The Leading Character
Works in absolute silence. If other drives are "noiseless" the Efficiency Electric Motor is SILENT. It matters not if the line current suddenly changes as much as 70 volts while Caruso is taking his purest high note. There is not the slightest variation in his tone. Any record played on any talking machine equipped with the new Efficiency Electric drive gives positive assurance of a perfect rendition.

EXPERIMENTAL LABORATORY AND OFFICE
124 WHITE ST.
NEW YORK, N. Y.

EXIT DISCORD
The tuned, unvarying speed of the turntable—irrespective of line voltage variation as low as 70 volts and as high as 150 volts—permits no "sagging" or "dying away" or "run away" tone. The audience shudders no more at the "sag" tone. The whole show is not spoiled by the "off" tone. The Efficiency Electric Phonograph drive has eliminated the discord.

It Doesn't Require a Special Ticket
To inspect the Efficiency Electric Phonograph drive installed in the machine you make or sell, just walk into booth No. 59 at the Grand Central Palace and see this wonderful motor work—or play for you. Its construction, principle, and musical performance are different from anything you have seen.

Performance—The Acme of Simplicity
The Efficiency Electric Phonograph drive has but two moving parts, but two bearings, is self-lubricated and needs absolutely no attention for years. It is entirely enclosed in a metal case and sealed. Our guarantee is effective until the seals are broken. We can make the motor perfect and guarantee that it will run perfectly as long as it is not tampered with. This is the kind of an electrical motor in every detail that the manufacturer and dealer have demanded.

Before the Curtain
Is rung down Feb. 7th at the National Music Show and Festival we most cordially invite you to booth No. 59, where you may see the Efficiency Electric Phonograph drive in actual test and operation. We know that this is the electric motor you have so long hoped for.
THE TRADE IN BOSTON AND NEW ENGLAND

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

Boston, Mass. January 7.—With the advent of the new year one finds a somewhat larger stock of talking machines in the jobbers' and dealers' stores than was the case in December, for so great was the business done that almost all of the showrooms were swept clean of goods, and this applies almost as truly to records as to machines, for many of the most popular numbers were out of stock long before Christmas. The aggregate of business done was something phenomenal and one hears of isolated cases where sixty, seventy and eighty thousands of dollars represented the sales. The end of the year saw all the places taking account of stock, and for the most part both men and women were a tired lot by the time the holiday had been reached. The daily newspapers got a large amount of advertising out of the Boston trade, and concerns which heretofore were loth to use printer's ink, came forward generously, almost recklessly, in calling the public's attention to their lines. And it paid, too.

 Tells of Great Prosperity Enjoyed

Fred E. Mann, branch manager of the Columbia Co., has addressed a most interesting letter to Columbia dealers in his territory in which he speaks of the great prosperity experienced during 1919 and the inadequacy of production which the company has had to face, despite the fact that the production has been greater than in any year in the history of the company. Of the increased production of the year Mr. Mann says:

"In the year of 1920 we are going into tremendously increased production—a production that will be sufficient to take care of the entire business which we put onto our books this year plus the unfilled orders which we have had to carry over into the new year. This means practically a doubled production over 1919, and yet, as we analyze the situation, we already begin to fear the inadequacy even of this doubled production of Grafonolas and records. With the completion of the huge Baltimore plant about the middle of the year, and the very materially increased facilities in Bridgeport, we enter upon the new year with every justification for the hope which we are expressing in this communication. We believe that the present Columbia dealers are going to absorb this increased production practically in its entirety; and we shall not hasten therefore to avail ourselves of the many opportunities which we now have to expand our dealers' organization throughout the territory under the control of this branch."

Speaking the removal of the company's branch from its present location at 137 Federal street, Mr. Mann says: "With our removal in February to our new quarters at 1000 Washington street, the Boston branch will acquire facilities which will enable us to give much better service than has been possible in the cramped quarters which we have been occupying on Federal street and Columbus avenue. It is our present expectation that we will be 'at home' in the new location about March 1st."

Period Model Week a Success

Through advertising what the house called a Period Model Week, Vocalion Hall was able to do an immense amount of business in the highest type of Vocalion instruments, one of the salesmen selling a very expensive Japanese art model to a large Lynn shoe manufacturer. Manager Hindley kept a carefully selected stock of artistic machines in the beautiful showroom in the mezzanine story of the Boylston street establishment, and they were demonstrated under such enjoyable conditions, the acoustic properties of this room being superb, that there was little difficulty in making many sales. Manager Hindley and all his staff are therefore highly gratified at the business that December was able to show. The organization of sales people in the Vocalion warerooms are planning a party the last Thursday of this month.

J. H. Burke Making Extended Trip

Joseph H. Burke, general manager of the Musical Supply & Equipment Co., Sonora distributors, is making an extended trip in the territory which his branch handles, namely, the (Continued on page 54)
Fifty Years of Needle Making

Fifty years ago, Walter H. Bagshaw started in a modest way to manufacture needles at Lowell, Mass. His thorough knowledge of needle-making created a product that won universal approval. After a long, useful life, Walter H. Bagshaw passed away, eighteen years ago.

His hard work laid the foundation for the Bagshaw institution of today, which not only enjoys the reputation of being the original manufacturers of steel talking machine needles, but has the added distinction of being the largest makers in the world.

So, in celebrating this Golden Anniversary, it is fitting to attest to the members of this important industry our appreciation for their co-operation.

It is indeed an achievement—50 years of continuous service—and our policies for the future, embracing as they do, Bagshaw Service, quality of product, and economy in price, are in line with the requirements of the talking machine trade for the best needles.

W. H. BAGSHAW CO.
LOWELL, MASS.

Established 1870     Incorporated 1917
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 51)

The demand for Sonora machines as well as all the products which this company carries has been very large.

Robert Clifford, of the Emerson International Co., was over in Boston a while ago to give a talk to the salesmen in Manager Burke's employ, and a long all-day conference ensued. Two changes in the personnel of Manager Burke's forces include the advancement of Charles Mc Kennon, formerly Boston city salesman, to the post of assistant sales manager of the record and roll department, and James E. Burke, brother of the manager, to the treasurership.

Demand Was for High Priced Victors

"There was very little Christmas business—in cheap machines," says Kenneth Reed, wholesale manager of the Victor department of the Steinert house.

"Everybody wanted about the best the house afforded, and it was one of the most difficult tasks that ever confronted us to find enough high-priced goods to supply the demand. And as it was we were way behind hand in trying to satisfy everybody." Mr. Reed and others connected with the house are being congratulated for the handsome holiday souvenir that was sent out to dealers with the compliments of the Steinerts. This consisted of a practical desk pad of heavy brass, in satin finish, with the name of the firm embossed across the top. With it was a most artistic card conveying the compliments of the season. This, it is being whispered about, was the work of Miss A. Frances Hanson, the advertising manager of the Steinert house.

Alexander Steinert, head of the M. Steinert & Sons Co., spent New Year's with friends in New York, later going over to Atlantic City for a few days' visit. En route Mr. Steinert visited the Victor factory at Camden.

Plans for Big Expansion of Beacon Co.

The Beacon Phonograph Co., which has only lately come to the fore, is going to prove itself one of the hustling organizations and one which the trade has got to reckon with. It is a case of where brains and experience are going to count. Plans are being laid by this organization for a very large output of this popular in-

PERFECTION BALL-BEARING TONE ARMS

PERFECTION FLEXI-TONE REPRODUCERS

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

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

WRITE FOR QUANTITY PRICES

Manufactured by


Largest Manufacturers of Phonograph Accessories

16-18 BEACH STREET BOSTON, MASS.

Pacific Coast Distributor: WALTER S. CRAY

942 Market St., San Francisco, Cal.

Phoenix Trading Co., 1265 Broadway, New York

Eastern and Export Office

Our New "1920" Model

SERVICE

Is 100 Per Cent. Efficient

The Service That Really Serves

CRESSEY & ALLEN

PORTLAND, MAINE

![CRESSEY & ALLEN](image)

![Our New "1920" Model](image)

![PERFECTION BALL-BEARING TONE ARMS](image)

![PERFECTION FLEXI-TONE REPRODUCERS](image)

![Manufactured by New England Talking Machine Co.](image)

![Largest Manufacturers of Phonograph Accessories](image)

![16-18 BEACH STREET BOSTON, MASS.](image)

![Pacific Coast Distributor: WALTER S. CRAY](image)

![942 Market St., San Francisco, Cal.](image)

![Phoenix Trading Co., 1265 Broadway, New York](image)

now being operated, should greatly increase the production of Beacon phonographs.

Attended Columbia Managers' Conference

Branch Manager Mann, of the Columbia, is back from New York, whither he went to attend a managers' conference. On his way over he stopped at Bridgeport, Conn., and while in New York he was one of the large party that sat down to dinner on January 3, at the Pennsylvania Hotel. Arthur C. Erisman, manager of the Grafonola Co., of New England, Columbia distributors, also went over for the banquet.

Brunswick Records Make Hit

Harry Spencer, of Kraft, Bates & Spencer,
TRADE GLEANINGS FROM BOSTON
(Continued from page 54)

Brunswick distributors, sprang a genuine sensation on the trade toward the latter part of December when he put out the Brunswick records, which the possessors of Brunswick machines eagerly purchased after hearing them tried out, and the supply was soon exhausted. Harry Spencer, head of the house, is going over to New York on a business trip about the middle of the month, and he also will go over for the Music Show later.

Some New York Visitors
James M. Baylis, of the Columbia general sales department, was over here the latter part of December on business relating to the forthcoming removal of the Columbia to 1000 Washington street, where the entire first floor and basement are to be occupied. Mr. Baylis was accompanied by Robert E. Rae, of the New York headquarters of the Columbia.

Edgarton and Burke With Beacon Co.
A new man to join the Beacon Phonograph Co. is Charles G. Edgarton, for some years connected with a Boston banking house, who will be assistant treasurer, and will begin his active duties with the company some time in February. As he has had considerable experience in matters of finance, Mr. Edgarton should prove of great value to the Beacon Co.

Thomas E. Burke, formerly sales manager of the J. R. Poole Co., has accepted a position with the Beacon Co. and will travel in the States of Connecticut and Rhode Island in the interests of this new instrument. Mr. Burke is a brother of Joseph H. Burke, the present general manager of the Musical Supply & Equipment Co., Sonora distributors.

Forsakes the Talking Machine Field
John Alsen, who is widely and pleasantly remembered in the local talking machine business, is no longer associated with it, as acting on his doctor's orders he has been obliged to keep out of doors as much as possible. He has therefore associated himself with a large cereal concern for which he will travel through New England.

Roy Ott, local sales manager in the Greater Boston territory for the Columbia Co., is expected home soon from a three weeks' vacation which he began about the middle of December. Two weeks were spent by Mr. Ott in Kansas City, Mo., and one week in Huntsville.

Handling Talking Machine Accessories
W. J. Fitzgerald has been heard from. He is now located at 36 Boylston street and is handling talking machine accessories. With him is James White, as repairer, and William J. McCarthy, his nephew.

Will Be Soon Ready for Business
Frank S. Horning, whose plans for opening his retail store in Boylston street have been somewhat delayed, has finally got possession of the premises, and as everything in the way of equipment was made ready in advance, it (Continued on page 56)
THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 55)

will be only a short time now before he is ready for business. Miss Mildred Ente, who has been with the Shepherd stores, will be in charge of the record department.

Miss Barr Joins Steinert Forces

Miss Grace Barr, formerly a large factor in the educational work of the Victor Co., has transferred her allegiance to the Boston house of M. Steinert & Sons Co., and her headquarters from now on will be at 35 Arch street, where she will have complete charge of the service and educational department. Miss Barr is a singularly gifted woman for this work, and while with the Victor company she made many friends in the talking machine trade by her keen knowledge and fine sense of values as they pertained to her line of activity.

Spent Christmas at His Old Home

Herbert Shoemaker, wholesale manager of the Eastern Talking Machine Co., made a very quick trip to Camden, N. J., in order to spend Christmas with his family, with whom he tries to be on all the holidays he reasonably can. He reached his home on Christmas morning and started to return that same night. Manager Shoemaker is highly elated over the amount of business that was done in December, and, in fact, has been with the local wholesale end. Shoemaker is pleasantly anticipating a visit shortly from Harry A. Beach, the Victor traveling manager, and Ralph L. Freeman, the company's general manager.

Participated in Ditson Christmas Party

Henry A. Winkelman, manager of the Victor department of the Oliver Ditson Co., was one of the conspicuous factors in the Christmas party which the Get-Together Club of that company held just before the latter part of December in Berkeley Hall. Mr. Winkelman, with his inexhaustible fund of good humor, was everywhere, seeing that everyone had a good time, and everyone surely did.

STEINERT'S NEW SERVICE DEPARTMENT

Victor Headquarters of M. Steinert & Sons' Co. on Arch Street Now Boasts of a Model Service Department in Charge of K. E. Reed

Boston, Mass., January 6.—The new service department which has just been opened at the Arch street Victor headquarters of M. Steinert & Sons' New Service Department is causing no end of pleasant comment among the dealers, who are finding it of real worth to them in handling their own trade. This department occupies a corner of the third floor and the accompanying illustration will give a pretty good idea of its arrangement, which has been carefully worked out in the fertile brain of Wholesale Manager Kenneth E. Reed. Here is a model demonstration booth, a complete record rack, showcase and counter. The booth is fully equipped with everything a retailer might need. The record rack holds 3,000 records and is equipped with stock envelopes showing the dealer the proper methods of filing records and of using the Victor Ready Reference Labels and Victor banners, outdoor and show window electric signs; in fact, everything that plays its part in artistic arrangement calculated to attract business. Manager Reed also will make a feature of the best newspaper advertisements appearing from time to time in order that all

M. Steinert & Sons' New Service Department

Miss Mildred Ente, who has not always the facilities at hand for doing just what he would like, will be at 35 Arch street Victor headquarters of M. Steinert & Sons Co., and her headquarters from now on will be at 35 Arch street, where she will have complete charge of the service and educational department. Miss Barr is a singularly gifted woman for this work, and while with the Victor company she made many friends in the talking machine trade by her keen knowledge and fine sense of values as they pertained to her line of activity.

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Lansing Khaki Moving Covers

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

QUALITY

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

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

Write for prices and descriptive catalogue

E. H. LANING

611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY

942 Market Street

PHOENIX TRADING COMPANY

1265-69 Broadway, New York
ANNOUNCEMENT

HEYWOOD BROTHERS AND WAKEFIELD COMPANY announce a new phonograph, the Heywood-Wakefield, with three exclusive selling features which make it a profitable addition to every dealer's line, no matter what other makes he is now handling. This instrument is manufactured under the Perfek'tone patents and its features are:


The reed cabinets have a two-fold appeal. They eliminate the objectionable vibrations of sound which take place in the confined spaces of a wood cabinet. They supply an existing and greatly growing demand for reed furniture, which today enjoys the same uses as wood furniture in all climates, all seasons, all rooms of the home.

The cushioned reproducer was developed after years of study along original lines and with the use of new materials. You have only to hear the Heywood-Wakefield to be convinced that this reproducer brings out details of a record which are lost when other reproducers are used.

The Heywood-Wakefield is equipped with either spring or electric motor. We have no hesitation in saying that the electric motor in this instrument is vastly superior to anything which dealers now have to offer on any other instrument. It is a universal motor which never heats, is absolutely uniform in speed and silent in operation. It is a feature which alone will make many a sale for the dealer.

For details of models, prices and specifications, address the nearest office of

HEYWOOD BROTHERS AND WAKEFIELD COMPANY
Factories: Gardner, Mass.; Chicago; Wakefield, Mass.

When you visit Atlantic City see all models of the Heywood-Wakefield at the Perfek'tone Store, 517 Boardwalk
Special Exhibition Salon in Philadelphia at 1197 Chestnut Street
LOWELL HOUSE CELEBRATES HALF CENTURY OF SUCCESSFUL BUSINESS—PLANS MORE ACTIVE BUSINESS CAMPAIGN FOR THE COMING YEAR

LOWELL, MASS., January 7—The new year is an important one for the W. H. Bagshaw Co., manufacturers of talking machine needles, of this city. It is important not only because of the exceedingly bright outlook ahead, but more particularly because it marks their Golden Anniversary. This company, founded in 1870, have manufactured needles without interruption, straight through the following fifty years to the present date. The business was started in a modest way by W. H. Bagshaw, and the remarkable growth of the company, the volume of business and the good will and prestige which it enjoys, is a visible tribute to the founder and C. H. Bagshaw, who succeeded him in administrating the affairs of the company. W. H. Bagshaw's thorough knowledge and experience in needle making gained early recognition of the merits of his product. He devoted his life to the progress of the company, and his work made possible the great institution of the present day which is reputed to be not only the original manufacturers of steel talking machine needles, but also the largest plant engaged in the production of steel talking machine needles in the world. Eighteen years ago he passed away, and the affairs of the company have since been ably managed by C. H. Bagshaw. In 1917 the W. H. Bagshaw Co. was incorporated, resulting in a still further broadening out of the business of the institution.

Golden jubilees in the talking machine industry have not as yet become frequent, and this famous New England house merits the heartfelt congratulations of the trade not only on this achievement, but on the quality of the product and the high-class manner of conducting the business which has made this achievement possible. Very optimistic views of the future are held by this company, and their policy in the past, which has been adhered to so strictly, will be their guidance in the future, i.e., service, quality of product and economy in price.

"CAL" STEWART PASSES AWAY

Passing of "Uncle Josh" Will Be Lamented by a Host of Admilers in the Talking Machine Field Who Knew Him Through His Records

Members of the talking machine industry everywhere will learn with regret of the death of he was a popular vaudeville star, Cal Stewart was loyal to the character of "Uncle Josh." He originated the part in the very beginning and played it continuously ever since.

As "Uncle Josh," Cal Stewart made records for all the leading companies, and although his death will be sorrowful news to dealers everywhere, it is a slight satisfaction to know that his rare art and kindly humor will live forever through the medium of his records.

WILL VISIT PATHE JOBBERS

Chas. H. Huesgen, of Herbert & Huesgen, New York, Pathe dealers, left Monday on a three months' trip to the Pacific Coast. Mr. Huesgen will visit every state in the Union, and according to his present plans will call upon every Pathe jobber throughout the country.

Mr. Huesgen is making this extensive trip for the purpose of officially introducing to Pathe jobbers the Hustylus, a new device which plays Pathe records perfectly on phonographs not equipped with a universal tone-arm. Herbert & Huesgen are exclusive distributors of the Hustylus, and have achieved pleasing success with this simple and practical device.

A new model of the Hustylus was perfected a few weeks ago, and has already won the enthusiastic commendation and approval of Pathe jobbers and dealers, and the officials of Pathe Freres Phonograph Co. It represents radical improvements over the former model, and Mr. Huesgen has every reason to believe that his trip will be most successful.

The Toledo Pathe Shop, which has been opened in Toledo, 0., at 313-315 Jefferson avenue, is operated by W. S. Mefford & Co.

Ray's Music Shop has opened in Hamilton, 0., as an exclusive Columbia agency.

GUARANTEED

FILE YOUR RECORDS SO YOU CAN SELL THEM

This System pays for itself in six months. Automatically Re-orders All "Sold Out" Records. Every Record Located Instantly as Simple as 1-2-3

Prices in Effect Sept., 15th

NEW STYLE MODEL No. 2150 D. D.

Oak, With Leather Curtain........ $70.00
Oak, With Locking Wood Roll Cur... 60.00
Bir. Mahg. With Leather Cur....... 75.00
Bir. Mahg. With Locking Wood Roll Cur... 85.00
Enamels "" "" (White, Ivory and Gray) 95.00

Sectional Models Fit Any Size Stock and Help You Grow.

Model No. 2150 D. D.
2 Units Illustrated.

2150 Thin Records in Each Unit.
4300 Records in These 2 Units Illustrated.

WRITE FOR CATALOGUE

Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.
This list of Keep-in-Front Jobbers, who are Tonofone Distributors, is, in itself, a splendid testimonial of Tonofone merit. We stand back of them with an unqualified guarantee of quality and service. Send them your orders.

**United States and Canada Distributors**

<table>
<thead>
<tr>
<th>City</th>
<th>Address</th>
</tr>
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<tbody>
<tr>
<td>San Francisco, Calif.</td>
<td>WALTER &amp; GRAY COMPANY, 942 Market St.</td>
</tr>
<tr>
<td>Los Angeles, Calif.</td>
<td>THE STARR PIANO CO., 450 South Hill St.</td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>E. R. GODFREY &amp; SONS CO.</td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>ROPFELER PIANO MFG. CO., 304 W. Water St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>WADE TALKING MACHINE CO., 14 W. Michigan Ave.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>INKLEY MUSIC CO., 1507 E. 55th St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>BUTLER BROTHERS, Randolph Bridge</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>JAMES I. LYONS, 17 W. Lake St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>CONSEIVED TALKING MACHINE CO., 229 W. Washington St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>LAKESIDE SUPPLY CO., 42 S. Dearborn St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>EVERTON PHONOGRAPH CO., 2018 E. 91st St.</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>WORLD PHONOGRAPH CO., 716 Tide St.</td>
</tr>
<tr>
<td>Jacksonville, Fla.</td>
<td>THE STARR PIANO CO., 15 Ocean Ave.</td>
</tr>
<tr>
<td>Oshkosh, Wis.</td>
<td>NEH, CARPENTER PAPER CO.</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>BOUNTIFREE CORPORATION, 113-115 W. Broad St.</td>
</tr>
<tr>
<td>Roanoke, Va.</td>
<td>ROANOKE CYCLE CO., 163 Campbell Ave.</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>M. B. MUSICAL SALES, 822 N. Howard St.</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>Richards &amp; CONOVER HARDWARE CO.</td>
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<tr>
<td>Kansas City, Mo.</td>
<td>THE STARR PIANO CO., 1025 Grand Ave.</td>
</tr>
<tr>
<td>Ogden, Utah</td>
<td>A. A. LOWE CO., 2226 Washington Ave.</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>BONDS GLASSPHONE SHOP, 35 Arcade</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>THE STARR PIANO CO., 740 Fifth Ave. N.</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>ALEXANDER DRUG CO.</td>
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<tr>
<td>Oklahoma City, Okla.</td>
<td>COLLIER BROTHERS</td>
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<tr>
<td>Mt. Vernon, Ohio</td>
<td>THE L. C. PENS COMPANY</td>
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<tr>
<td>Columbus, Ohio</td>
<td>C. C. BAKER, 43 South High St.</td>
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<tr>
<td>Ashtabula, Ohio</td>
<td>THE DAY DRUG CO., 35 South Howard St.</td>
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<tr>
<td>Toledo, Ohio</td>
<td>RAE &amp; MAXWELL, 711 Jefferson Ave.</td>
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<tr>
<td>Cincinnati, Ohio</td>
<td>THE KRUSE &amp; BAILHAM HARDWARE HARDWARE</td>
</tr>
<tr>
<td>Celina, Ohio</td>
<td>THE HARPSICOLA CO.</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>IBOQUIES SALES CORP., 194 N. Division St.</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>LEVIT MUSIC STORE, 39 South Ave.</td>
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<tr>
<td>New York, N. Y.</td>
<td>PLAZA MUSIC CO., 18 W. 20th St.</td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>STONE PIANO CO., 926 Nicollet Ave.</td>
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<tr>
<td>Fargo, N. D.</td>
<td>STONE PIANO CO.</td>
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<tr>
<td>Detroit, Mich.</td>
<td>THE STARR PIANO CO., 110 Broadway</td>
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<tr>
<td>Saginaw, Mich.</td>
<td>MORRIS BROS.</td>
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<tr>
<td>Flora, Mich.</td>
<td>THE BRUNSWICK SHOP, 125 E. Kearney St.</td>
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<tr>
<td>Lansing, Mich.</td>
<td>LANSING PHONOGRAPH CO.</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>D. C. REIDERS &amp; SON, 3701 Georgia Ave. N. W.</td>
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<tr>
<td>Indianapolis, Ind.</td>
<td>THE STARR PIANO CO.</td>
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<tr>
<td>Richmond, Ind.</td>
<td>THE STARR PIANO CO.</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>LYRE-OLA MFG. CO., Inc., 1504 Pine St.</td>
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<tr>
<td>St. Louis, Mo.</td>
<td>SHAPLEIGH HARDWARE CO.</td>
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<tr>
<td>Birmingham, Ala.</td>
<td>THE STARR PIANO CO.</td>
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<tr>
<td>Montgomery, Ala.</td>
<td>JESSE FRENCHE &amp; SONS PIANO CO.</td>
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<tr>
<td>Monroe, La.</td>
<td>MONROE FURNITURE CO.</td>
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<tr>
<td>Louisville, Ky.</td>
<td>ROEBROWN COMPANY, 662 S. Fourth St.</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td>J. W. POOL MUSIC CO.</td>
</tr>
<tr>
<td>Hartford, Conn.</td>
<td>THE PATHE ACTUICEL CO., 236 Triumph St.</td>
</tr>
<tr>
<td>Charleston, S. C.</td>
<td>SOUTHERN FURNITURE CO., 212-14 King St.</td>
</tr>
<tr>
<td>Dallas, Texas, W. L.</td>
<td>LEONARD SHER, Sumpter Bldg.</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>GEORGE KELLER &amp; CO., 509 and Pine St.</td>
</tr>
<tr>
<td>Atlanta, Ga.</td>
<td>ATLANTA HIWATHA PHONOGRAPH CO.</td>
</tr>
<tr>
<td>Montreal, Canada</td>
<td>ARTHUR K. KEMPINN, 205 Drummond Bldg.</td>
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</tbody>
</table>

**Foreign Distributors**

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<thead>
<tr>
<th>City</th>
<th>Address</th>
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<tbody>
<tr>
<td>London, W. C.</td>
<td>HERMAN DAREWSL, Ltd., 342 Charing Cross Road,</td>
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<tr>
<td>Milan, Italy</td>
<td>GIARDISCH &amp; CO., Via Lazaretto No. 2</td>
</tr>
<tr>
<td>Paris, France</td>
<td>FRANZ, BERNHARD DEJULIAS, 142 Avenue Malakoff</td>
</tr>
<tr>
<td>Sydney, Australia</td>
<td>A. TARTIKOVER, 39 South Ave.</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>IBOQUIES SALES CORP., 194 N. Division St.</td>
</tr>
<tr>
<td>Havana, Cuba</td>
<td>QUEUEO &amp; CARAGA, 5 Orelli</td>
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<tr>
<td>Havana, Cuba</td>
<td>HAVANA TRADING CO., 19 Obrapia</td>
</tr>
<tr>
<td>Paris, France</td>
<td>M. I. BENDERSKI, 15 Rue de la Reynie</td>
</tr>
<tr>
<td>Milan, Italy</td>
<td>GARISCH &amp; CO., Via Lazaretto No. 2</td>
</tr>
<tr>
<td>London, W. C.</td>
<td>HERMAN DAREWSL, Ltd., 342 Charing Cross Road,</td>
</tr>
<tr>
<td>Johannesburg, South Africa</td>
<td>PHILIP GOODMAN, 1-23 Angola African Bldg.</td>
</tr>
<tr>
<td>Buenos Aires, Argentina</td>
<td>JOSE A. AEDO, Avenida de Mayo, 560</td>
</tr>
<tr>
<td>Buenos Aires, Argentina</td>
<td>D. S. DE FREITAS &amp; CO.</td>
</tr>
<tr>
<td>Bogota, Colombia</td>
<td>S. A. ANTONIO PUERTO, P. O. Box 388</td>
</tr>
<tr>
<td>Barcelona, Spain</td>
<td>R. HENRY PETTICOURT</td>
</tr>
<tr>
<td>Shanghai, China</td>
<td>WOOLVERTON, COWLES COMPANY</td>
</tr>
<tr>
<td>Buenos Aires, Argentina</td>
<td>HARRAGNA, COLOMBIA TRADING CO.</td>
</tr>
<tr>
<td>Buenos Aires, Argentina</td>
<td>Cartagena, COLOMBIA TRADING CO.</td>
</tr>
<tr>
<td>San Juan, Porto Rico</td>
<td>K. C. RHEINSTEIN, 110 South Wabash Ave.,</td>
</tr>
<tr>
<td>Sao Paulo, Brazil</td>
<td>R. C. WADE CO.</td>
</tr>
</tbody>
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**The Year 1919**

By the Birth of Tonofone

This marks a New Epoch in the World of Music.

Since the beginning of time there has been no greater force than music for the bringing about of a higher and nobler civilization.

**WONDERFUL is MUSIC**

During all the ages, past and passing, no other thing has done as much as the modern phonograph to cultivate a love for music among people in all walks of life.

**WONDERFUL is the PHOGRAPH**

But no phonograph is right if the needle isn't right: and it remained for the year 1919 to give the world Tonofone—"The Needle that is right"—whose birth marks a new epoch in the world of music.

**WONDERFUL IS TONOFOONE**

It plays both lateral cut and "hill and dale" records and plays them all better. Its wonderful elastic tip is both plastic and elastic—it is cylindrical, of correct diameter and blunt-pointed; therefore it will neither widen with use nor scratch like other needles. Each Tonofone will positively play 50 or more standard records without injury.

**Its Tones Are Marvelously Pure!**

_Tonofone is not a loud needle but it brings out every tone that is in the record—each with its true value—pure and sweet—without squeak or scratch. Lloyd MacFarlane in his instructive work, "The Phonograph Book," says. "A loud tone needle is ruinous to records."

**Its Enunciation Is Amazingly Clear!**

The plastic, elastic point quickly shapes itself to the groove and picks out every one of those wonderful microscopic sound waves, thereby giving a perfect reproduction, which no needle of any other construction can do.

**Every Shop Needs Tonofone**

Record buyers and music lovers recognize Tonofone as the needle of quality—that makes them enjoy their phonographs as never before. Don't let them go to some other shop for Tonofone—that's driving trade to your competitors.

**We Can Supply the World**

Tonofone comes 4 in a box, to retail for 10 cents. A display carton containing 100 boxes costs the dealer $6.00—Don't wait—order today!

See List of Distributors

Made for the Trade Exclusively by

R. C. WADE CO.
110 South Wabash Ave., CHICAGO, ILL., U. S. A.
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, represent such unusual value and are so easily sold that we do not need to bind a dealer on a contract.

Permanent and Profitable Business with Operollos Assured

Why try so many inferior products? It is an established fact that Operollo dealers are doing a fine and prosperous business. There are big possibilities with Operollos everywhere. One large retail concern tested out our products during the last six months and bought so far over $40,000. Now we are figuring on a contract for 2,500 machines for 1920 for this same concern.

Our products—covering 90% of the actual demand of the trade—have proven to be "Quick Sellers" and Operollo Quality and our popular prices have done the balance to cause a big demand for our instruments.

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

KRASCO SILENT MOTORS; latest style of Operollo Universal Tone-arms; 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.
Nora Bayes never gives the blues. But she sings "Prohibition Blues" and "Taxation Blues" in a way that will make you far from blue if you have the foresight to order big A-2823.

Columbia Graphophone Co.
NEW YORK

SHOWER OF BIRTHDAY CONGRATULATIONS FOR HEINEMAN
President of the General Phonograph Corp. Receives Felicitations From His Many Friends on Anniversary of His Birth—Executive Staff Presents Him With Handsome Smoking Outfit

December 27th was a gala day at the executive offices of the General Phonograph Corp., 25 president of the corporation, took advantage of the opportunity to congratulate him upon pass-

When Mr. Heineman reached his office on Saturday morning he found his room filled with flowers and congratulatory messages from his friends and business associates from all parts of the country, whose birthday felicitations were noteworthy for their warmth and sincerity. During the course of the morning the room became quite crowded, for tokens of esteem and affection began to arrive in large numbers. Some of these are shown in the accompanying photograph, but the picture hardly does justice to the beauty and distinctiveness of these gifts.

The festive spirit of the day was further enhanced when Mr. Heineman called into his private office every employee at the executive offices and presented to each one individually a substantial bonus as his Christmas and birthday gift, thus completing a day that was noteworthy for its sentiment and affection.

From the employees at the executive offices Mr. Heineman received a handsome smoking stand and humidor finished in mahogany and sterling silver, and accompanied by a note signed by the employees, which expressed their sincere appreciation of the many kindnesses and innumerable favors which Mr. Heineman had extended to them in the course of their association with him in a business and executive capacity.

CAPITAL INCREASE FOR STODART
The Stodart Phonograph Co., New York, has increased its capital stock from $20,000 to $30,000. The growth of the business in the Stodart phonograph has been considerable during the past year and the increase of capital was made in order to put into operation plans which call for great expansion of activity during 1920.
Don't Be Content With Selling
“Only A Few” Fibre Needles

Only a few isn't enough. It's distinctly to your interest to get your better-class trade in the habit of using Fibre Needles exclusively.

A gentle “hint” dropped here and there should be sufficient.

“Did you know that with Fibre Needles you CAN'T wear out your records? And have you heard how sweet and pure the tone is when you use them?”

That will start folks thinking at least. And finally, realizing they are safe in buying costlier records, they will get in that habit, too.

So try, for your sake as well as ours, to sell more than merely a few Fibre needles now and then. Make every sale of records count as an opportunity to sell Fibre Needles. And incidentally increase your record profits.

B & H FIBRE MFG. CO.
33-35 W. Kinzie Street, Chicago
Philadelphia, Pa., January 6.—Philadelphia has just passed through the greatest holiday period of activity it has ever enjoyed, and through a December rush of business which was nearly double that of any previous December.

In consequence there is great gratification on all sides over the result. It is rare that such a period of activity will find at its end all parties concerned so well satisfied as they seem to be with the beginning of the New Year. There were many forebodings as to the outcome early in the month, and the assurance that there was going to be ample stock was taken with the proverbial grain of salt. But there was ample stock, that is, as nearly as the word ample can be realized in this age of enthusiasm for the talking machine.

Very many more machines of the leading lines could have been disposed of had it been possible to procure them, but the jobbers here seem to have gotten in enough machines to satisfy all their dealers and to leave them in a complacent frame of mind.

Victorolas Pour in for Christmas

The most interesting development that was brought about was the quantity of machines received here from the Victor Co. Early in the month the Victor announced in the newspapers that they were speeding up and that there would be a tremendous output of Victors. The jobbers and dealers felt encouraged with the announcement, but when the holidays were fast approaching with no signs of their stock, a certain amount of uneasiness was evident. But the Victor people were supplying first the trade at a distance, and it was not until the Tuesday before Christmas that they began pouring their machines into Philadelphia. But they began loading and shipping to this city on Tuesday morning early, and from that on until late Wednesday night machines by the hundreds were sent to the jobbers in this market. From early morning until late Christmas the jobbers had a full force and much additional help at work getting these machines to their trade, and even with all their effort there were about as many on the floors on Wednesday night as at any time during the rush. So the jobbers simply closed up their places, went home and enjoyed their Christmas, and on Friday and Saturday (Continued on page 64)

We adhere absolutely to the principle which has governed this business since 1864. Every Weymann Keystone State String Instrument we manufacture and specialties bearing our W. & S. label, must be of superior quality—better value than the average manufacturer is willing to supply the trade at the same price.

This same policy prevails in our Talking Machine Department. The supremacy of the Victor product is absolutely unquestioned.

Just so we insist upon supplying only the best in our Player Roll Department, the Q R S Rolls.

Dealers in placing orders with us for their requirements have the advantage in obtaining from all three departments, in one shipment, goods that are unquestionably superior and best known to the entire industry.

Write for our Monthly Special Stock List and Order Blank

WEYMANN

Victor Wholesalers Q R S Rolls Distributors

1108 Chestnut Street, Philadelphia

Volume Victor Production
Fair and Constructive Distribution
Loyal, Intelligent Victor Retailing

The three factors whose combined power will make this an unparalleled year in Victor Prosperity.

THE LOUIS BUEHN COMPANY
OF PHILADELPHIA

Exclusive Wholesale Victor Distributors
Philadelphia,
Reading and
Allentown
please copy!

There's a good dealer in each of the above cities who ought to be selling Emerson Records to his fellow-townsmen.

We want to get in touch with him, whoever he is. Right away too, for every day he isn't selling Emerson HITS, he is losing money.

We can prove to his satisfaction that 80% of the people who buy phonograph records get HITS.

And HITS are Emerson's middle name. Emerson song hits are heard wherever the songs of the day are hummed, thumped, strummed or whistled. Emerson dance hits set the nation's feet a-shuffle.

If you want to cash in selling Emerson song and dance hits, write us today, or phone Spruce 4621.

Emerson Philadelphia Co.
Parkway Building
BROAD and CHERRY Streets  --  PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

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

got all the needed machines to their destinations.

As to the business of the coming year, all the dealers believe that 1920 is even more than going to duplicate the business of 1919, and that this year there will be enough machines to go around. It is their impression that the year is going to see many changes in the business, and much shifting around—that it is going to be a survival of the fittest.

Louis Buehn in Jovial Mood—He always is—but during this interview he was even more so than usual. "Presume because the rush is over with?" "No, because it is just beginning," was Mr. Buehn's quick reply. "But why so calm during this usual excitable time?" we asked. "Because our solicitation of business throughout the year," he replied, "was governed as closely as possible by what we might reasonably expect the Victor Co. to accomplish, and considering conditions, they have done more than well. "No reason to feel disturbed or excited if one's promises to dealers have been fulfilled. Ours have, and while no one received a sufficient amount of goods, they have all expressed the thought in one way or another that they have been given a square deal. That, after all, is the most satisfactory remuneration for one's effort to do the right thing. "But why so happy? Why not feel good? All members of our organization are happy and contented and our dealers are all finishing up a good year's business. Like my friend from Texas, though, we are all 'rearin' to go'—and we will, too, for every indication points to a big year with the Victor Co. dedicating every ounce of energy and ability, and leaving no negative force in the way to limit their production, there is no reason why the Victor business, like the Christmas spirit, should not be maintained throughout the entire year and for many years thereafter. "Our dealers have the willingness and we have the desire and determination to bring to fruition constructive plans already made and working for a bigger and better business. One that seems timely and which we are planning is the installation of several artistic display rooms for the proper presentation of the Victor period models. These rooms we will place at the disposal of our dealers, especially the ones who are unable to carry a complete line of these period types. This is a prosperous section and our dealers and their trade have the capacity to absorb more Victor goods than I believe will be obtainable, regardless of the amount."

A sincere and hearty Merry Christmas ended this pleasant chat with the head of the Louis Buehn Co.

PLANS FOR THIS NEW YEAR

SOLOTONE plans for this year provide for a materially increased production. Among the new Solotones will be two models of exceptional design and finish. These phonographs will be constructed with five ply panels, and with moldings, legs and trim of solid mahogany, walnut or oak. All these cabinets will be full finished on all sides. The new Solotones are especially designed for dealers enjoying the best trade. In design and finish beyond reproach, they will appeal to all dealers desiring fine phonographs retailing at moderate prices. In order that they may be sold at a modest profit, deliveries will be made in quantity by motor truck to responsible dealers.

Your inquiries are solicited.

SOLOTONE MANUFACTURING CO.
Executive Offices and Showrooms
1727 Chestnut St., Philadelphia, Pa.

Factories at
Penn Phonograph Co. Closes Great Year

T. W. Barnhill, president of the Penn Phonograph Co., is also greatly pleased over the showing made by his company during the year and especially during the holiday season. The tiny Victor dogs are proving more popular every day and the factory is hard pressed to turn out the miniature Victor dogs fast enough to meet the constantly increasing demand from all dealers. The shipments of Victorolas from the factory which came in at the last minute made possible the great volume of business done just before Christmas and show that the Victor Co. is standing by its distributors in supplying instruments. By working at top speed it was possible to get most of the new Victorolas delivered to the dealers and by them to the homes of buyers on time and this made a host of satisfied customers for the Penn Co. The outlook for 1920 is very bright, declared Mr. Barnhill, and he looks for another remarkable year for his business in this city and territory.

In New Location

Since January 1st the local jobbers of the 1:Artiste phonograph—the Philadelphia Show Case Co.—have been located at 127 North Thirteenth street to which place they moved from their former quarters on Walnut street. They have appointed Mr. Cummin to cover New Jersey, Maryland and Delaware, and the middle of the month they went on a trip to visit all their dealers in these three states.

The retail store of the Sonora will be moved from Walnut street to 1626 Chestnut street on the first of February and William S. Baker will be in charge.

With the closing of the old store the Penn Co. has outgrown their present factory, and they have purchased a large factory at 248 North Mer-

New Haag Filing Cabinet Factory

Blake & Burkart, the biggest of our Edison dealers, completely sold out their Edison stock several days before Christmas, and also the Chess, and they are able to get them and they secured many more than was originally promised them. The final holiday days were devoted to selling the remainder of their stock of Victorias and Franklins. Mr. Blake, who is the United States distributor for the Haag filing cabinets, which are made in this city at 248 North Market street, says that his business in that line has surpassed all his expectations, and that he has already established representatives all over the country to the extent of 190 dealers who now handle this filing cabinet. The Haag manufacturers have outgrown their present factory and they have purchased a large factory at Wayne Junction, where shortly they will move and where they will construct everything that is in any way connected with the cabinet.

The Talking Machine Co., with a number of stores already established in this city, have taken the first floor of the big building at 1225 Chestnut street, are tearing out the interior, and are having it arranged into fine talking machine parlors, and will have their opening about February 1st.

Eckhardt Plans Big Pathé Campaign

Walter L. Eckhardt, the local distributor of the Pathé, is most enthusiastic over the success of the Pathé during December, and especially so in the great satisfaction it has given everywhere. Mr. Eckhardt says: "We are going ahead in our business at least 200 per cent now. I do not believe the Pathé has reached its apex, but I believe the first real test will come next year. I believe this will likewise be the case with other machines." Mr. Eckhardt is very shortly going to send out invitations to all his dealers to pay a visit to the Philadelphia headquarters early in the new year. "My thought is," he says, "to get the dealers together and lay out a real campaign, presenting to them the various statements that have come to our attention, and in this way we will arrive at some definite plan through which not only a few but all the Pathé dealers will be able to gain a bigger profit, and this, I believe, will start a campaign that will spell greater things for the Pathé dealers in the new year."

Other News Items of Interest

Newton McConnell, the city representative of the Penn Co., spent the Christmas holidays with friends in Washington, D. C. E. E. Hipple, one of their road men, has been home for several days ill with the tonsilitis and is not expected back to the office again before a week or ten days.

H. Royer Smith, the exclusive Victor dealer

Distributors

Baltimore, Md.:—Cohen & Hughes, E. P. Droop & Sons Co., Ltd.
Birmingham, Ala.:—Talking Machine Co.
Bettis, Mont.:—Great Bros.
Chicago, Ill.:—Lyon & Healy
Cleveland, O.:—The W. R. Snehch & Sons Co., The Eclipse Music- al Co.
Denver, Colo.:—The Knight-Campbell Music Co.
Honolulu, T. H.:—Humphrey Music Co., Ltd.
Kansas City, Mo.:—J. W. Jenkins Music Co.
Milwaukee, Wis.:—Budger Talking Machine Co.
Minneapolis, Minn.:—Beckwith-O'Neill Co.
Mobile, Ala.:—Wm. H. Reynolds, Newark, N. J.:—Chapin & Price Co.
Pittsburgh, Pa.:—W. F. Frederick Piano Co.
Portland, Me.:—Crossey & Allen, Inc.

Dealers not located in the territories covered by these distributors will be served direct or we will charge through your distributor if so instructed.

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Victor Distributors

Wholesale Only

Always Specify

Penn-Victor Dog

Read What COLLIER'S WEEKLY Says About the Victor Trade-Mark

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

Mr. Victor dealer—it is up to you to place a Victor dog in every home—order the Penn-Victor dog from one of the distributors listed here.

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Half Size

VICTOR
at Tenth and Walnut streets, had his official opening early in the month and enjoyed a very satisfactory Victor trade. At the opening he was visited and congratulated by all the local jobbers. He has a finely appointed store.

L. L. Purchase, of Hammonton, N. J., has purchased the talking machine business of H. C. Rodgers.

Helen Smith, for several years an employee of the Penn Phonograph Co., severed her connections with the firm on December 24th and will shortly leave the United States with her parents, who will reside in Bermuda.

Among the December visitors to Philadelphia were Mr. Kunkel, of the Kunkel Piano Co., Baltimore, Md., and George Becker, manager of his talking machine department.

E. H. Youngjohns, a Victor dealer, of Norris-town, during the month moved to much more commodious quarters.

Nearly 100 Per Cent for Columbia

During January N. J. Wilcox, the local manager of the Columbia, visited every one of his dealers in his territory and also went to Bridge- ton, Conn., to attend the Columbia managers' convention. Before going away Mr. Wilcox said that he had been able to very nearly supply all the demands made upon him and came near making it a 100 per cent of supply.

The Franklin

THE PHONOGRAPH THAT MAKES GOOD

IF YOU ARE MARRIED
to a one phonograph policy, you had better

GET A DIVORCE AT ONCE
Our family of phonograph dealers is growing rapidly.

When are you going to join it?

NEW PENN DISTRIBUTORS

Philadelphia, Pa., January 2.—The Penn Phonograph Co., Inc., of this city, producers of the Penn Victor Dog, announce three new names added to the list of distributors of this novelty.


A new talking machine concern has incorporated in Middletown, N. Y., under the name of Gunther-Kenney, Inc., and is capitalized at $10,000. The incorporators are L. and E. A. Gunther and J. R. Kenney of Middletown.

VICTOR ARTISTS FOR FRAMING

Dealers visiting the Victor factory are amazed at the excellent color reproductions of artists available for framing purposes. These reproductions appearing on the front cover of The Voice of the Victor have an exceedingly artistic appearance when framed in mahogany with a gold beading. Among the artists whose pictures are available are Gluck, McCormack, Galli-Curci, Heifetz, Farrar, Martinelli and Caruso. The size is 8½ x 11¼ inches.
Come and See Us
at the
National Music Show
and Festival—Feb. 2nd to 7th, 1920

Our Spaces
Nos. 50 and 72

We shall be very glad to meet all members of the trade at our spaces during the week of the National Music Show and Festival. A full line of

Heineman Motors    Meisselbach Motors
Tone Arms          Okeh Records
Sound Boxes        Dean Needles

Will be there for your inspection

GENERAL PHONOGRAPH CORPORATION
OTTO HEINEMAN, Pres.
25 WEST 45th STREET, NEW YORK
BRANCHES: CHICAGO    SAN FRANCISCO    TORONTO, CAN.

Columbia Graphophone Co. NEW YORK

ONE OF G. E. BRIGHTSON'S HOBBIES

A Lover of the Sea and Holds a Master's License—Proud of "The Sunshine"

The occupation of Geo. E. Brightson, president of the Sonora Phonograph Sales Co., Inc., is the executive direction of this well-known and very successful company, but his hobby is yachting. For the last sixteen years Mr. Brightson has held a master's license and has accumulated a wonderful collection of prize cups won in races with many excellent competitors. The apple of Mr. Brightson's eye at the present time is the "Sunshine," a superb, trim schooner made by Fife in Scotland. It is 85 feet long at the water line, and 105 feet over all with a beam of 18 feet and 6 inches. There are three double staterooms and several single staterooms beautifully finished in white enamel. The dining room accommodates twelve, and quarters are provided for a crew of about ten. With this new boat, Mr. Brightson is looking forward to winning additional trophies for his already imposing collection.

PETROVA MAKES EMERSON RECORDS

It was announced recently that Arthur Fields and Irving and Jack Kaufman will introduce in the very near future a new vaudeville sketch that is booked "solid" on the Keith circuit. This sketch will include several novelties, and Emerson dealers will be particularly interested in this news, as these three artists record exclusively for the Emerson library. Olga Petrova, prominent Emerson artist, recently made a special trip from New Orleans to New York in order to record several selections at the Emerson recording laboratory. Mme. Petrova then returned to Ft. Worth, Tex., where she resumed her vaudeville tour, through which she is achieving signal success in all places where she has appeared.

PHONOGRAPH CASES

Reinforced 3 ply veneer
THE STANDARD CASE
for Talking Machine and Records

and

Plywood Cases
ARE SYNONYMOUS

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

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

Let us figure on your requirements.

PLYWOOD CORPORATION
GOLDSBORO, N. C.
Mills in Va., N. C., and S. C.
Chicago Office, 111 Monroe St.
THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

REMEMBER—Sonora is licensed and operates under the BASIC PATENTS of the phonograph industry—the foundation and future of Sonora dealers are secure.

Remember, too, that the manufacture, use, or sale of infringing goods is a violation of the law.

The greatly enlarged Sonora plants are now getting up increased speed, and many more Sonorases will be available this year than ever before.

Because of its magnificent beauty of tone, elegant design and important and exclusive features, Sonora is famous as being

The Highest Class Talking Machine in the World
THE INSTRUMENT OF QUALITY

Sonora
CLEAR AS A BELL

WE thank our customers for having helped us make 1919 a record-breaking year. We will spare no efforts to make our service better than ever during 1920.

With the compliments of the season, we are

GIBSON-SNOW CO.,
Syracuse, N. Y.
State of New York with the exception of towns on Hudson River below Poughkeepsie and Greater New York.

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

GRIFFITH PIANO CO.,
605 Broad St., Newark, N. J.
Northern New Jersey.

HESSIG-ELLIS DRUG CO.,
Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi.

HILLMAN PHONOGRAPH CO.,
Wheeling, W. Va.
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.

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

I. MONTAGNES & CO.,
Ryrie Bldg., Toronto, Canada.
Canada

M & E.
221 Columbus Ave., Boston, Mass.
Connecticut, Rhode Island and Eastern Massachusetts.

OHIO SALES CO.,
Beckman Bldg., 409 Superior St., Cleveland, O.
State of Ohio.

C. D. SMITH DRUG CO.,
St. Joseph, Mo.
Nebraska, Missouri, Northern and Eastern part of Kansas and five Counties of Northeastern Oklahoma

SMITH, KLINE & FRENCH CO.,
States 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 PHONOGRAPHER SALES CO., INC.,
279 Broadway, New York
Distributors for Greater New York.

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

SOUTHERN SONORA PHONOGRAPHER CO.,
Selma, Ala.
Alabama, Georgia and Florida.

SOUTHWESTERN DRUG CO.,
Wichita, Kans.
Southern part of Kansas, Oklahoma (except five North-eastern counties) and Texas Panhandle.

STREVELL-PATERSON HARDWARE CO.,
Salt Lake City, Utah.

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

WALTHALL MUSIC CO.,
Dallas, Texas.
Western Part of Texas.

The Highest Class Talking Machine in the World
LET OLIVERS
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.

GOOD YEAR FOR THE TWIN CITIES

St. Paul and Minneapolis, January 6.—Talking machine dealers throughout the Northwest can now look back upon the most active, the most exciting and the most profitable year they have ever known. From end to end of 1919 they were in a continuous stew of some kind and they are glad they emerged alive and with a balance on the right side of the ledger. The trade in machines is still very good, while the demand for records is enormous. All those who obtained talking machines, either through gift or direct purchase are in duty bound to amplify what is between the two main retail thoroughfares.

The first floor will be rented, but it is expected to be the largest and most complete talking machine jobbing plant in the Northwest. The first floor will be rented, but the company plans to utilize all the upper floors for its business. The alterations will be completed some time in April. The location is most desirable for a business of its kind, lying as it does between the two main retail thoroughfares of the city. Nicollet and Hennepin avenues, and it is about as near the center of the city as it is possible to get. Talking machine dealers regard the move as one of the big events in the history of the trade in the Northwest. One of the features of the new plant will be the record department. The company already is carrying a large stock of records, but in the new quarters will have arrangements for handling 1,000,000 records as well as all the machines that the Victor company will part with. Distributing concerns are looking for a splendid year in 1920 in the Northwest. As near as may be discerned at the present time the public craving for talking machines and all their kindred has not abated a jot and if the manufacturers are enabled to increase production so as to permit the local dealers to carry complete stocks there should be no particular difficulty in surpassing the figures of the very excellent year of 1919.

E. L. Kern, director for the Brunswick-Balke-Collender Co., is preparing to open a number of new accounts upon the assurance from head-quarters that he may have all the instruments he can use. He like other distributing head-quarters was unable to branch out to any extent last year and hopes now that there will be no restrictions.

RAYMOND ATKINSON'S NEW POST

Otto Heinzen, president of the General Phonograph Corp., New York, announced this week the appointment of Raymond Atkinson as purchasing agent for the new Newark works, which were recently completed. Mr. Atkinson is well qualified to fill this important post, as for several years past he has been purchasing agent at the company's executive offices in New York. His intimate familiarity with the many details incidental to the equipment of the new Newark works will give him an opportunity to render efficient service and co-operation to the factory executives of this mammoth plant.

Mr. Atkinson is succeeded as purchasing agent at the executive offices by Lawrence Sampter, who is doing excellent work in this position and is making plans for increased business during the coming year.

ATTRACTION WINDOW DISPLAY
Sonora Showrooms at Fifth Avenue and Fifty-third Street, New York, Won Favorable Notice From Passersby for Christmas Display

The Sonora window at Fifth avenue and Fifty-third street, New York, was one of the most attractive spots in New York during the holiday season. Flanking the display on either side was a tall, handsome bronze lamp. In the foreground of the window were plants with appropriate colorings, and over the entire floor of the window bright green holly was lavishly sprinkled. The center of attraction was the single Sonora instrument featured in the window, consisting of a "Supreme" model, superbly lacquered in Vernis-Martin. The display as a whole won the commendation of all passersby on Fifth avenue.

The Forest Products Laboratory, Madison, Wis., is determining the gluing and kiln drying qualities of ten Brazilian woods, whose suitability for cabinet manufacture is a question of much interest to the trade.

To Manufacturers and Dealers

We earnestly solicit your immediate order for a sample Veeco electric phonograph motor, when, we are confident, after thoroughly testing sample motor, we shall receive orders for your season's requirements.

This motor is universal. operating on either alternating or direct current, and the simplicity of construction makes this motor an ideal energy source.

It eliminates winding, broken springs, annoyance of the motor running down while playing a record, and will not heat or give trouble if used continuously hour after hour.

To the dealer, we furnish them mounted on boards all ready for installation. To the manufacturer, without the board, but including turntable, cord, switch and plug all ready to mount on such boards as he ordinarily uses for spring motors.

THE VEECO COMPANY
248 Boylston St.
BOSTON, MASS.

THE ORIGINAL PRODUCERS OF A COMPLETE ELECTRIC DRIVE FOR TALKING MACHINE MANUFACTURERS' USE
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.
HAVE A MODEL ESTABLISHMENT

New Home of Collings & Price Co., Victor Wholesalers, of Newark, N. J. Arranged for Needs of Retailers and Speed in Placing Orders

The new home of the Collings & Price Co., Victor distributors, Clinton and Beaver streets, Newark, N. J., is one of the best equipped and arranged in the local talking machine field. The company occupies the entire building with the exception of the first floor, and the whole has been planned to carry on a distributing business with the greatest efficiency.

New and novel ideas are incorporated in the new home. Among these is a dealer’s service room built in the form of a store, the front of which carries a window in which most original displays of Victor goods are arranged. In the interior, several models of machines are displayed and Victor advertising material in every form is shown. Writing desks and telephones are at the dealer’s service, and record racks and efficiently equipped counters are shown in use. To the rear of the “store” is an exhibition room in which are displayed the latest period models.

It is the idea of L. W. Collings, general manager of the company, that to demonstrate period models to the best advantage a special room is often needed for the purpose, and the average dealer’s store has the necessary space nor is he able to carry a full stock of period models. It is his idea that the dealers in Collins & Price territory make use of the room from time to time for demonstration purposes. For instance, if a dealer has a prospect for a certain model, he can arrange by telephone for the use of the room, and at the appointed time the model wanted will be displayed and demonstrated. He can make the sale on the spot and Collings & Price will make the shipments direct to the dealer.

Collings & Price also will have an expert repair man and if the dealer so desires he can make use of him the same as if he were in his own employ.

One of the recent visitors to the Collings & Price offices was Samuel Semels, manager of the talking machine department of Hamburger’s, the well-known department store of Newark. While there the new period models were shown to him and he left an order for the complete line. Both Mr. Collings and Mr. Semels are of the opinion that there has been a great improvement in reproduction as shown in the new Victor period models. To say the least, they were very enthusiastic over these products when talking to a representative of The World recently.

GEORGE W. HOPKINS HONORED

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, was recently elected president of the Advertising Club of New York. Mr. Hopkins has for many years been one of the most active members of this well-known organization, and has held important offices, which have given him an opportunity to render invaluable service to the development and growth of this organization. His election as president of the club is a well-deserved tribute to Mr. Hopkins’ untiring efforts on behalf of the New York Advertising Club, and his intimate familiarity with every phase of advertising and merchandising.

THE INFLUENCE OF MUSIC

Music is supposed to be a compound of the soul, that dreams are made of—hazy, misty, intangible feelings set to sound—we close our eyes and they take us captive and carry us away on the wings of melody. And so it may be true that melody is born of moonshine, and fragrant memories, and hopes too great for earth, and loves unrealized; yet its expression is the most exacting of sciences. — Elbert Hubbard.
Do you know—

That your territory this year holds more live phonograph prospects than it ever held before?

That sales statistics prove that simple cabinet models at popular prices are the choice of ninety-one per cent. of those prospects?

Decide now to give the Cardinal a thorough sales test on your floor. Let it prove to you what it has proved to hundreds of other dealers:—that the beautiful, simple models of the Cardinal line completely meet the cabinet and price preferences of ninety-one per cent. of your customers. Cash in on this country-wide demand for simple elegance and popular prices and let Cardinal Phonographs help you to make 1920 the biggest profit year in your history.

Cardinal instruments do not stop with cabinet supremacy. By reason of the wonderful "lips" in the tone chambers and the Cardinal sound amplifier, they are closer to that ultimate goal of master reproduction than instruments selling at five times their prices.

All in all, the Cardinal is one of the best and most profitable lines you can handle. It offers you a cooperative connection, with immediate deliveries, a liberal sales policy and generous discounts. If you are looking for a real business proposition, write today.

The Cardinal Phonograph Company

Factories at Zanesville, Ohio

NEWARK, OHIO.
HALF MILLION DOLLAR HOLIDAY TRADE IN LOS ANGELES

Music Houses in That City Set Up a New Record Despite Stock Handicaps—Association Attends Tetrazzini Concert in a Body—Changes Among Local Concerns

Los Angeles, January 2.—The old year passed out with a blaze of glory. Last month kept the cash registers in talking machine shops so busy that, in the city alone, $300,000 at least was rung up. One house openly gives its figures as $115,000 and advertised in the newspapers the fact that they had delivered nearly 1,000 phonographs during the month. Wonderful weather throughout the entire month made shopping a pleasure, and the public swarmed like bees everywhere gathering talking machines and records as never before. Proprietors and managers are naturally well pleased with results and are already forecasting a phenomenal 1920. The opinion, however, is freely expressed that many changes will take place, especially as the supply begins to catch up with the huge demand and the seller’s market swings round to a buyer’s.

Charlie Ruggles Optimistic for the Future

Manager Ruggles of Sherman, Clay & Co., is looking forward to 1920 with ample supplies of Victrolas and Victor records. He reports that during the past year his chief difficulties consisted of making excuses for inability to fill orders. “The job of trying to be fair to all and resisting the temptation to make promises for the future was an ordeal from month to month through which I hope I shall not have to pass again,” he remarks.

Barker Brothers’ Maximum Business

General Manager Booth of the music department of Barker Bros. expresses himself as well pleased with December sales. In an advertisement in the newspapers, which thanks the general public for their patronage through the holiday season, Barker Bros. state that nearly one thousand phonographs were delivered during the month. Mr. Booth expects to leave shortly for the East via the Northwest, returning to Los Angeles in the latter part of February.

Columbia Manager Leaves for Convention

Wm. F. Stidham, manager of the Columbia Graphophone Co., is spending a vacation in New York City on Christmas morning, for the East via the Northwest, returning to Los Angeles in the latter part of February.

TETRAZZINI CONCERT IN A BODY

Changes Among Local Concerns

The regular meeting of the Music Trades Association at Tetrazzini Concert took place at Wiley B. Allen Co.’s store on December 9. An invitation had been extended by Mme. Tetrazzini through her manager, Jules Daiber, for all members to attend her concert at Shrine Auditorium and an announcement was made by Secretary Farquharson. Business was disposed of as rapidly as possible and adjournment made in order to attend the concert. A very large audience filed the building and Tetrazzini rewarded them by singing at her best.

Buys Victor Stock

Richardson’s, Inc., have bought the Victrolas and Victor records of the Smith Piano Co., and will devote their efforts to featuring the Columbia and Victor lines. December sales exceeded all expectations according to Secretary Schroeg.

A RECORD CABINET MATCHING VICTROLA NINE A

3095\*—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18\1/2x21\1/4 inches. Matches New Viictrola IX A. Patented rimmed moulding with removable back piece, so machine can easily slide in, giving a perfect “Cabinet-match” appearance. Average weight, crated, 70 pounds.

MANUFACTURED BY

SCHLOSS BROS.

637-645 West 55th Street New York

Cabinets of all Descriptions and Finishes

Catalogue No. 20 Ready for Distribution Have You One?

GEIER & BLUHM

TROY, N. Y.

QUANTITY PRODUCTION OF PHONOGRAPH ACCESSORIES

DIE CASTINGS

AUTOMATIC MACHINE PRODUCTS

NICKEL AND GOLD PLATING

Assembling Up-to-date systematic production rigid inspection

Accurate and prompt service since 1906

GEIER & BLUHM

TROY, N. Y.
### Records

**FIFTH SUPPLEMENT**

<table>
<thead>
<tr>
<th>Number</th>
<th>Title</th>
<th>Artist(s)</th>
<th>Price</th>
<th>Notes</th>
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<tbody>
<tr>
<td>4045</td>
<td>In Your Arms—Fox-trot</td>
<td>Joseph Knecht's Waldorf-Astoria Dance Orchestra</td>
<td>85c</td>
<td></td>
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<tr>
<td>4046</td>
<td>Karavan—(Fox-trot Instrumental)</td>
<td>Joseph Knecht's Waldorf-Astoria Dance Orchestra</td>
<td>85c</td>
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<td>4047</td>
<td>Arizona Mona—(Fox-trot Instrumental)</td>
<td>Conway's Band</td>
<td>85c</td>
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<td>4048</td>
<td>Round The Corner—(One-step Instrumental)</td>
<td>Joseph Knecht's Waldorf-Astoria Dance Orchestra</td>
<td>85c</td>
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<td>4049</td>
<td>Peter-Pumpkin Eater—(Fox-trot Instrumental)</td>
<td>Joseph Knecht's Waldorf-Astoria Dance Orchestra</td>
<td>85c</td>
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<td>4050</td>
<td>That Wonderful Kid From Madrid—Tenor</td>
<td>Billy Murray</td>
<td>85c</td>
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<td>4051</td>
<td>I Left My Door Open and My Daddy Walked Out—Bartitone</td>
<td>Jack Kaufman</td>
<td>85c</td>
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<tr>
<td>4052</td>
<td>You Ain't Heard Nothing Yet—Bartitone</td>
<td>Jack Kaufman</td>
<td>85c</td>
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<tr>
<td>4053</td>
<td>I Am Climbing Mountains—Vocal Duet</td>
<td>Shannon and Phillips</td>
<td>85c</td>
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<tr>
<td>4054</td>
<td>Oo-La-La! Wee Wee—(One-step Instrumental)</td>
<td>Fred Van Eps Quartette</td>
<td>85c</td>
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<tr>
<td>4055</td>
<td>You Didn't Want Me When You Had Me—Baritone</td>
<td>Jack Kaufman</td>
<td>85c</td>
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<tr>
<td>4056</td>
<td>I Might Be Your “Once-in-a-While” (From “Angel Face”)—Tenor</td>
<td>Harvey Hindermyer</td>
<td>85c</td>
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<td>4057</td>
<td>Let the Rest of the World Go By—Vocal Duet</td>
<td>Campbell and Burr</td>
<td>85c</td>
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<td>4058</td>
<td>I Love To Tell The Story—Vocal Duet</td>
<td>Henry and Jordon</td>
<td>85c</td>
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<tr>
<td>4059</td>
<td>Is My Name Written There?—Vocal Duet</td>
<td>Henry and Jordon</td>
<td>85c</td>
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<tr>
<td>4060</td>
<td>The Toy Parade—Descriptive Novelty</td>
<td>Okeh Dance Orchestra</td>
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<td>4061</td>
<td>A Day In Toyland—Descriptive Novelty</td>
<td>Okeh Dance Orchestra</td>
<td>85c</td>
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</tbody>
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**General Phonograph Corporation**

**OTTO HEINEMAN, President**

Factories: NEWARK, N. J., ELYRIA, O., PUTNAM, CONN., SPRINGFIELD, MASS., KITCHENER, ONT.

Branches: CHICAGO, SAN FRANCISCO, TORONTO, CANADA
sales up to the time of leaving although he did not expect them to equal those of November. In reviewing the business for 1919 Mr. Stidham emphasized the pleasure which he felt at the loyalty which so many dealers had expressed in their attitude towards Columbia standards and the patience which they had shown at times when shortage of goods prevailed. He looks forward to 1920 with the greatest enthusiasm and optimism.

Broadway Dept. Store Has Big Month
Fuller & Sunderland, at the Broadway Dept. Store, enjoyed exceptionally good sales through December. Mr. Fuller, who was formerly a prominent manufacturer in the Southeast, recently joined D. G. Sunderland in Los Angeles and has already become an enthusiastic talking machine man. E. Darvill returned last month from a successful trip to the East, which he visited in the interests of Fuller & Sunderland. Mr. Sunderland states that the firm expects to expand considerably in the near future and open up branch phonograph stores on the Pacific Coast as well as conduct a wholesale distributing house.

Music Memory Contest Increases Record Sales
Dealers in Los Angeles, while appreciating the great educational value of the Music Memory Contest in the schools to future voters in Los Angeles as well as to their elders at the time, found a marked increase in the demand for records of the selections chosen for the contest. Eighty-five schools competed and Supervisor of Music Miss Kathryn Stone is very much to be commended for her untiring and successful efforts in conducting the contest during the seven or eight weeks that it lasted.

E. A. Geissler Engaged
Dr. and Mrs. Josiah Evans Cowles, West Adams street, announce the engagement of Miss Louise Mixon Hill and Ed A. Geissler. The wedding is to take place about February 9th. Mr. Geissler, who is one of the most popular members of the music trades in Southern California, is vice-president and general manager of the Geo. J. Birkel Co. He is also a brother of Louis P. Geissler, the former general manager of the Victor Talking Machine Co. Miss Hill is a great favorite in Los Angeles society and in addition to her great personal charm is an accomplished musician. Her sister, Mrs. Cowles, is president of the National Federation of Women's Clubs.

Big Increase in Sales at So. California Music Co.
Department Manager Westfall, of the Southern California Music Co., reports that the business for the month of December trebled that of December, 1918. He recently installed a self-service table and rack on the ground floor in order to accommodate customers who were after the popular numbers. This has proved a great success.

A MODERN ANSWER
"Do you go to the opera?"
"What's the use? I've got a phonograph."—Judge.

WEBER-KNAPP CO.
JAMESTOWN, NEW YORK

NEW CORPORATION IS FORMED
Amalgamated Talking Machine Accessories Corp. to Manufacture and Distribute Motors and All Other Supplies—A Live Organization

The Amalgamated Talking Machine Accessories Corp., recently organized to take over the manufacture and distribution of motors, tone-arms, needles, albums and other accessories, formerly manufactured and distributed by the Independent Talking Machine Co., have completed their plans to fulfill all obligations to all the customers formerly served by the Independent Co., who have now entered into the manufacture of talking machines exclusively.

The new concern will devote much of their time and energy in supplying to manufacturers of talking machines four different kinds of tone-arms and sound boxes, all of exclusive design. They will also carry a complete line of cabinet hardware and all parts and supplies. The business will be conducted in the quarters formerly occupied by the Independent Co., 54-56 Bleecker street.

The company is already manufacturing a multi-playing needle, marketed under the trade-name "Mysto Needles," and a big advertising campaign giving much publicity to this product will shortly be inaugurated.

Practically everything in the line of accessories for manufacturers and dealers is to be stocked in large quantities and the concern will make a special point in giving service both in the matter of quality and shipments. Wm. Brand, formerly with Otto Heineman, Phonograph Supply Co., Inc., and later connected with the Plaza Music Co., is general manager of the new company, and Julius Roos is sales manager, with Nestor Roos as assistant sales manager. The sales staff will also be assisted by Sam Schaer. The Amalgamated Talking Machine Accessories Corp. have adopted as their slogan, "If It Pertains to a Phonograph We Have It," and the Roos boys, not to be outdone, have adopted for their slogan, "Let the Roos Boys Do It." From all indications the new concern should prove a factor in the field.

JOHN HERZOG A SONORA OFFICER
At the recent election of officers and directors of the Sonora Phonograph Sales Co., Inc., John Herzog, one of the best known members of the industry, was elected second vice-president, and a member of the board of directors. No other changes were made in the officers and directors, with the exception of the resignation of one director, who was succeeded by Mr. Herzog in the same capacity.

The officers of the company are as follows: Geo. E. Brightson, president; L. C. Hasell, vice-president; John Herzog, second vice-president; Joseph Wolff, treasurer; E. H. Jennings, secretary and assistant treasurer; T. Gaensbauer, assistant treasurer.

THE HOLIDAY RUSH IS OVER
ORDER YOUR REPAIR SUPPLY OF
SPRINGS MOTORS TONE ARMS SOUND BOXES LID SUPPORTS LARGEST STOCK IN GREEN FELTS
Send for Prices
WAGNER PHONOGRAPH CO., 139 E. 54th St., N.Y. City
BUFFALO TRADE OPTIMISTIC REGARDING THE FUTURE

BUFFALO, N. Y., January 5—Buffalo talking machine men at this writing are still expressing their elation over their holiday trade, which was the heaviest in their history. The heaviest call, as usual, was for high-priced machines. For a few days during holiday time extremely cold weather checked the talking machine business, and salesmen wearing sweaters were handicapped in waiting on customers who braved the decided drop in temperature to do their shopping. Milder weather, however, arrived a few days before the Yuletide holiday and the Christmas trade improved and finished in a whirlwind fashion. The December decorations and window displays represented careful attention to detail and artistic effect. The talking machines were exhibited in a fascinating fashion and this merchandise fairly melted away when the holiday rush was in full swing.

That this year will be a prosperous one for local talking machine stores is the opinion generally expressed in the trade. There promises to be plenty of activity at Buffalo's industrial plants in 1920. Millions of dollars will be spent on city improvements. Salaries of thousands of municipal employees have been advanced considerably, so that they and many other citizens of municipal employes have been advanced considerably, so that they and many other citizens

of the ad was a reproduction of several columns of news matter from the same paper. To provide space for items and cuts relating to Lewis Bros.' merchandise there were seven circles, each about five inches in diameter. One of the circles was devoted to a description of the Columbia line. Of course the firm's nameplate and an attractive heading were used to good advantage.

The next meeting of the Retail Talking Machine Dealers' Association of Buffalo will be held on January 16th. The trade topic will be discussed by an interesting speaker. At the last session F. P. Besser, of the W. D. & C. N. Andrews's sales force spoke on the Victor Co.'s salesmanship classes, which he had attended. Miss Eva Masek of this city has also taken this valuable course. The dealers report that the holiday demand was for the higher-priced machines and that, as usual, they had more orders than they could fill. "Daily reminders," or well-bound, well-printed diaries, were recently sent out by W. D. & C. N. Andrews. The recipients were dealers and their head sales people. "For Christmas, a beautiful Art Vocalion of charming design and magnificent tone" was one of the holiday slogans of Denton, Curtiss & Daniels. In a large electric sign, recently erected by this store, Victrolas are effectively advertised.

John G. Schuler, who handles Sonoras, impressed on his customers several days before Christmas the scarcity of talking machines and advised them to order early. C. W. Smith has been appointed manager of the retail store of the Straube Piano Co. For six years he was with J. M. Adam & Co. Victrolas and Sonoras were strongly featured by Swegler Bros. during the holidays.

Life insurance policies were presented as Christmas gifts to employes by Victor & Co., who handle the Pathephone. The firm will pay all premiums. A policy for $500 goes to those who have been with the company a year, $750 for two years, $1,000 for three years, $1,250 for four years and $1,500 for five years. The rate of the policy increases $250 for each year of service until $3,000 is reached. "We consider the insurance plan one of the best means of showing our appreciation of the employment services," said Mr. Victor. "We have always held that the employer and employee should work together, should seek mutual understanding, and then we will and thus protect their mutual interest."

TO EXHIBIT THE MARVEOLA

Machine Made by Weser Bros. Will Play Six Disc Records—To Be Shown at Weser Factory During Week of National Music Show

Among the features of the exhibit of pianos and phonographs which Weser Bros., Inc., 524 West Twenty-third street, New York, will hold at their factory warerooms during Music Week, February 2 to 7, will be the Marveola, a phonograph upon which from one to six disc records of eight-inch or twelve-inch size can be played in succession. Besides this the records may be automatically shifted under the reproducing point and made to pause if desired for an interval between each selection. The machine is controlled by three buttons which may be placed in the room with the machine or away from it at any distance. One button starts it and will stop it, or discharge any particular selection at any time and will repeat any record or part of any record at will, the mechanism shifting to the next record automatically or at the will of the operator. There is also on the machine a timing device which may be set so that the various selections will play at timed intervals.

The Marveola is the invention of the late John A. Weser.

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 ejector. Each compartment accommodates all standard 12 or 10-in. records, except Edison. 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 a probable one. Price and full details concerning the newest quality product from Rochester, N. Y.

CRIPPEN RECORD FILE CORPORATION, 39 N. Water Street, Rochester, N. Y.

"Every Talking Machine Owner in America Needs the "Crip-N Ejex" System"
It is not necessary to explain what the S. O. S. meant to the United States Army in France. Their success, so quickly achieved, can surely be attributed to the untiring efforts of the Service of Supply.

A successful business can only be obtained by having the proper source of supply. You need only to look upon the list of accessories that we carry and you will readily see that our slogan, "IF IT PERTAINS TO A PHONOGRAPH WE HAVE IT," means all that it implies.

Supply Base for Phonograph Accessories

For the Manufacturer:
Tone Arms and Reproducers of Superior Quality. Four unsurpassed designs. Wonderful tone reproduction. Send for samples.

For the Wholesaler:

For the Dealer:
Large Stock of all Accessories. Right Quality—Right Prices—Right Deliveries. Write for Catalogue.

Amalgamated Phonograph Accessories Corporation
"If it pertains to a phonograph we have it"
56 Bleecker Street
New York
Edison Message No. 62

Coming—the Realism Test.
Something every dealer can use.
Watch for announcement in January.

THOMAS A. EDISON, Inc.
ORANGE, N. J.
EMERSON CAPITAL STOCK INCREASE

EMERSON CO. up to $1,500,000.

increase brings the total capitalization of the company by an issue of $500,000 pre-

EMERSON CO.

An enterprise involving the construction of an institute of phonetics, or language science, has the approval of the Senate of the University of London, and according to the "Daily Chronicle," a committee has been appointed to carry out the project, which is likely to cost half a million pounds. The idea as originally put forward was to have a building to cost £120,000, where seventy assistants would be engaged in research work upon the 1,000 languages of the British Empire.

It has been suggested that the various experiments in vocal expression might be recorded on records in order to preserve for all time the actual sounds produced by different tongues and different languages.

"This language factory for the British Empire," said the head of the phonetics department, "is a matter of first rate importance to the commercial world, and there are certain details which have to be kept secret for fear the German professors should use them for the in-

STITUTE WHICH THEY ALREADY POSSESS.

"For it is an illustration of our pre-war lack of vision that not only had the French an in-

stitute, but the Germans were busy sending out missionaries from their own research 10-10 years ago at Hamburg. They real-

IZED THE ADVANTAGES AND STARTED IT ON THEIR OWN.

"There are 100 languages in Assam, 100 in Burmah, alone, and when all the languages of India and Africa have been analyzed we shall be able to give the commercial trader a system whereby he will be able to converse with the natives without the use of the often costly and unsatisfactory interpreter.

"The Germans set up their Institute of Phonetics ten years ago at Hamburg. They real-

IZED ITS COMMERCIAL ADVANTAGES AND STARTED IT ON THEIR OWN.

"And in these history-making times we want to keep in close touch with every Victor dealer who is thinking a year ahead instead of a month ahead.

"Our 1920 plans include some adver-

tising, selling and store management aids that will interest every aggressive dealer. If you want to receive the newsy Bulletins that we shall publish early in the year, forward your name and address.

Yours for the "Biggest-Yet-Year."
CINCINNATI TRADE NOW WATCHING FACTORY PRODUCTION

Seeking to Secure Larger Supplies of Machines and Records in Order to Take Full Advantage of Present and Future Demand—Phonograph Co. to Move—General News

CINCINNATI, O., January 3.—Having mopped up the 1919 talking machine field the jobbers and retailers in the Middle West are now looking about, with a view of seeing what the factories will produce in the way of excellence, most of them believing the consumer is still waiting to take another crack at buying.

One of the main results of the 1919 talking machine business is the determination of most of the piano houses to give more consideration to this branch of their business. The Otto Grau Piano Co. is an illustration. The total during the past twelve months was a surprise to the officers, and President Otto Grau to-day stated he would push this department to the limit.

The Queen City Music Store, 415 Main street, is specializing in the World phonograph, produced in Chicago, having the Cincinnati and Hamilton county rights. This store, new to the local field, is controlled by Carl Odell, formerly with the Rudolph Wurlitzer Co., and J. H. Young, at one time identified with the American Piano Co. The house is also paying attention to a miniature grand phonographic case, just being produced by the Fern-O-Grand Co., which recently established a factory in the western part of the city.

The Huss Bros. Phonograph Co., Canal and Vine streets, met with a slight setback on Friday morning by fire visiting its plant. The blaze was confined to one floor by the prompt work of the firemen, and the loss was less than $2,000, covered by insurance. The debris was cleared out by Saturday night.

The Phonograph Co. Edison jobbers, will move to its new location on West Fourth street about March 1, according to Manager Oelman, who is preparing to attend a conference of his dealers in Ohio, Kentucky and West Virginia, who is preparing to attend a conference of his dealers in Ohio, Kentucky and West Virginia, to take place in Cincinnati, January 8. He wants to get their ideas on this year's business prospects and explain what the company is ready to do towards increasing their opportunities of making sales. About fifty dealers are expected at the meeting.

Manager Byars, of the local Aeolian Co. store, reports the biggest December business in Vocalions in Cincinnati. This was in spite of the fact that there were absolutely none of the larger types of instruments to be had, and there was also a severe shortage of the lower priced instruments. He figures, however, that under the circumstances there are no grounds for complaint, considering that the volume of business shows an increased interest in phonographs at all levels.

One of the most gratifying features of this December's business was the fact that the trade did not all come in the last few days, but was very well divided throughout the month.

The cash business was in the majority, and it was exceedingly interesting to note that the installment terms, when the terms were taken during December, were of short duration. Art Style Vocalions were in big demand, but this stock was exhausted early in December.

The demand for Vocalion Records was phenomenal, and every indication points to a continued increase in Vocalion record business during the coming year.

That the Victrola supply was less than the demand was the statement of Manager T. Sigman, of the Victor department of The Rudolph Wurlitzer Co., who said:

"The demand for Victrolas and Victor records, during the month of December was considerably greater than the supply. While Victor dealers enjoyed a good business it would have been easily trebled had the stock been on hand. Large Victrolas were exceptionally scarce, and of course substitutions were in order, and smaller instruments were sent out to the trade until the larger models are available. An increase in the sale of Red Seal records was noticeable, but the popular-priced records showed a large decrease, due to the great shortage which is existing. The announcement made by the Victor Co. that there will be a large increase in Victrolas and records for 1920 naturally will mean excellent business for all dealers connected with the sale of this wonderful product."

Assistant Manager C. B. Smith, of the Cincinnati branch of the Columbia Graphophone Co., said:

"The local branch has closed its most successful year. Stock of both Grafonolas and records for 1920 naturally will mean excellent business.

"The cash business was in the majority, and while we were unable to fill all orders complete, most dealers received sufficient product to keep them going. It is pleasing to record that the (Continued on page 2)"

The Science of Motor Building

WONDER D. S. MOTOR NO. W2

Motor Building is a science which is mastered only by patient effort and experience. That is the reason it is so hard for jobbers 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 for 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 without a single complaint ever having been received. It is thoroughly high-grade mechanism at a very fair price. It will save you money and reduce your motor troubles. It is not built 1918 on butt BY us at our own factory at South Norwalk, Conn. It is a sensible, practical, high grade, Yankee product. Write for detailed information and sample.

Prompt Deliveries on Contracts.

WONDER TALKING MACHINE CO., Inc.

109 East 12th St., Cor. Fourth Ave. Phone Stuyvesant 1696

NEW YORK CITY
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.
135 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 coming into contact with the grooves by a process which is accomplished as follows:

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

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

THE TALKING MACHINE WORLD

CINCINNATI TRADE WANTS GOODS (Continued from page 80)

buying seemed to have a tendency toward the more expensive models, such as our types K-2, L-2 and the Period line. The people seemed to have plenty of money and desired to buy only instruments of high price.

The newly organized Cincinnati Columbia Club continued its activities in December. The members have volunteered to assist at the Columbia dealers' meetings, and at a meeting this month Mrs. Burr L. Boylan gave an interesting talk on the life and works of Percy Grainger, an exclusive Columbia artist. Every dealer agreed that such talks will prove valuable in furthering the sale of Columbia records. Toscha Seidel and Rosa Pauselle will be the artists discussed at the next meeting of the Club, to be held at the home of Mrs. J. D. Bright on January 8th, 1920.

Manager F. F. Dawson, with Mrs. Dawson, is spending the week in New York City and Bridgeport, attending the yearly convenant of Columbia officials.

Several dealers found time during the Christmas rush to visit the Columbia branch offices, most of them to appeal for product, and among them were the following: F. R. Folks, of the Rike-Kumler Co., Dayton, Ohio; L. R. Rothenberg, of May & Co., Dayton, Ohio; R. W. Martin, Martin's Piano House, Dayton, Ohio; Alfred Ray, of Ray's Music Shop, Hamilton, Ohio; A. M. Fry, of A. M. Fry & Sons, Miamisburg, Ohio, and several others.

W. R. Thomas, of the Crystalta factory, yesterday stated that the trade had cleaned up every available instrument for the holiday season. He looks forward to a rush business during the early part of 1920.

TAKE ON THE STARR LINE

The Stewart-Jones Furniture, Co., Memphis, Tenn., has added the Starr phonograph to its line of talking machines.

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 New York City
The MANDEL line for 1920 includes these beautiful models. A quality line through and through. Phonograph dealers who want to survive in the fight for bigger business, must consider quality above everything else. For if ever people are going to want quality—seek quality—demand quality—the time is here.

From the green lumber to the finished case, the MANDEL Cabinets make their evolution in our own factories. From the raw metals to the finished equipment, the MANDEL motors, tone arms, sound boxes, and every other component part of the phonograph are produced in the MANDEL factories.
The price range of the 1920 MANDEL line is from $100.00 to $250.00. Each number is worth much more. Each model embodies every feature that the purchaser wants in a high grade phonograph.

We have prepared a beautiful portfolio illustrating the MANDEL line of quality phonographs. Send for your copy to-day.

MANDEL MANUFACTURING COMPANY, Inc.
Factories in Benton Harbor, Michigan and Chicago, Illinois
GENERAL OFFICES: 501-511 SO. LAFLIN STREET

CHICAGO, ILLINOIS
The Doehler Company has exceptional facilities for producing superior die castings. Its staff of designing engineers are experienced specialists whose service is at your disposal.

Its manufacturing plants are highly organized and equipped with special machinery operated by highly skilled workmen. The Company is prepared to execute orders for superior die-castings in quantity and assure you a supply of parts ample for your need at any time.

Put Your Die-Casting Up to

THE WORLD'S LARGEST MANUFACTURERS OF DIE CASTINGS

DOEHLER DIE-CASTING CO.

MANUFACTURING PLANTS:

BROOKLYN, N.Y.

CENTRAL PLANT

TOLEDO, OHIO.

WESTERN PLANT

CHICAGO, ILL.

SALES OFFICES IN ALL PRINCIPAL CITIES

EMERSON TRADE MARK ALLOWED

Popular Shield Trade Mark Officially Registered in Washington—Has Won Wide Recognition.

The Emerson Phonograph Co., New York, was advised recently by its patent attorney, W. Jay Ennisson, that its application for the registration of its shield trade mark had been allowed. Mr. Ennisson’s letter to the company reads as follows:

"I take pleasure in informing you that the shield trade mark, filed October 30th, 1919, serial number 124,336, has been allowed. It will be published in the Official Gazette of the patent office on January 6th, 1920, and in case no opposition is encountered, the official registration will be issued a few weeks thereafter."

The shield trade mark which has just been granted the Emerson Phonograph Co. is well known to talking machine dealers throughout the country, and has also become popular abroad. It has been used by the Emerson Phonograph Co. on its record label and in all its advertising for a number of years, and its distinctiveness has won the praise of members of the industry and advertising critics. The trade mark has become particularly effective in view of the far-reaching scope of Emerson advertising.

WILL OPEN OFFICES IN NEW YORK

The Beacon Phonograph Co. of Boston, Mass., is planning to open a branch in New York the latter part of this month, and full details regarding the company’s metropolitan location and the manager in this territory will be announced later. The company also announced recently that it had made arrangements to exhibit a complete line of Beacon phonographs at the Hotel Commodore during the week of the Music Show. As this hotel will be the convention headquarters, the Beacon exhibit will undoubtedly attract considerable attention. Richard Nelson, president of the company; Henry Robbins, treasurer, and other Beacon executives will be in attendance at the Beacon display.

Live Dealers Appreciate Good Window Advertising

Leading phonograph manufacturers and producers of records, music rolls and sheet music are among the liveliest enthusiasts for window display advertising in the business world. They know that no advertising campaign is complete without a strong window display to "hook up" with the dealer’s store and "clinch" the business for him.

Wherever you see a window display with the "Einson" imprint you may be sure that real selling brains have been put into it; that it represents the utmost of service and advertising ability, and live dealers appreciate such service. Manufacturers who do not know "Einson" window display service should write us for particulars.

EINSON LITHO INCORPORATED

NEW YORK Originators of Window Advertising For Phonograph Manufacturers

71 W. 23rd St.

CHICAGO 332 S. Michigan Ave.
COMBINES SEEING AND HEARING

Oculist and Talking Machine Dealer in Alabama Entertains Patrons With Victrola Music While Eyes Are Being Tested

In addition to his jewelry and talking machine business, Mr. Ellis of the Ellis Jewelry Co., Enzley, Ala., maintains an optical department where he keeps a Victrola in the corner at all times. While the patient's eyes are being tested, the conversation, under the watchful guidance of Mr. Ellis, is turned to the Victrola, and if there is any wait necessary a record is played. Many direct sales have been traced to the interest first aroused by such hearing. The Victrola department includes ten demonstrating rooms and in addition there is an elaborate electric sign featuring the Victrola.

DID ENORMOUS CHRISTMAS TRADE

BANGOR, Me., January 5—The Otis Skinner Optical Co., of this city, located at 29 Main street, which is now carrying the Victor and Edison lines, has lately undergone quite a transformation and is now equipped with Unico booths and a staff of accommodating salespeople. The store is making a name for itself beyond the confines of his city. During the holidays there were two Christmas trees handsomely decorated with lights near the doorway, which gave just the right holiday touch to the interior. Mr. Skinner says he had an unprecedented Christmas sale of this city, located at 29 Main street, which is now carrying the Victor and Edison lines, has lately undergone quite a transformation and is now equipped with Unico booths and a staff of accommodating salespeople. The store is making a name for itself beyond the confines of his city. During the holidays there were two Christmas trees handsomely decorated with lights near the doorway, which gave just the right holiday touch to the interior. Mr. Skinner says he had an unprecedented Christmas sale.

DOWNING INSTALLS UNICO BOOTHS

AUGUSTA, Me., January 6—A group of Unico booths have lately been placed in the handsome establishment of Charles Downing, at 265 Water street, and a general rearrangement of the interior has resulted in making the store altogether more attractive and homelike. Mr. Downing is now devoting all his attention to the Victrola product.

NEW COLUMBIA ADVERTISING PLANS

Geo. W. Hopkins Announces Committee Plan to Direct Columbia Advertising—Lester L. Leverich and Harold L. Tuers to Be in Charge

It was announced recently that the Columbia Graphophone Co. has decided upon the committee or counsel plan as the directing force of Columbia advertising activities. Geo. W. Hopkins, advertising manager for the past two years, has been given full charge of all promotion work appropriate to the growth of the new operating company. Mr. Hopkins has made a study of all phases of current advertising, and will give the Columbia public and dealers a new policy. He is thoroughly familiar with every phase and detail of Columbia advertising, policies and plans, and has made an especial study of dealer cooperation, which is the foundation of Columbia publicity. He numbers among his friends dealers from coast to coast, who will be glad to learn of his well-deserved promotion.

Lester L. Leverich, general sales manager of the company, who is widely known as one of the ablest advertising men in the country, will have general supervision over the advertising department, which will be in charge of Lester L. Leverich and Harold L. Tuers, who will work in close co-operation with Mr. Hopkins.

Both of these advertising executives are particularly well qualified for their new work. For the past nine years Mr. Leverich has been a member of the Columbia advertising department, having occupied the post of assistant advertising manager for the past two years. He is

The Brooks Automatic Repeating Phonograph

is justly termed The Wonder Instrument. It has all the good qualities of other high grade makes, but is completely put in a class by itself by virtue of the inbuilt Repeating Device, which enables the operator to play any make of record, any desired number of times.

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

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.
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.

LATEST 84-PAGE CATALOG NOW READY!

LUCKY 13 PHONOGRAPh CO., 46 East 12th Street, New York
SPECIAL OPPORTUNITY

Sell Highest Grade Needles Packed in Envelopes with Your Own Imprint. We Are Getting 50 Million Per Month—All Live Dealers Are with Us—Send for Samples and Particulars

Opera Needles
are made in Japan to our own specifications.
They are highly-polished, nickel-plated needles.
A glance at a sample will convince you that they are the finest finished needle on the market.
You can be assured of the quality by sending for free samples.

We are the largest jobbers of Needles and Sapphires in the world

We have just placed a contract for Six Hundred Million Cleartone-Opera Needles; we surely know what we are doing.
If our needles do not prove to be as represented we will refund your money.

Prices as follows:
10,000 lots, 45c. per M
1,000,000 lots, 39c. per M
100,000 lots, 43c. per M
5,000,000 lots, 35c. per M

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
Million Lots and over

50c. per M
45c. per M

Prices subject to revision without notice

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

Latest 84-Page Catalog Now Ready!

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York
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.

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This is the best buy on the motor market to-day.
MILWAUKEANS HAVE BIG POST-HOLIDAY TRADE

Sales for December Exceeded all Expectations

Stock Shortage Felt and Empty Warehouses

Demonstrate that Manufacturers Must Keep
Up Increased Output to Meet Demands

MILWAUKEE, Wis., January 6.—The retail talking-
machine dealers of Milwaukee have just
passed through the most successful business
period in the history of the industry. December,
from the very beginning of the month until
the doors of 1919 were closed, was a tremendous
success, and very fittingly closed and rounded
out the biggest year on record. Buying con-
tinued at a very lively pace, and before Christ-
mas eve many merchants were entirely sold out.

Another very remarkable feature is that the
merchants were entirely sold out.

The continuance of this really remarkable
after-holiday business is being accredited in part
to the immense cash Christmas and New Year
bonuses paid by a great many large institutions
to employes. Several of these institutions
were still paying bonuses even after the new
year had arrived.

The local dealers have also had numerous
compliments on the gameness and thoroughness
demonstrated in advertising when the
stocks were low and demand almost phe-
nomenal, when knowing as they did that even
a natural holiday impetus would clear all goods
on hand. Throughout the holiday period ad-
vertising was used by merchants very
liberally, with but a single thought in mind, and
that to protect the music industry for a "rainy
day." In addition to this individual establish-
ment advertising, a considerable amount was
spent by the Milwaukee Association of Music
Industries in newspaper space, advertising
music and musical instruments in a co-operative
way as a necessity for the home.

One need only make a survey of the local
music stores to understand the manufacturers' situa-
tion for several months to come. Places of
business are virtually bare of stocks, and to
get stocks back to a normal supply will mean
months of full capacity work for factories.

The Milwaukee music merchants, after hearing a
report of Michael Levin, counsel for the Mil-
waukee Association of Music Industries, who
specialy investigated the regulations passed re-
cently by the State Legislature on "conditional
sales," feel satisfied that the rules as provided
over the old standing regulations.

In order that all merchants and members could be apprised of
the changes R. H. Zinke, president of the local
association, called a special meeting to receive
Mr. Levin's report, in which he stated that the
law in question, namely, Chapter 672, Laws of
1919, which went into effect upon publication
July 30, was merely a general modification of
an old Wisconsin law to include court interpre-
tations of various points. It is primarily the
effort of the American Bar Association to place
in Wisconsin statute books an act which has
already been adopted by many other States, and
which will unquestionably be adopted by the
remaining few within a short period, and thereby
establishing a uniform law affecting conditional
sales throughout the United States. Mr. Levin
emphasized the fact that music dealers need
hold no fear for the new changes, for they are
a protection to the legitimate dealer.

"Changes such as these," said Mr. Levin,
"which place restrictions upon dealers who do
an installment business, make it decidedly harder
for the unscrupulous merchant to do business on
conditional sales contract, thus making it so
much the easier for the legitimate dealer. It
also affords a very valuable protection to the
consumer, such as every honest and square deal-
house would want to extend without any
legislation."

As expressed by Mr. Levin the new law makes
the conditional sales contract preferable to the
chattel mortgage plan of selling goods on de-
ferred payments, with an equally satisfactory
security.

H. M. Hahn, sales manager of the Sonora de-
partment of the Yahr & Lange Drug Co., whole-
sale distributor of the Sonora in Wisconsin,
feels confident that with a more satisfactory
supply of instruments, which has been assured
from the factory, the sales record of 1919
will be overshadowed during the coming year.

We Build PHONOGRAPHS to an Ideal—
At a Price That Will Appeal!

We won't say we build the best as we do not deal in superlatives (there's too much competition in that line)
but when it comes to Phonographs, well—we will leave it to your judgement as a connoisseur and business man.

"WE DO CLAIM SUPERIORITY WHEN IT COMES TO SERVICE."

Three big plants operating continuously give us an out-
put that enables us to supply some of America's biggest
jobbers promptly.

THREE LARGE FACTORIES

OWNING AND OPERATING

General Mfg. Corporation
Recordone Phonograph Co.
Heaney-Schwab Billiard Mfg. Co.

MAKERS OF BILLIARD TABLES SINCE 1882

PLAYS ALL RECORDS CORRECTLY
TO OUR MANY DEALERS

YOU, our dealers, have made a good year possible for us and we are very grateful. In the year just passed you have been generous with your patronage and through your co-operation and loyalty we have enjoyed a wonderful business and we desire to extend our sincere appreciation for the business we have shared.

We hope the New Year will prove even more profitable for you and that your sales on Empire Machines will increase greatly. By your further co-operation you can help us make the "Empire" "AMERICA'S MOST POPULAR PHONOGRAPH."

We assure new dealers who will join the ranks of the Empire that the pleasure and profit of marketing a good phonograph are theirs when they handle the Empire. "Famous for its tone," and embodying all worth-while features of all makes of phonographs, it is the one line that they can offer to any class of trade. Build up a profitable phonograph department by taking on the Empire Agency.

Prices at Retail, $40 to $300

WRITE FOR OUR CATALOG AND AGENCY PROPOSITION

EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.
Hackett and Barrientos sing "E il Sol dell' Anima" from Rigoletto. Every opera lover will buy it. Columbia Record 49616.

Columbia Graphophone Co.
NEW YORK

TRADE VERY ACTIVE IN MILWAUKEE
(Continued from page 88)

Every indication points to a continuance of big business.

"Despite the fact that Victrolas were not obtainable in sufficient quantities to supply the demands of our dealers we have closed the biggest year in the history of our dealings," said Samuel W. Goldsmith, vice-president of the Badger Talking Machine Co., Victor jobbers in Wisconsin and Upper Michigan. "The prospects for the new year look brighter than at any time since 1917," he declared. "Instruments are already being shipped from the factories in greatly increased quantities and the dealers who stood steadfast to the Victor line will now reap a big business from hundreds of buyers that held off until Victors were again obtainable."

Mrs. A. C. Kunde, wife of A. C. Kunde, distributor and retailer of the Columbia, received a most unique Christmas gift—an elk, shot and presented to her by a brother, E. A. Scheuber, of Livingston, Mont. The elk weighed about 300 pounds.

Charles J. Orth, exclusive distributor of the Puritan in Wisconsin and Upper Michigan, reports 1919 as the most successful year in his career. "Our wholesale business has shown an increase of 600 per cent, while our retail sales have tripled," said Mr. Orth.

"We are counting on 1920 to be even larger than 1919," said Thomas I. Kidd, manager of the Badger and Upper Michigan. "People have just come to full appreciation of a talking machine in their homes," said Mr. Kidd, "and while instruments undoubtedly will be available in bigger quantities this year, it will be far from an over supply. Bookings on hand now will consume the entire factory production for some period to come."

The Record Needle & Mfg. Co., managed by R. H. Zinke, has changed its corporate style to the Interstate Music Corp. of Milwaukee, and increased its capital stock from $50,000 to $100,000. Mr. Zinke has also led the Milwaukee Association of Music Industries through one of the most successful and eventful years as president of the association during 1919.

Leslie C. Parker, president of the Badger Talking Machine Shop, 425 Grand avenue, was presented with two "roller canaries" with handsome wicker cages and window hangings as a Christmas gift from his employes. The two new Badger family additions greatly enhance the appearance of the store.

The employes of the Kesselman-O'Driscoll Co., Victor and Edison dealers, presented the chiefs, L. M. Kesselman and M. J. O'Driscoll, with a handsome double-shade brass desk lamp for Christmas.

The Wisconsin Panel & Cabinet Co., of New London, Wis., a member of the factory group of Thos. A. Edison, Inc., has recently completed extensive interior alterations and added equipment which has boosted its production to 250 Edison cabinets per day. As additional facilities and workmen become available it is hoped to bring the output up to 500 cabinets a day.

The E. R. Godfrey & Sons Co. are now acting as distributors for Paramount records, taking the place of the Winter Piano Co., which discontinued as a jobber of this line last summer.

W. J. White, dealer of the Puritan phonograph in Prairie Du Chien, Wis., has leased the Cornelius and adjoining building on North Bluff street. Although not announced, it is expected that both buildings will be remodeled into one large commodious store.

The Gossman Piano Co., 468 Twelfth street, was recently appointed dealer of the Brooks repeating phonograph. They report large sales.

A TALKING CHRISTMAS CARD
A. H. Carlisle, of Talking Book Corp., Sends Out a Very Timely Souvenir

One of the attractive souvenirs of the holiday season was that sent out to trade friends by A. H. Carlisle, president of the Talking Book Corp., New York. The souvenir was in the form of a small sized record, bearing the music of the carol "I Heard the Bells on Christmas Day," with the words of the song printed on the back. The record not only expressed a happy sentiment, but gave a suggestion for a Christmas remembrance that should make an appeal to the general public, it being a talking Christmas card bearing the actual spoken message.

TO APPEAR IN SPRINGFIELD
The Springfield Music Club, Springfield, Mo., is bringing Lambert Murphy and the Plazacly Quartet to their city this season in concert. Realizing that the appearance of these artists should give an impetus to the sale of their Victor records, Martin Brothers' Piano Co., Victor dealers in Springfield, are planning to give the events a large measure of publicity.

1920
WILL BRING TO THE
Victor Industry

The greatest and most profitable business in the history of this trade.

ECLIPSE MUSICAL CO., Cleveland, Ohio
Victor Wholesale Exclusively
SAN FRANCISCO CLOSED AN IMMENSE HOLIDAY BUSINESS

Stock Shortage Held Up Many Sales but Dealers Are Optimistic Regarding Conditions for New Year—Trade Developments of Interest Indicate That the Industry Will Be Active in 1920

SAN FRANCISCO, CAL., January 3.—"The biggest machine business in the history of San Francisco," is the verdict uttered the Christmas trade this year. What the volume of business might have been had there not been a stock shortage is impossible to estimate. Suffice it to state that there are few high class talking machine dealers left for sale in California at the present moment than ever before since the era of talking machine popularity dawned upon us. A few of the boys and girls are suffering from nervous prostration as the result of the holiday rush yet, for all that, everybody is happy for the bosses did not forget to send out the pay envelopes on Christmas eve. Good bye, night work, and Happy New Year!

Brunswick Progress on the Coast

A. J. Kendrick, special representative of the Brunswick-Balke-Collender Co., manufacturers of the Brunswick phonograph, after spending two weeks in San Francisco and vicinity, and calling on the trade in Portland, Seattle and Vancouver, has returned to headquarters in Chicago for the holidays. Mr. Kendrick has reason to be proud of the progress made by the Brunswick instruments on the Pacific Coast in the past year and he may look forward with assurance that the new year will show still greater results.

Sacramento Trade Growing

Under the able management of Robert B. Raygurt, the talking machine department of the Sacramento store of the Wiley B. Allen Co., has had a very successful trade of the season, which was in evidence in the volume of business. Mr. Raygurt keeps in very close touch with public taste and he says the Sacramento trade, while alert and discriminating, responds royally to the new machines. The facilities for display are unparalleled, and the machine they will have on hand for the new year is a very attractive feature of the department.

General Phonograph Corp. Has Branch on the Pacific Coast

The few months that the General Phonograph Corp. has had a branch on the Pacific Coast is enough to illustrate what possibilities are in store for the company in the future. This concern has been a boon to home industry in that a score or more of local factories have been successfully launched as a direct result of readily available phonograph parts. Many talking machine dealers have entered the manufacturing field also in a small way and are turning out machines for their own stores. The San Francisco office of the General Phonograph Corp. will have the 1920 models of two new motors and one new tone arm ready for the trade shortly after New Year's. By reason of the growth of the business the branch will secure large quarters in the near future.

Oehle Records for Kohler & Chase

Kohler & Chase have been assigned the California jobbing agency for Oehle records and this concern has taken $500 of the new lateral cut discs for immediate distribution to the trade. Stock will be handled from the Los Angeles store and also from the San Francisco Kohler & Chase establishment. C. T. Edward, manager of the Kohler & Chase talking machine department, is delighted with the new records and predicts a ready sale for them in this territory. Two new sound proof demonstration rooms will be installed on the main floor of the San Francisco store in order to better accommodate the customers.

White House Department Opens

The White House, one of the largest and most exclusive department stores in San Francisco, held the formal opening of their talking machine department this month and business was brisk from the start. The department is finished in mahogany and is the model of artistic dignity and elegance. It is located on the fourth floor and has five large demonstration rooms and twelve small record rooms, all luxuriously furnished in harmony with the general decorative scheme. The facilities for display are unequalled by any other similar department in the city. The new department is exceedingly fortunate in being able to carry a large stock of Victor goods at this time of Victor shortages, but the miracle has been accomplished. The manager is G. E. Morton, who was formerly in charge of the talking machine department of the Emporium and before that was associated with the Columbia Shop on Fifth Avenue, New York City. He has a corps of expert assistants recruited from the San Francisco fraternity.

J. P. Bradt on a Visit

J. P. Bradt, formerly manager of the Columbia Graphophone Co. in Canada, is at present in California on a prolonged visit. He spent several weeks in San Francisco and is now in southern California.

New Art Hickman Records Soon

Nathao P. Milnor, manager for the Columbia Co. in San Francisco, promises some new Art Hickman records soon and also a more plentiful supply of Columbia goods in general. Mr. Milnor expects to leave this week for New York to attend the meeting of branch managers of the company.

Badly Needed Victrolas in Wreck

Sherman, Clay & Co. received two carloads of Victor goods for the San Francisco trade last week and Andrew McCarthy, head of the wholesale and retail departments, was congratulating himself that now he would be in a position to redeem some of his promises. Not so. The cars had been in a wreck and the goods inside were a sight to behold. Scarcely any of the goods could be gotten into shape for placing on sale for the holiday trade.

Walter S. Gray Co. to Handle Rolls

The Walter S. Gray Co., headed by Walter S. Gray, familiarly known as the "Needle King," has been given the Pacific Coast agency for the player rolls manufactured by the United States Music Co. of Chicago, and he has begun preparations for an active selling campaign the coming year. The Gray company was recently incorporated for $300,000. The Gray Co. have branched out into the wholesale business, and the machine they will handle is the Swain automatic phonograph, manufactured in San Francisco. The company is the coast agency for the instrument. This talking machine is a $1500 affair, holding forty records at a time and will play one after the other without cut the necessity of a finger's touch.

A. M. DRUCKMAN SOLE EASTERN DISTRIBUTOR

Backed by a tremendous advertising campaign we have anticipated our dealers' wants and can make "Immediate Delivery" on 10,000 machines.

2-TABLE MODELS 10-UPRIGHTS 3-CONSOLES

No doubt the Holiday business depleted your stock and now is your opportunity to become acquainted with one of the highest grade phonographs made, backed by a five year guarantee from the makers.

We are also distributors for Lyric Lateral Records.

Display Rooms and Warehouse

140 West 23rd St., New York City
AN UNEQUIVOCAL DENIAL

A Tone Arm Service—Not a Trust!

The fact that this organization owns and controls the output of a number of the better Tone Arm factories may be the reason for the talk about a tone arm trust that is whispered openly in the trade. We admit the claim that one or another of our make of tone arms is to be found on a goodly number of the more representative makes of talking machines. What of it? Does that prove anything more than that quality tells? Does it not prove that this organization is actually the TONE ARM HEADQUARTERS OF AMERICA?

Our manufacturing and plating facilities enable us to satisfy every conceivable tone arm requirement. Our force of skilled workmen, under the supervision of engineering factory superintendents, are constantly unearthing distinctive designs, and new combinations of materials possessing higher acoustic properties. Their laboratory tests have furnished them the data from which to construct the tone arm of length, circumference and thickness, and with insulated connections to best carry the original tonal purity from the record to the hearer's ear, with minimum vibration.

William Phillips.

You will be interested to see the Mutual ball bearing arm with unique and distinctive improvements which minimize the amount of vibration.

WHAT ARE YOUR REQUIREMENTS?

Under the names of these trade-marks will be found a tone arm combining every quality requirement for your instrument, including distinctiveness of design.

WRITE FOR DESCRIPTIVE LITERATURE AND PRICES

Wm. Phillips
145 West 45th St.
New York
Chicago Representative: H. Engel, Republic Building.
Jamaica and in the heart of one of New York's own store much experience regarding the hand-Jamaica, N. Y., where the piano trade in New York, during the course

January 15, 1920

A. H. Taylor, Former Piano Man, Now Conducting a Victor Talking Machine Store in Jamaica With Considerable Success

A. H. Taylor, for many years connected with the piano trade in New York, during the course of his career being traveling representative for F. G. Smith and afterward manager of the Fifth avenue store of that house, has for some time past been conducting a very successful

The store is located in the business center of Jamaica and in the heart of one of New York's fastest growing suburban districts.

GREETINGS FOR THE NEW YEAR

The World Acknowledges and Reciprocates the Good Wishes of Its Friends


Among the well-known factories in the phonograph industry which contributed their share towards winning the war was the plant of the Presto Photo. Parts Corp. of Brooklyn, N. Y. Shortly after the war broke out this company's up-to-date machine shop and manufacturing plant was visited by representatives of the U. S. Bureau of Ordnance, and almost immediately, in view of its class of equipment, which was so well adapted for gauge, tool and other munition work, the company was ordered to arrange for 100 per cent war work.

Upon the termination of the war the company sold its steps and resumed its former business of manufacturing phonograph parts and accessories.

In addition to the production of phonograph parts on a contract basis, the company recently developed for the general market a new universal tone-arm and a unique electric automatic step, both of which are meeting with an active sale.

The company has started an aggressive campaign in behalf of its universal tone-arm, emphasizing in its campaign the fact that the tone-arm is of all brass construction, with an unobstructed tone passage and a standard reproducer design. The new electric automatic step is noteworthy for its simplicity and attractive appearance. It is screwed to the motor board adjacent to the turntable, and two wire connections under the motor board, one to a dry battery located anywhere under the board, and the other to a contact lever on the base of the tone-arm, complete the whole outfit.

PURCHASE J. M. MAY'S BUSINESS

C. A. Woodall, Eddyville, Ky., has purchased the stock of Victrolas and Victor records carried by J. M. Mays and will add the Victor line to the Columbia, which he already handles.

You don't have to take out a peddler's license to distribute good-will.

The SCOTFORD Tonearm and Superior Universal Reproducer

WE ATTRIBUTE a large part of our success to the improvement in our machine from the first Scotford Tonearm received from you. We are positively satisfied, and our only fear is that in the face of the multitude of competition temporarily on the market you may try in some way to cheapen to meet this. DON'T DO IT! The writer has been connected with "tone" all his life—and you have it."

From D. Parry—Boston, New York

The Scotford Tonearm and Superior Universal Reproducer will not be cheapened. We know that the field is amply filled with Tonearms and Reproducers that sell on price. We are serving that better class of trade which is building on quality. They appreciate the fact that only those who build the Phonograph as an Instrument of Music will survive the tests of time.
A new Gennett!

REALIZATION

of the highest musical value of your phonograph is attained only through Gennett Records.

To appreciate this try Gennett No. 9010. Hear Cordes’ Orchestra play the “Peggy”-Fox Trot with Billy De Rex singing the jubilant chorus; and the Follies Medley—Fox Trot, with Irving Berlin’s "A Pretty Girl is Like a Melody—Mandy." Price, $1.00. Send for complete catalog of Gennett Records.

THE STARR PIANO COMPANY, Richmond, Indiana
Los Angeles, New York, Birmingham, Alabama,
London, Canada
PITTSBURGH TRADE PLEASED WITH NEW YEAR PROSPECTS

Increased Production of Machines and Records Welcomed—Purchasing Power of Masses Increased—Dealers and Jobbers Without Exception Close Wonderful Christmas Trade

PITTSBURGH, Pa., January 8.—Talking machine dealers, taking a brief respite from the extraordinary business rush that characterized the final days of the Christmas holiday season, are looking forward to the New Year with unbounded confidence in what they term will be “excellent trade conditions.” This is based on the assurance that has been coming from the leading talking machine manufacturers that with the advent of 1920, new turn in production and increased effort would be reached and that in due time there would be a marked increase in the amount of merchandise that will reach the wholesale and jobbing trade. While some of these promises have been made before and only resulted in “idle words” due to unlooked for and unexpected circumstances at the factories that made it impossible to “make good.” Now it is believed that the turn in the long road has come and the manufacturers are beginning to see “daylight ahead” and are assuring the trade that their patience and long suffering is about to be rewarded. This is exceptionally good news to the dealers, who, despite all overtures “kept the faith” with their exclusive lines and did the best they could, even to the extent of losing sales.

Another pronounced factor in the talking machine trade here that augurs well for the future as far as our trade is concerned in this territory that 1920 will be even a better year than 1919.”

H. Milton Miller, Pittsburgh representative of Smith, French & Kline Co., Sonora distributors, stated that all indications “point to a big year” for the Sonora phonograph. Mr. Miller is also distributing the OkeH records and says that the lateral records are meeting with high favor with the retail trade in his territory.

The Buehn Phonograph Co., Edison distributors, sent the following New Year's greeting of the records every month. The Standard Co. sent out as a holiday reminder a neat leather binding pad and card case which proved highly acceptable to the recipients.

As an aid to Victor dealers the Standard Co. issued a special circular giving the list of the Victor artists who are to appear in Pittsburgh during this month. The list follows: January 5, Mischa Elman; January 7, Emmy Destinn; January 8, Isadora Duncan; January 9, H. John McCormack; January 16 and 17, Philadelphia Orchestra, and Alfred Cortot, pianist.

(Continued on page 96)

NO ICE OF REMOVAL
Southern Sonora Phonograph Company

Mr. E. N. Upshaw and Mr. Wm. A. Rawson, formerly of the Elyea Company, Victor Distributors of Atlanta, Ga., have bought interests in the Southern Sonora Phonograph Company of Selma, Ala., and will remove the business of this rapidly-growing Company to Atlanta, Ga., and operate under the name of the Southern Sonora Company. This event will be hailed with unusual interest by the trade in the South-East, as Atlanta is the logical distributing point for this section.

New President is Well Known in Talking Machine World

Mr. Upshaw, who will have direct charge of the business, is probably the best known man in the talking machine business in the Southern States. He has been actively engaged in this field since 1906; has been active in the National Association of Talking Machine Jobbers, and was a prime mover in the formation of the Southern Victor Dealers' Association. He is thoroughly familiar with every detail of the phonograph business, wholesale and retail; and his personal supervision of the business of the new Company insures the very best service to dealers.

Mr. Upshaw has been connected with Elyea Company since 1910, and Mr. Rawson since 1916.

With the completion of the new arrangements, Sonora and Emerson Dealers in Georgia, Florida and Alabama will be assured of the kind of Distributing Service which makes Phonograph Dealers the leading merchants in their respective cities

SOUTHERN SONORA COMPANY

WM. A. RAWSON, Secretary

Distributors of Sonora Phonographs and Emerson Records and General Phonograph Supplies for Georgia, Florida and Alabama

310-312-314 Marietta Street

ATLANTA, GA.
PITTSBURGH'S NEW YEAR OUTLOOK
(Continued from page 95)

IST; January 30. Reinald Werrenrath. All will be heard at the Syria Mosque, except Emmy Destinn and Werrenrath, who will be heard at Carnegie Music Hall. Appended to the circular was a list of Victor record numbers of the above artists.

The wholesale Victor department of the C. C. Mellor Co. is now located in the new warehouse recently taken over by the company, where ample facilities are afforded for the expeditious handling of the large and increasing wholesale Victor trade, under the direction of John Fischer, the well-known manager of the department. The new quarters are within easy access of the Union Station and are equipped in a manner calculated to give the best of service to the Mellor patrons.

H. J. Brennan, manager of the Pittsburgh Talking Machine Co., Pathé distributors, is of the opinion that the New Year will be a very brisk one as far as business is concerned for the Pathé dealers. He said: "Our December trade was the largest in the history of the company and we are confident that the coming twelve months will see a marked improvement in Pathé sales." Mr. Brennan spent several days in New York and Brooklyn the past week.

"Emerson records are making a pronounced hit in this section and we believe that 1920 will be a bigger Emerson year than the past," said Jacob Hirsh, of the Emerson Sales Co. Mr. Hirsh stated that one of the factors in promoting the sale of Emerson records was the live advertising displays used by various dealers.

George Meyer, Jr., manager of the Brunswick-Balke-Collender Co.'s offices here, said that Brunswick phonographs were having a remarkable sale and that the Pittsburgh branch closed a very prosperous year. Mr. Meyer also stated that the introduction of the Brunswick records would prove an added incentive to Brunswick dealers to push sales of the Brunswick line.

Gray & Martin, the Jenkins' Arcade talking machine dealers, had a brisk season, it was stated, in Sonora and Cheney phonographs. They also handle the Emerson records.

The Reed Co., jobbers in the Regina phonograph and talking machine accessories, reported a record-breaking business for 1919. The future, it was said, was regarded as very bright.

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable Felts Motor Brake Felts
Motor Felt Washers Cabinet Strip Felt
Needle Rest Felts

We carry a large stock of well assorted merchandise which insures prompt deliveries.

FACTORIES

BROOKLYN, N. Y. 463-473 Nineteenth Street
CHICAGO, ILL. 732 Sherman Street

NEW UNIVERSAL DISPLAY FIXTURE

Product of Universal Fixture Corp., New York, Enables All Titles to Be Visible

Display fixtures have well proven their value to the talking machine dealer. With their help not only have sales been stimulated, but slow-moving merchandise has been easily sold. The Universal Fixture Corp., New York, have long specialized in the production of display fixtures for the talking machine dealer, not only for his records and record lists, but for his music roll and sheet music department as well. Not content to rest upon their past laurels, the Universal Fixture Corp. are planning to bring out many new ideas for the talking machine dealer during 1920. At the outset of the new year, they announce a new stock record fixture which has been recently designed to fill the wants expressed by many talking machine dealers. It is constructed of seven channel steel pockets, 13½ inches deep, each pocket holding twelve records and is admirably constructed. The Displayor, finished with two coats of ebony enamel, double baked, will be made in two sizes to accommodate ten-inch and twelve-inch records. With this accessory the dealer will be able to display each record with titles visible at a glance. The Displayor may be fastened to the wall.

The Cabinet & Accessories Company

LUNDSTROM CONVERTO CABINETS

Record Albums Record Delivery Envelopes Music Notecase Record Lites Fibre Needle Cutters
Phonograph Cabinets Table Cabinets, All Kinds Talking Machine Toys Brilliantone Needles Veltone Needles
Red, White & Blue Needles Polishers & Oils Recorders & Phonometers Wall-Rope Needles Record Cleaners Dust & Moving Covers

All from One Source

IN THE HEART OF NEW YORK

OTTO GOLDSMITH President
Seven superb models, listing from $85.00 to $350.00—all with the marvelous tone produced by the VITANOLA Tone Filter, a combination of sound producing and carrying devices which filter away all of the usual foreign noises.

Inquiries solicited from dealers interested in a high-grade, nationally advertised instrument, backed by a service which embodies everything that the word implies.

VITANOLA TALKING MACHINE COMPANY
908 WEST 35th STREET
CHICAGO, ILL.
NEW SONORA "AD" MANAGER
L. C. Lincoln Now in Charge of Sonora Advertising—Well Qualified for Post

Announcement has just been made by Geo. E. Brighton, president of the Sonora Phonograph Sales Co., New York, of the appointment of L. C. Lincoln to the post of advertising manager of the company. In the past, Frank J. Coupe has filled the position of manager of both the sales and advertising departments, but the phenomenal demand for the Sonora product has compelled him to devote the greater part of his time to the sales department.

Mr. Brighton states that the appointment of Mr. Lincoln, who has been the active head of the advertising department for two years, is in line with the company's policy of promoting those men whose ability keeps pace with the growth of the business. L. C. Lincoln is well known in the trade, having been associated with the phonograph and piano business for the past twelve years, both in a merchandising and advertising capacity.

Success means to do the right thing at the right time all the time.

DISTINCTIVE CHENEY ADVERTISING
Oil Paintings Used In January Series of Cheney Advertisements Strike New Note

A great deal of interest has attached to the debut of the Cheney in national advertising in the January issues of general publications. In a very novel way, the familiar household scenes have been cast aside and portraits of the instrument have been painted in oil. As in portraits of men and women, the instrument carries the center of attention and the background is merely suggestive of the setting. The merest trace of design indicates tapestry—a table in period design and a leathern shield indicate the type of room in which the instrument is located.

Reproduction of the illustrations from oil paintings gives the advertisements a richness and character which is very interesting—and although the details of design and decoration of the cabinets are but suggested, the casual observer gets as vivid an impression as though he had a photograph of the instrument before him. So many of the finest ideas in advertising persist, had already been adapted for phonograph advertising that it seemed difficult to imagine a new variation. Cheney advertising, however, stands apart from others distinctly, having originated a style all its own and in keeping with the message presented.

INDIANAPOLIS PATHE SHOP ACTIVE

INDIANAPOLIS, Ind., January 5.—The Pathé Shop under the management of the H. N. Ness Co., has been conducting an aggressive newspaper advertising and personal sales campaign that is putting Pathé machines and records into many homes in this city. Edgar R. Eskew is manager of the shop, which is modern in every detail. A large stock of Pathé records is carried and one side of the store is taken up with record racks which give access to any record without any waste of time. The rear of the showroom is used for demonstration booths.

CANTOR EXCLUSIVE EMERSON STAR
Popular Ziegfeld Follies Star Under Emerson Contract for Five Years

It was announced recently by the Emerson Phonograph Co., New York, that Eddie Cantor, the popular vaudeville star, had renewed his contract with the company, and according to the terms of his contract will be an exclusive Emerson artist for the next five years. Although Mr. Cantor's contract with the Emerson Phonograph Co. would not have expired until next October,

BE A LIVE WIRE—BE THE FIRST RECORDION DEALER IN YOUR VICINITY

REAL MERIT WINS

HIGHEST QUALITY MOTORS
Universal Tone Arms

THE Recordion HAS IT

Ten Superb Styles in Mahogany, Walnut or Oak

PLAYS ALL RECORDS PERFECTLY

Embodying
Individuality, Beauty in Design

$100 to $350

Tone Chambers of all Selected Woods
With Hand Carved Throats

Special Features are Patented

Booklet and Dealers' Prices on Request

Columbia Mantel Co., Inc.
Leonard and Devoe Sts., Brooklyn, N. Y.
The Heineman Motor

The Standard Motor
For High-grade Phonographs

HEINEMAN MOTOR No. 77

You Will Use This Motor Eventually—Why Not Now?

Over 1,000,000 Heineman No. 77 Motors in Use the World Over

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

OTTO HEINEMAN, Pres.

Machine and Record Displays Attract Much Attention From Many Dealers Attending the Big Furniture Exhibition—What Some of the Displays Presented

GRAND RAPIDS, Mich., January 5—Hundreds of retail furniture men from all over the United States will have a real introduction to the talking machine industry during January through exhibits of manufacturers in the big furniture exposition buildings and in local factories and salesrooms. At the beginning of the semi-annual furniture exposition, in which the talking machine played no insignificant part, it was estimated that at least one-third of the retail furniture dealers, the United States were handling talking machines. At the time of writing the end was not yet in sight, but the chances were that the percentage would be increased by the end of the exposition.

The talking machine was represented in nearly every one of the big furniture exhibition buildings, and some buildings housed several of these exhibits, all comprising the very latest in cabinets and mechanisms. There were no exclusive record exhibits, but some of the manufacturers of machines put out their own records and in these displays the records were prominent. Such a display was that of the United Phonographs Corp., with factories at Sheboygan, Wis., Fort Washington and Grafton, Wis., and laboratories at New York City. This corporation, whose exhibit was located in the Manufacturers' Building, showed nine different models of the Puritan machine, all new insofar as having the tone cabinet at the bottom of the cabinet was concerned.

The corporation also had a fine display of the new lateral cut records which it now is putting out, being right up to date on releases and having a fine line of posters, etc., for retail dealers handling these records. The new style bulge cabinet was prominent among the machines shown.

One of the features of the exhibit was a stripped machine to show the workings of the three-spring noiseless motor, which plays seven records with one winding, and the tone chamber. The company also had a good supply of its newly published magazine, "The Puritan," issued to its dealers.

In Grand Rapids, it was announced, Chaffee Brothers Furniture Co. is now handling the Puritan exclusively, and S. G. Devries also has become a retail representative.

In the Keeler Building was an exhibit of the Badger machine, manufactured by the Plymouth Phonograph Co., of Plymouth, Wis., this display comprising four styles, three cabinet machines and one table style. This company has been manufacturing talking machines only about three or four months.

In the Furniture Temple the Starr Piano Co., of Richmond, Ind., showed eight models of the Starr machine, including two new models, one with a cabinet of mahogany inlaid with maple, and the other of plain mahogany, the feature being the new record filing system in the cabinet. This filing system is the drawer variety, each drawer containing an album. The system was the new record filing system in the cabinet, which company will discontinue the making of cabinets. The Arolean Co. is now occupying the four upper floors of the Nelson-Matter Building with its Vocalion assembling department.

The Latefay Machine and Record Displays Attract Much Attention From Many Dealers Attending the Big Furniture Exhibition—What Some of the Displays Presented

New Lateral Cut

<table>
<thead>
<tr>
<th>Record</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>4050</td>
<td>&quot;Let the Rest of the World Go By.&quot; Burr and Campbell</td>
</tr>
<tr>
<td>4052</td>
<td>&quot;You Ain't Heard Nothing Yet.&quot; Jack Kaufman</td>
</tr>
<tr>
<td>4053</td>
<td>&quot;I Am Climbing Mountains.&quot; Shannon and Phillips</td>
</tr>
<tr>
<td>4054</td>
<td>&quot;I Might Be Your Once in a While. (from Angel Face).&quot; Harvey Hindermeyer</td>
</tr>
<tr>
<td>4058</td>
<td>&quot;That Wonderful Kid from Madrid.&quot; Billy Murray</td>
</tr>
<tr>
<td>4060</td>
<td>&quot;I Don't Want Me When You Had Me.&quot; Bert Harvey</td>
</tr>
<tr>
<td>4062</td>
<td>&quot;All the Quakers Are Shoulder Shakers.&quot; Bert Harvey</td>
</tr>
<tr>
<td>4064</td>
<td>&quot;O, What a Little Whopper (from The Little Whopper.&quot; Billy Murray</td>
</tr>
<tr>
<td>4066</td>
<td>&quot;You Didn't Want Me When You Had Me.&quot; Bert Harvey</td>
</tr>
<tr>
<td>4068</td>
<td>&quot;You'd Be Surprised.&quot; Bert Harvey</td>
</tr>
<tr>
<td>4070</td>
<td>&quot;That Wonderful Kid from Madrid.&quot; Billy Murray</td>
</tr>
<tr>
<td>4072</td>
<td>&quot;I Am Climbing Mountains.&quot; Shannon and Phillips</td>
</tr>
<tr>
<td>4074</td>
<td>&quot;I Might Be Your Once in a While. (from Angel Face).&quot; Harvey Hindermeyer</td>
</tr>
<tr>
<td>4076</td>
<td>&quot;All the Quakers Are Shoulder Shakers.&quot; Bert Harvey</td>
</tr>
<tr>
<td>4078</td>
<td>&quot;You Didn't Want Me When You Had Me.&quot; Bert Harvey</td>
</tr>
</tbody>
</table>

The Latest Hits! All New York is Dancing to Them!—ON—

ZIPPER, BAKER and JOHNSON Phone
Z. B. J. 5949
Distributors of Okeh Records
Needles for
Dance Records 100 Chambers Street
New York, N. Y.
NEXT to its surpassing qualities for tonal reproduction, the artistry of Bush & Lane construction is its distinguishing characteristic. In any setting it is an ornament of which the owner may well be proud.

But best of all is its faithful reproduction of the tone qualities implanted in any standard record. Scientific principles, carried out by thorough methods of construction in the Bush & Lane factories—among the largest and finest in the musical instrument industry—are responsible for this tonal superiority, a fact which can easily be demonstrated by the dealer or salesman.

Bush & Lane Piano Company

Factory and Offices, HOLLAND, MICHIGAN
ORGANIZE NEW DISTRIBUTING HOUSE

E. N. Upshaw and W. A. Rawson Buy Controlling Interest in Southern Sonora Phonograph Co. and Will Be Known as the Southern Sonora Co., With Headquarters in Atlanta

An event of unusual interest to the trade in the southern states is the announcement that E. N. Upshaw and William A. Rawson, formerly of the Elyea Co., Victor distributors of Atlanta, Ga., have bought the controlling interest in the Southern Sonora Phonograph Co., Selma, Ala., who are Emerson and Sonora distributors. They will move the business to Atlanta, Ga., by January 15. The new firm will be known as Southern Sonora Co., and will be located at 310-312-314 Marietta street. E. N. Upshaw will be president of the corporation and general manager of the business. Mr. Rawson will be secretary. The new firm will do an exclusive wholesale business and distribute the Sonora phonograph, Emerson records, and general phonograph supplies throughout the States of Georgia, Alabama and Florida.

Mr. Upshaw, who will have direct charge of the business, is one of the best known men in the wholesale talking machine business in the southern states. He has been actively engaged to promote the dealers' interests and is a most ardent believer in the future of the industry. Mr. Upshaw has been associated with Elyea Co. since 1910, and Mr. Rawson since 1916.

The Southern Sonora Co. have at the present time a well established business in their territory. During the two years in which they operated from Selma, Ala., they have placed the line with the most representative dealers in their territory. In fact the interests of their dealers became so important that it was imperative that the business be moved to a distributing center such as Atlanta, and placed in charge of an experienced phonograph man who could devote all of his time to the business. With the completion of the new arrangements, Sonora and Emerson dealers in Georgia, Alabama and Florida can now be assured of the kind of distributing service which makes phonograph dealers the leading merchants in their respective cities. Mr. Upshaw will continue his good work in lining up dealers and expects a banner business during the coming year.
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 it 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
General Phonograph Corp. Holds Sales Conference

Fourth Annual Affair Attended by Executives and Salesmen From All Parts of the U. S. and Canada—Important Topics Discussed—Dinner and Theatre Party Add to Enjoyment

The fourth annual sales conference of the General Phonograph Corp., New York, was held December 29 at the Hotel Astor, New York, and was attended by the members of the company's sales organization from all parts of this country and Canada, together with the executives and factory heads. Otto Heineman, president of the General Phonograph Corp., was chairman of the conference, and many vital problems were discussed at the meetings which were held on Monday and Tuesday.

On Sunday evening the visitors and the executives were the guests of Mr. Heineman at an informal dinner given at the Hotel Majestic. This dinner was in the nature of a pow-wow and "get-together" meeting, and gave the members of the company's sales organization an opportunity to become better acquainted with each other before starting the serious work of the conference.

On Monday morning the meetings were officially opened in the Laurel Room at the Hotel Astor, when Mr. Heineman gave a message of welcome to the members of his organization. He expressed a business for the coming year.

In a brief address of welcome Mr. Heineman commented upon the fact that the orders already booked for 1920 show a substantial increase over the entire business closed by the company during 1919, and as a basis for comparison the sales for 1919 were 250 per cent greater than the sales totals of 1918. This announcement was received with enthusiastic applause, and every member of the sales organization pledged a business for the coming year that would double the record-breaking figures of 1919. At the close of the dinner the party visited the Winter Garden, where the "Passing Show" was thoroughly enjoyed.

On Tuesday morning the conference adjourned to the new $2,000,000 Newark works of the company, where the morning was spent in a trip through this mammoth plant. The sales organization was greatly impressed with the wonderful facilities now afforded the Meisselbach division, and this factory tour was a revelation in many respects.

After a luncheon at the "Downtown Club" in Newark the members of the party returned to the factory, where the following addresses were made: "Modern Industrial Plants," by Adolph Fuhr, general sales manager, record division; "Recent Decisions of the Courts Affecting the Phonograph Industry," by J. L. Lotsch, of the firm of Schechter & Lotsch; "How We Built Up Our Phonograph Business in Canada," by C. J. Pott, general manager of sales, Dominion of Canada; "How the Advertising Department Can Help," by C. C. Burnham, advertising manager; "The Joys of a Recording Laboratory and Factory Heads," by Louis Gruen, manager, Pacific Coast division.

At 6:30 the members of the sales organization and the executives were the guests of the corporation at a dinner given at the Hotel Astor. This dinner was marked by a spirit of good fellowship, which was reflected in the impromptu talks made by Otto Heineman, Adolph Heineman, W. G. Pilgrim, A. G. Bean, Jacob Schechter and others. In a brief address of welcome Mr. Heineman commented upon the fact that the orders already booked for 1920 show a substantial increase over the entire business closed by the company during 1919, and as a basis for comparison the sales for 1919 were 250 per cent greater than the sales totals of 1918. This announcement was received with enthusiastic applause, and every member of the sales organization pledged a business for the coming year that would double the record-breaking figures of 1919. At the close of the dinner the party visited the Winter Garden, where the "Passing Show" was thoroughly enjoyed.

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At the close of the conference the members of the sales organization expressed to Mr. Heineman their sincere appreciation of the practical value of the program which had been prepared for their conference. Before leaving for their respective posts in different parts of the country they assured the directors of the corporation that 1920 would far surpass any previous year in the company's phenomenally successful history.

Results That Count

The results of advertising now may be expressed in sales results six months from now. It is building for the future.

Our Victor Service in 1919 Was Up to the Minute

Our Victor Service in 1920 Will Be Up to the Second

Wholesale Victor Only

The Toledo Talking Machine Co.

Toledo, Ohio
The phonograph that seems to comprehend music

Faithful to the subtlest shade of the original, yet enriching this true rendition with a rare and delicate tone grace of its own; so fugitive, yet so perceptible that it approaches a personal interpretation—that is why the Dalion seems almost to understand music—to be sensitive to its inspiration—to comprehend its inmost meanings.

Quick Sales, Satisfied Customers, Bigger Profits

A music-hungry and purse-heavy America wants phonographs—wants them so keenly that dealers are clamoring for many millions of dollars' worth that the factories cannot possibly produce.

The national magazines are telling these prospects a picture-and-prose story of the Dalion that is establishing it firmly as a favorite phonograph. The Dalion is an easy-to-sell instrument—no other phonograph combines such genuine beauty of tone, exquisite, harmonious, cabinet design, with the one great exclusive selling feature—the Dalion "Auto-File"—the one record file that has perfected the handling of records, by automatically insuring the return of each record to its indexed compartment.

There is still a limited amount of territory for really aggressive dealers. These dealers will be protected on deliveries, for we have concentrated our facilities on a large-scale production that will take care of immediate demands. And these dealers will have all the benefits of the unique Factory and Wholesaler sales-service-and-distribution plan that has won for the Dalion the finest representation of great wholesalers in the country.

RIGHT NOW is the time to line up with a leader.
Your inquiry will bring full information.

MILWAUKEE TALKING MACHINE MFG. CO., Factory and Offices Milwaukee, Wis.
Featuring the Musical Possibilities of the Talking Machine

By William Braid White

(Note—This is the 43d of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, and in doing so, open up fields for sales expansion neglected hitherto. - Editor.)

UPHOLDING THE STANDARD

The very extraordinary conditions which continued to exist throughout the year which has just closed have, without a doubt, lifted the talking machine on to an entirely different plane. The talking machine was still, at that time, in a more or less infantile condition and its immediate future could not have been correctly anticipated by even the most enthusiastic and fact-scoring prophet. Today we find that what was a small and almost unrecognized industry has attained, as it were over night, to gigantic stature. The number of machines manufactured has increased enormously in spite of war-time restrictions and the absorption of the largest single producer in war-work. The number of manufacturers has been multiplied many times, while a whole army of useful and novel improvements, side-lines, supplies and parts has come to crowd the advertising columns of the Talking Machine World with its announcements and bids for favor.

The Immediate Question

It is evident on all hands that the far-seeing capitalists who are initiating or increasing their investments in this industry believe that it has before it a future immense in mere magnitude as well as in significance and public importance. The merchant who is selling talking machines and records at retail may safely trust to the judgment of these men aiding his success and need have no fear that they may be making mistakes. The important thought for the merchant is not so much the future as the present. It is rather as to the particular form which the distribution of the talking machine at retail is likely to take. Here the merchant has the control, and the final word is with him. More than this indeed. For if he works unwisely it is quite conceivable that the present hastily constructed retail framework of the industry may fall to pieces, and a new one be erected in its place which shall eliminate the present retailer entirely.

A little consideration will show what I mean. The wonderful work which the pioneers in manufacture and distribution have already done, as well as the very high-grade work which some of the younger houses are also doing, has educated the people to a fairly receptive condition of mind concerning the talking machine as an instrument and not as a toy. Now it takes an immense amount of patience, skill, time and money to achieve even a partial success in the education of the public along lines like these, and the process in this particular case is not yet complete by any means. A year or two of hesitation on the part of the great advertisers would suffice to destroy all the hardly won public appreciation and to put the industry in a position where it would find all the ground gained during past years torn from it and need again to be reconquered. The talking machine has obtained a hold on the public without a doubt; but that hold is not yet so firm as the superficial observer might imagine. It would not take much neglect to throw the industry back to the toy condition. This would simply mean the gradual and perhaps speedy elimination of the present retailers. It would mean that a few mail-order houses would corral the bulk of the distribution and that the entire field would be divided between them and a small number of high-priced exclusive machines made for the rich and the fussy few.

A Possible Calamity

The great manufacturers in such a lamentable event would find ways to take care of themselves. But the body of the retailers would be extinguished. This would be a real calamity, not only to the industry but also to the musical and cultural interests of the entire nation. We need the talking machine and we need it as a stimulator of musical appreciation. Without (Continued on page 105)

UNIVERSAL TONE ARM

Patented May 13th, 1919
Start the New Year right by using the right kind of a tone arm on your phonographs. The Empire tone arm and reproducer will help you increase your talking machine sales because of its correct construction and attractive design. We can make immediate deliveries now—so get started with us early.

WRITE FOR FOLDER AND PRICES

EMPIRE UNIVERSAL ATTACHMENTS
FOR EDISON PHONOGRAPHS

Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

Address all Inquiries to Chicago Office
EMPIRE PHONO PARTS COMPANY
Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO

"HOT STUFF!"

You'll say our SERVICE is all of that! Monthly deliveries of a newer, better kind of Record Delivery Envelopes, designed exclusively for Victor dealers.
Clip the coupon on page 49, or write for samples and circulars to
LU-FRANC SALES SERVICE
1202 Dime Bank Building, Detroit
The Queer New Record
That Plays So Long

Grey Gull Records, Two-in-One Style, have approximately twice as much MUSIC on each disc as the old-fashioned style.

They look just like the ordinary record, but every one of your customers that buys one gets DOUBLE VALUE. It's in the grooves—a special invention owned by us on which a patent is now pending.

For example, we reproduce "Keep the Home Fires Burning" and "The Long, Long Trail," both on one side of one 10-inch record—over 5½ minutes of REAL MUSIC. On the other side are "Madelon" and the "Marseillaise." These four pieces would ordinarily require two records, but we give them to you complete in one record, without extra charge.

Never for a moment forget that there are certain basic laws underlying all Business. If you give greater value than your competitors do, the Buying Public will inevitably drift your way.

Investigate by sending for samples. Ask for our "Dealer Proposition" or our "Distributor Proposition," whichever you are interested in. Use the coupon below, if you wish.

FILL OUT THIS COUPON AND MAIL
GREY GULL RECORDS, 295 Huntington Ave., Boston, Mass.
Please send prepaid, to address below, an easy-selling assortment of six Grey Gull Records, in your Two-in-One style, for which remittance of $3.00 is enclosed. Privilege of returning these records within ten days, at your expense, and obtaining a refund of the remittance is reserved. Also send your two leaflets, "Distributor Proposition" and "Dealer Proposition," and catalog of your records.

Name: __________________________
Address: ________________________
POSSIBILITIES OF THE TALKER
(Continued from page 105)

this stimulation the country will be aesthetically the poorer, and, by very much, less worth living in. The retailer has it in his hands during the next year or two either to make or to mar the future of the talking machine as an instrument of music.

As I have said, the people are partly converted already. But the work is not yet done. The talking machine is not yet accepted completely. It is still in some sense considered as a toy. Its virtue as a stimulator of musical feeling is not yet wholly apparent to the people. Its work as such a stimulator needs to be assisted in every way by the whole-hearted efforts of the merchants everywhere. In proportion as the merchants work along high-grade lines in their advertising, promotion and selling, they will build up public respect, finish the work of creating an assured place for the talking machine in the hearts of the people and put the machines to your customers, sell MUSIC. Don't sell machines, talk MUSIC. There is in three sentences to be found the secret of permanent success in the great industry to which we are all proud to belong.

Music!

To sell the highest grade and most expensive machines only, to sell the best records, to demand that every one employed in the business shall talk, sell, think MUSIC—this is to command success. Not only to command success for the individual but to do one's true part in making the foundation of permanent success for the entire industry. It is here that we have to begin and it is here we have to end. We can go on for a whole life-time without being able to exhaust this treatment of our subject; for we shall talk, sell, think MUSIC, this is to command success.

The merchant who makes up his mind that he will allow himself to be deceived by no superficial appearances, but will stick to the course of action which the logic of facts indicates, will much more be doing powerful work in assisting those manufacturers who, both in machines and in records, have held aloft the banner of high achievement. There is danger of a tendency towards the cheap and the corrupt in both elements of this, our great industry. These tendencies always arise at some stage in the development of a significant industry. They must be absolutely stamped out. The conduct and policy of the wise merchant will be steadily directed towards the destruction of all such mischievous tendencies. He will clearly see that his interests lie in building up, not in tearing down, and he will decline to be seduced from this course of wisdom by any superficial considerations or meretricious arguments of momentary expediency.

"Hold the Standard High." Let that be the wise man's motto for 1920!

OPENING OF WELTE-PATHE SALON
Christmas Shoppers Attracted in Large Numbers to New Pathe Shop—Officials of Pathé Frères Phonograph Co. Attend

The Monday before Christmas witnessed the opening of the new Pathe Salon of M. Welte & Sons on Fifth avenue at Fifty-third street. The opening was well attended by members of the trade and large numbers from the usual Fifth avenue holiday crowds. Officials of the Pathé Frères Phonograph Co. from the Brooklyn headquarters attended. If the auspicious manner in which this new Pathe Salon was opened is to be taken as guidance its future is well assured. As previously announced, this department will be under the able management of E. Paul Hamilton, who was for many years in charge of the talking machine department of Frederick Loeser & Co. Brooklyn department store.

VICTROLA XIV IN WALNUT FINISH

The Victor Talking Machine Co. has recently announced that the popular Victrola XIV is now being manufactured in American walnut finish, and, in limited quantities, will soon be available to the trade. The instrument is the same in design and equipment as the Victrola XIV mahogany, and will be catalogued at the same list price. The appearance of this new cabinet in walnut will be welcomed by dealers everywhere.
This trade-mark is a symbol of supremacy in every corner of the world.

YOU don't have to tell people what the Pathé red rooster on your window stands for. You may stake your reputation as a dealer on this: That they already know it and are entirely familiar with its significance—both as an identification of Pathé phonograph product and as an instantly recognized message of quality flashed daily on ten thousand motion picture screens.

You've got an asset in that red rooster and the Pathé name as big as the world-wide Pathé repertoire—as broad as the claims you can make for Pathé product—and as solid as the business you can build on the exclusive features and TONE and quality of both the Pathé Phonographs and Pathé Records.

PATHÉ FRÈRES PHONOGRAPH CO.
EUGENE A. WIDMANN, Pres.
10-56 Grand Avenue
Brooklyn, N. Y., U. S. A.

and London, England

The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto
This Feature is the Greatest Exclusive Phonograph Selling Point Today

The Pathé Sapphire Ball, which does away with old-fashioned steel needles, glides smoothly around the record. This round, polished jewel fits exactly into every record groove and accurately duplicates every shading of the selection. No needles to change; no needles to buy; always ready to play. No wear on the records.

PATHÉ FRÈRES PHONOGRAPH CO.
EUGENE A. WIDMANN, Pres.
10-56 Grand Avenue Brooklyn, N. Y., U. S. A.

and London, England The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto
ST. LOUIS DEALERS CLOSED REMARKABLE TRADE IN 1919

Warerooms Well Cleared Out of Machines and Records During Holidays—News of Increased Manufacturing Production Pleases—Splendid Advertising by Dealers Increased Sales

During the greater part of November and December the talking machine business ran clear away from the piano business. Many machines which the public had never heard of before sprung into the limelight of full-page advertising. The result is that in a great number of homes there are new makes of machines, where there would probably have been the old standard makes if these could have been obtained. Dealers are interested in what will be the result of this situation. They expect that some will want to make a trade-in when the standard makes become plentiful again.

Early in the month the Victor Co. announced in full-page advertisements that "Victor Output Reaches Normal," and that "The shortage in Victrolas will soon be relieved," and urging that the Victor be bought for Christmas. The result was an immediate and pronounced increase in the demand for Victor machines. Dealers, lacking the goods to meet the demand, found their ingenuity taxed to square their explanations with the Victor announcements.

The only thing that limited the volume of Christmas talking machine business was the scarcity of goods. There never was such a demand for talking machines and if dealers had had ample stocks and full assortments of styles unprecedented records would have been made. During the greater part of November and December the talking machine business ran clear away from the piano business. The piano demand dropped off but the talking machine demand was maintained and increased from day to day. The demand for records kept pace. This was particularly strong during the few days just preceding Christmas. Record sales were also remarkably good during the Christmas holidays. Everything points to a steady continuation of the talking machine demand and dealers are all hoping that there will be an early acceleration of production.

E. C. Roth, secretary and manager of the Koerber-Brenner Music Co., distributors for the Victor, started the New Year right by leaving for the Victor factory to examine into the prospects for increased production. He planned to spend a few days in New York. Mr. Roth also said that delays in shipments were growing serious, some shipments requiring eighteen days instead of five or six.

Manager J. F. Ditzell, of the Famous & Barr Co. music department, put the Cheney on the St. Louis map with an aggressive advertising campaign. He used five full pages and six half pages in expatiating upon the merits of the Cheney and the public seems to have concluded that the Cheney was a pretty good machine to buy, for Mr. Ditzell says the advertising justified itself by the sales that it produced. The Christmas business of the music department, he says, was the greatest in its history and more than double that of 1918, with the talking machine department receiving its share of the credit. Employees of the talking machine department received on December 31 bonuses based on their length of service with the firm. Work began January 1 on alterations on a general plan which is intended to provide additional room for the talking machine department.

Piano salesmen and automobile accessories salesmen were drafted the three days before Christmas to help the talking machine department of the Field-Lippman Piano Co. handle the rush of buyers of records. The record sales for the holidays were four times as great as the previous year. The sales were particularly heavy on the three days before Christmas. The firm was able to fill all its orders for Victors and Brunswick, but on Christmas eve its stock was exhausted.

H. J. Arbuckle, manager of the Grafonola Shop, ran short of Columbia period machines and the big M styles quite a while before Christmas, and some of the orders for those machines are still waiting. He says the record sales were unprecedented and that they continued strong until Christmas.

Theodore Maettin, of the Kieselhorst Piano Co., secretary of the Tri-State Victor Dealers' Association, spent part of the holidays hunting in the Ozarks with Charles Mueller. He expected to shoot some wild turkeys but did not get near enough. They brought back plenty of quail and rabbit, however. The Tri-State Victor Dealers' Association, which was quiescent during the holiday rush, will resume activities the latter part of the month. The date for the meeting has not been announced.

F. L. Augustine, formerly with the Thiebes Piano Co., has been placed in charge of the talking machine department of the P. A. Stack Piano Co.

The Silvertone Music Co. tried to meet the shortage of large Edison machines by delivering small machines, to be replaced by large ones when orders could be filled. After fifty small machines had been placed under this arrangement, and there were no more on hand for the purpose, a customer insisted upon buying a $295 instrument, although there were none in stock. The sale was made and he was given an $800 machine to use until the others arrived. All salaried employees received a bonus of 10 per cent of their annual salaries for Christmas.

A talking machine department has been opened at the uptown store of the B. Nugent & Bro. Dry Goods Co. at Olive street and Vandeventer avenue. Columbias are sold exclusively

(Continued on page 113)

The Steger Phonograph

"New to this store—but tried and true"

"This Store" is John Wanamaker's. And some very complimentary things are said, in this John Wanamaker announcement, about the Steger phonograph.

John Wanamaker advertisements are not much given to dealing in superlatives; a fact which makes such a statement as the following all the more impressive:

"We chose this instrument because it appealed to us as being worthy—as an instrument that could be sold with a guarantee as iron-clad as any."

We are willing to let the Steger phonograph speak for itself. It is a "worthy" instrument and needs no superlatives.

The Emerson Record Sales Co., Inc.

Exclusive Metropolitan Distribution for Emerson Records and Steger Phonographs

6 West 48th Street New York City
Have you noticed how many makers who formerly considered themselves leaders in the phonograph industry are now following the leadership of the Windsor Console Phonograph?

The success of the Windsor Console Phonograph seems to have inspired these makers to accord the Windsor the most sincere form of flattery.

When we decided to make phonographs we did not try to copy or imitate the cabinets of some other maker, but we originated a cabinet of our own, the Windsor Console Phonograph, patented November 9, 1915, and September 24, 1918.

The acknowledged leader of all phonographs, "The Windsor," is sold direct from the factory to the dealer, no jobber's profit to pay.

We invite progressive dealers to consider the Windsor when making their plans for the coming year.

An attractive catalogue on request to dealers only.
Lyric Lateral Records

NOW IN QUANTITIES

Right Now, Investigate
These Quality Records
They Invite Comparison
Quantity Deliveries

Latest Popular Songs  Operatic Arias  Hawaiian
Dance Hits  Instrumental Solos  and
Standard Songs  Band and Orchestra  Novelty Records

A catalog containing all that is best in the world's musical literature and the exclusive recordings of the

SISTINE QUARTET

Lyric Records are Quality Records

Send for Catalog

LYRAPHONE CO. of America
117 Mechanic Street, Newark, N. J.
as at the downtown store. Manager C. F. Shaw reports that business has greatly improved since the downtown department was moved from the annex to the main building. The department is now advantageously located close to the rest room, part of which has been utilized for demonstration booths. George Foster has taken a position with the talking machine department.

The Baldwin store is now carrying a line of the Widdicomb talking machines, manufactured by the Widdicomb Furniture Co., of Grand Rapids, Mich.

Manager J. W. Medairy, of the Grand-Leader talking machine department, reports good sales of Sonoras, which were featured in the Christmas advertising.

Welch & Co. have leased the building formerly occupied by the Wurlitzer Co. at 1109 Olive street. They are handling talking machines.

The talking machine department of the Scruggs, Vandervoort & Barney Dry Goods Co. has opened a special shop in the basement for the sale of Victrola records of popular music.

The big Victor dog which was missing for a time from in front of the Kieselhorst Piano Co. store is again on watch, listening to its master's music. Manager John McKenna, of the Columbia department, is in charge of the Widdicomb talking machines, manufactured by the Widdicomb Furniture Co., of Grand Rapids, Mich.

Manager J. W. Medairy, of the Grand-Leader talking machine department, reports good sales of Sonoras, which were featured in the Christmas advertising.

NEW SCALE OF GRAFONOLA PRICES

Increased Cost of Production Necessitates Raise in Retail Prices of Certain Styles

George W. Hopkins, general sales manager of the Columbia Graphophone Co., New York, announced this month a new scale of prices for Columbia Grafonolas, effective immediately. This scale is as follows:

<table>
<thead>
<tr>
<th>Price</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>$32.50</td>
<td>E-2</td>
</tr>
<tr>
<td>$50.00</td>
<td>G-2</td>
</tr>
<tr>
<td>$75.00</td>
<td>H-2</td>
</tr>
<tr>
<td>$120.00</td>
<td>K-2</td>
</tr>
<tr>
<td>$150.00</td>
<td>L-2</td>
</tr>
<tr>
<td>$200.00</td>
<td>E-2 with shelves</td>
</tr>
<tr>
<td>$250.00</td>
<td>E-2 with racks</td>
</tr>
</tbody>
</table>

In this list of prices there has been no change in price on the C-2, D-2, K-2 and L-2.

In a letter to his organization announcing these new prices Mr. Hopkins stated, in part, as follows:

"No one cause brings about a change in price; combination of causes and circumstances make it necessary. We have been interested in tracing the reason for the tremendous increase in cost of everything made from wood. We find that due to conservatism on the part of owners of forests, less wood is being cut at the present time than for many years in the past. This means a shortage of wood available for the making of furniture, phonographs and woodwork of all kinds."

"The shortage naturally is reflected in the price of anything made of wood and combined with the increased cost of raw material and increased wages paid all along the line necessitates our making a change in prices of Columbia Grafonolas."

"Even with the change there has been less advance in the price of Columbia Grafonolas than in any product sold in the United States. It has been our desire not to increase the cost any further than is absolutely necessary."

E. L. GINSBURG'S NEW POST

E. L. Ginsburg, the well-known traveling representative, who has been connected with some of the larger houses in the talking machine industry, recently joined the sales staff of Brown- McManus & Co., New York distributors of Regina phonographs, Trimpoint needles, Lyric records and Connemara music rolls, and will represent that firm in upper New York state.

O. C. Dorian, general manager of Pathé Fréres, Toronto, Ont., is again at his desk after an absence of several weeks due to a severe illness.

Lyric (Lateral) Records

Visiting the Show?

Stop in at 51 East 42nd Street
(NEAR THE COMMODORE HOTEL)

And hear the

Latest Lateral Lyric Records
They Are Great

These records are the hit of the New Year. If you can't visit us drop us a line, and we will send you full particulars.

BROWN, McMANUS & CO.
DISTRIBUTORS

51 EAST 42nd STREET, NEW YORK
Crystal Edge MICA Diaphragms
THE STANDARD OF QUALITY AND SERVICE
PHONOGRAPH APPLIANCE CO. 109-113 West Broadway, New York

RECENT SONORA LITERATURE

Latest Publication Devoted Exclusively to Sonora Period Models—Handsomely Illustrated and Very Beautifully Produced Both From Literary and Typographical Standpoints—Dealers Enthusiastic Over Book

An artistic publication, devoted exclusively to Sonora period models, has just been issued by the Sonora Phonograph Sales Co., New York. The book is handsomely illustrated, and in every detail is in complete accord with the international prestige of Sonora phonographs, and the distinctive beauty of the period designs presented.

The frontispiece of this new publication refers to the contents of this period catalog as follows: "Sonora period designs—created for the satisfaction of those who believe that the phonograph should harmonize with the decorative style of the room in which it is used." This is followed by an introduction that gives valuable and interesting information regarding the true importance and far-reaching scope of the period model phonograph. In part this introduction says:

"In developing the cabinets for these period models, Sonora has had in mind two things. First—that they shall be true reproductions of the periods characterized. Second—that the external appearance of the cabinets shall be without the usual phonograph characteristics so pronounced in the uprights. Thus will the Sonora period style phonographs appeal to those who have taken great pains and spared no effort and expense in the furnishings and decorations of a room in which it is desired to place a phonograph truly in keeping with such interior."

The various Sonora period models are illustrated in a delicate sepia ink, and accompanying each illustration is a facsimile reproduction of a famous painting incidental to the particular period represented by the phonograph. Facing these illustrations, which occupy a full page, there is featured a brief description of the principal characteristics of each period of furniture. This description is valuable and informative, and can be used to excellent advantage by Sonora representatives and their salespeople. For example, the description of the Gothic model reads as follows:

"Whether the nationality be French, German, Spanish, Italian or English, the Gothic possesses a universal religious symbolism and a common floriation. During the reign of Henry III color was introduced to enrich the tracery and bring out the sentiment and mysticism of the design, which invariably expresses the monastic life of this period. The Gothic Sonora is embellished in polychrome, and the beautiful carved effects, dignified and classic in execution, suggest the cloister of the fifteenth century."

Following the general description outlined above there is given detailed information as to the tonal and mechanical qualities of each instrument, such as wood, cabinet, tone quality, motor, motor meter, tone passage, tone-arms, tone modifier, automatic stop, record accommodations, needles and certificate of guaranty.

Among the handsome Sonora period models which are shown to excellent advantage in this new publication are the following: Gothic, Italian Renaissance DeLuxe, French Renaissance, Jacobean, William and Mary, Queen Anne, Chippendale, Adam DeLuxe, Sheraton, Louis XV, DeLuxe, Louis XVI, Louis XVI DeLuxe, Louis XVI Colonial, Duncan Phyfe and Adam.

Sonora dealers who have received a copy of this new publication are most enthusiastic regarding its handsome appearance and valuable contents, and the Sonora advertising department has been congratulated upon the production of a book that is an important addition to the extensive library of high class Sonora literature.

Natural Voice Phonograph Co.
ONEIDA, N. Y.

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire

Natural Voice Phonograph Co.
ONEIDA, N. Y.
See Us
At the Show

We'll be there—So, if you are there—you'll surely want to see, and you'll become enthusiastic, too—about this wonderful phonograph innovation—the circular machine with the lamp attachment.

The Modernola has individuality, wonderful tone. 'Twill win you at the

National Music Show
and Conventions
New York
FEBRUARY 2-7

THE MODERNOLA CO.
JOHNSTOWN, PA.
You Profit Directly and Indirectly with the

Lundstrom
CONVERTO
PATENTED DEC. 11, 1917
Talking Machine CABINET

You profit directly in two ways—(1) by sales of Convertos to present owners of portable Victors and (2) by sales with portable Victors, to new purchasers.

You profit indirectly in two ways—(1) through increased record business, stimulated by Conerto sales to present owners and (2) through having an effective means of successfully meeting the competition of low-priced cabinet machines.

For these reasons the Conerto is carried as standard equipment by Victor dealers all over the country.

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

Lundstrom "Conerto" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

Conerto
Wholesale Distributors

Albany, N. Y. — Griswold & Hove Co., Inc.
Atlanta, Ga. — Phillips & Crew Piano Co.
Baltimore, Md. — Cohen & Hegyes
L. J. Drew & Sons Co.
Birmingham, Ala. — Talking Machine Co.
Buffalo, N. Y. — W. D. & C. N. Andrews
Burlington, Vt. — American Phonograph Co.
Butte, Mont. — Orton Bros.
Chicago, Ill. — Lyon & Healy
Cincinnati, O. — The Rudolph Wurlitzer Co.
Cleveland, O. — Cleveland Talking Machine Co.
The Callister & Sayle Co.
The Eclipse Musical Co.
Columbus, O. — The Perry B. Whitsitt Co.
Dallas, Tex. — Sanger Bros.

Denver, Colo. — The Knight-Campbell Music Co.
Des Moines, Ia. — Michel Bros.
El Paso, Tex. — El Paso Music House
Honolulu, Hawaii — The Talking Machine Co. of Hawaii
Kansas City, Mo. — J. W. Jenkins' Sons Music
Schneider Arm Co.
Memphis, Tenn. — O. E. Hensel Piano Co.
Milwaukee, Wis. — Esher Talking Machine Co.
Mobile, Ala. — Reynolds Music House
Newark, N. J. — Collings & Price Co.
New Orleans, La. — Phillip Werlein, Ltd.
New York, N. Y. — Emanuel Blaut
C. B. Biers & Son, Inc.
The Cabinet & Accessories Co., Inc.
The Eclipse Musical Co.
Omaha, Neb. — Michel Bros. Co.

Pittsburgh, Pa. — W. F. Frederick Piano Co.
C. C. Bier Co., Ltd.
Standard Talking Machine Co.
Portland, Me. — Creasy & Allen, Inc.
Providence, R. I. — R. J. Samuels & Bros. Inc.
Richmond, Va. — The Conley Co., Inc.
San Francisco, Cal. — Walter S. Gray
Sioux Falls, S. D. — Talking Machine Exchange
St. Paul, Minn. — W. J. Dyer & Bro.
Syracuse, N. Y. — W. D. Andrews Co.
Toledo, O. — The Toledo Talking Machine Co.
Washington, D. C. — Cohen & Hughes
B. P. Drew & Sons Co.
OPEN NEW EASTERN OFFICES

Cheney Talking Machine Co. Open Commodious Quarters—Mr. Bertail to Assist Burton Collier—To Exhibit at Music Show at Grand Central Palace

The Cheney Talking Machine Co. of Chicago announce the opening of new Eastern offices in the Altemeare Building, 1107 Broadway, at 24th street, New York, where they have commodious quarters in which to display to the visiting trade the complete line of Cheney phonographs in period and art models. Bertail Urquhart, well and favorably known in the music trades and recently resigned as sales manager of the Sola-loe Co., has joined the Cheney organization and will relieve Burton Collier in the Eastern territory, so that he may give more attention to the Cheney interests in other directions. Mr. Collier will continue his headquarters at the New York office and will spend much of his time in Michigan and at the Cheney factory in Grand Rapids, where in their permanent sales office a special exhibit will be shown during the furniture market in January. The Cheney phonographs will also be exhibited at the National Music Show at the Grand Central Palace, New York, February 2nd to 7th, where the Cheney forces will be fully represented. Plans for a largely increased production during the coming year will permit a healthy addition to the list of Cheney dealers as well as giving the service to dealers which the unprecedented demand has made difficult to maintain heretofore.

NEW PATHE FRERES STOCK ISSUE

$1,000,000 Issue of Debentures Latest Expansion of Pathe Organization

Montgomery & Co. are offering at 100 and accrued dividend, to yield 8 per cent, $1,000,000 of Pathe Freres Phonograph Co. 8 per cent cumulative sinking fund debenture stock.

The company's net quick assets are equal to $696,168. A share of debenture stock. Its net earnings for one year will permit a healthy addition to the list of Cheney dealers as well as giving the service to dealers which the unprecedented demand has made difficult to maintain heretofore.

PREPARE VICTOR REGISTER BOOK

W. D. & C. N. Andrews Offer Useful Book to the Trade to Take the Place of the Book Formerly Issued by the Victor Co.

BUFFALO, N. Y., January 7.—W. D. & C. N. Andrews, Victor wholesalers of this city, have prepared for Victor dealers a very useful register for keeping a complete record of each machine. At one time the Victor Talking Machine Co. furnished their dealers with a register for Victrolas for keeping a record, showing the date received, date sold and to whom. These can no longer be obtained. The value of a book of this kind for the dealer's information is as great now as ever.

Having had many calls for something to take the place of this register, this house has prepared one of its own and this register was ready for the trade on January 1. The book is described as follows:

"It is a loose-leaf ring binder, 11½x9½ inches, of a good grade which will last for years. There will be index sheets labeled with the different types of machines as, IV, VI, VIII, etc. Another sheet will be for the recording of orders placed with the jobber, a separate sheet for each model. If properly kept you will be able at any time to tell the balance still on order of any or all types. Still another sheet will be for the registration of each machine, showing jobber from whom the Victrolas are received, date received, date sold, and to whom sold. There will be furnished with each cover one set of eleven index sheets, fifteen order sheets and twenty-five register sheets. As the order and register sheets are printed both sides, these should suffice for one year. Additional sheets may be ordered from us."

SONORA TO INCREASE CAPITAL

Stockholders of the Sonora Phonograph Sales Co., at a special meeting called for January 20, will vote on a proposal to increase the stock from $6,000,000 to $7,250,000, by the issuance of $1,250,000 8 per cent cumulative preferred shares. They will also vote on changing the corporate name of the Sonora Phonograph Co.

BRILLIANTONE CO. CLOSE BIG YEAR

The Brilliantone Steel Needle Co. have completed the biggest year in their history. Demands for all grades and styles of Brilliantone needles have been phenomenal, and the demand has extended over and into the New Year. B. R. Forster, president of the company, reports that every indication points towards 1920 exceeding the big record of last year. Mr. Forster will shortly leave for an extended trip and L. J. Unger, of the travelers' sales staff of the Brilliantone Steel Needle Co., has left for a trip to Canada, where Brilliantone steel needles are also highly popular.

NEEDED ON EVERY

Victrola and Grafonola

No. 10 FOR VICTOR PRICE 35c

The Cleanrite RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them

Circular and Price List Mailed on Request

Manufactured by

Blackman TALKING MACHINE CO.

81 Reade Street  New York

Victor Distributors
Announcing the Greatest
Talking Machine
Proposition the Trade
Has Ever Seen

This is the first announcement of the Crippen Interpretone Talking Machine. And, in my opinion, it is the most important announcement the talking machine world has seen since the advent of the phonograph.

The Crippen Interpretone is ten years ahead of all other machines in the matter of tone.

I have spent years in the music trade as a retailer, manufacturer, inventor and tone expert and I know tone and the elusiveness of its character, and I tell you you can hear a quality and character of tone in my talking machine you cannot hear in any other talking machine made.

In my machine the tone comes out free and open. The tone is not confused and smothered as if it were being produced in a box. For the first time talking machine dealers will have a real stimulant to the sale of records.

For the time being, until I can get production up to somewhere near the demand, I am going to confine my effort to one style and size of machine. And while all talking machines are more or less alike in general appearance, yet this single initial machine of mine is different.

It is just so far ahead of all other talking machines in every respect that makes for salability, that I make this as my initial proposition:

I will send any reputable talking machine dealer one of these machines by express at my expense. If after trying and testing it beside the machines you are now selling it is not a good 20 dollars better than any talking machine you have ever seen in size, finish and general character of cabinet work, and if it hasn't a better tone than any you have heard in any talking machine at any price, you may ship it back, also, at my expense.

If it is as I say it is, the best talking machine proposition on the market, barring none, and you believe you can handle it so that we can both make some money, then we will quickly get together on the minor details.

The Crippen Company, Inc., 437 Fifth Avenue, New York
THE Crippen Interpretone Talking Machine is ten years ahead of any other talking machine made, and is by far the biggest thing I have ever done.

President

To the Trade:

The Geo. A. Long Cabinet Company of Hanover, Pa., has refused to take out a Royalty License to operate under the Beecroft Patent No. 1244944 covering a moulding for the top of record cabinets.

They claim to have an irrevocable license to manufacture and sell cabinets with this patented moulding.

Beecroft & Blackman, Inc., deny the existence of any such license and have brought suit under the patent against them for infringement, damages and an injunction.

The Beecroft patent moulding is used mostly on Record Cabinets for the Victrola IX.

A number of cabinet manufacturers have taken out licenses to manufacture and sell, on a royalty basis, cabinets containing the Beecroft patented moulding.

The trade is respectfully advised that we intend to enforce the Beecroft patent against infringement by anyone who makes, sells or uses cabinets containing this patented moulding without our license and consent.

It is proper for the trade to protect itself against actual and contingent liability for infringement by ascertaining the possession of a written license by the manufacturer who claims to operate under the Beecroft Patent, or the existence of facts sufficient to constitute such a license.

All cabinets manufactured under the Beecroft Patent have, affixed to the patented moulding, a license label.

As the Geo. A. Long Cabinet Company have published a statement regarding our suit against them, we consider it proper to advise the trade of our attitude, as above.

Very truly yours,

BEECROFT & BLACKMAN, INC.

J. Newcomb Blackman,

Treasurer.
THE EDISON NEW YEAR MESSAGES

Officers and Department Heads of Thos. A. Edison, Inc., contribute New Year Resolutions for Elite Booklet Sent to All Representatives During the Holiday Season

"The big bunch of the U. S. A. and Canada" who represent the interests of Thomas A. Edison, Inc., featuring the New Edison with its Re-Creations and the Edison Amberola, received a New Year message of a most unusual and interesting character. The message took the form of a substantial booklet setting forth the New Year's resolutions at the Edison laboratories and contained brief messages from the officers of the company and all department heads, from Thomas A. Edison himself down the line. At the side of each message appeared the portrait of the author, and each statement was signed, in facsimile, with the writer's signature. There were thirty-four resolutions in all, and if only half of them work out according to schedule then the Edison representatives throughout the country are assured of a machine and record production and a volume of business surpassing all previous records.

PATHE USED IN MUSICAL SHOW

Manager of Denver Music House Furnishes Pathe Machine for Use at Local Theatre

Denver, Colo., January 5.—C. P. Adams, Jr., manager of the Pathe department of the Daniels & Fisher store in this city, recently received the following letter from B. S. Bachelder, who is manager of Mitzi in "Head Over Heels," who represent the interests of Thomas A. Edison himself down the line. At the side of each message appeared the portrait of the author, and each statement was signed, in facsimile, with the writer's signature. There were thirty-four resolutions in all, and if only half of them work out according to schedule then the Edison representatives throughout the country are assured of a machine and record production and a volume of business surpassing all previous records.

HOUSING THE YEAR'S MESSAGE

Murray Opens Attractive New Victor Waterrooms in That City

A most attractive Victor store was recently opened at 305 Brady street, Davenport, Ia., by L. A. Murray, who is already well known in the talking machine trade, through his connection with the Murray Co. and the Harned-Von Maur store in that city. The new shop is very handsomely appointed and modernly equipped. A complete installation of Unico booths, racks and record counters is one of the features. The interior decorations are in cream, white and mahogany, and their attractiveness is accentuated by the rich, dark blue velvet carpet covering the floor.

JOBBERS FOR LESLEY'S VARNISH

Mooney-Mueller-Ward Co. and the Baldwin Miller Co. Recently Appointed

Indianapolis, Ind., January 7.—Lesley's Chemical Co. of this city, manufacturers of patching varnish, piano polish and finishers' supplies, recently completed the enlargement of their factory and has added three handsome demonstration booths, making a total of five. It is to be expected that Mr. Berkley's long experience in the talking machine field will enable him to present many ideas of importance and value in his new situation.

PARKS MUSIC HOUSE ADDS BOOTHS

Growing Louisiana Dealer Improves Store for Holiday Trade and Finds Marked Increase in Demand for Machines and Records

Louisiana, Mo., January 5.—The Parks Music House Co. has completed the enlargement of its talking machine department and has added three handsome demonstration booths, making a total of five. It is to be expected that Mr. Berkley's long experience in the talking machine field will enable him to present many ideas of importance and value in his new situation.

NEW PREMIER RELEASES

OPERATIC

A 20040 La Bohème:—Duet-Leoni and Frascona:—Soprano and Tenor
12 in. | Rigoletto:—Solo-Millo Picco:—Baritone
20041 Zaza:—Solo—Ferretti—Baritone
10 in. | Giaconda:—Solo—Ferretti—Baritone

INSTRUMENTAL

20042 Hungarian Dance—Rigo's Orchestra
10 in. | Hungarian Melodies:—Violin Solo—Rigo
20043 Hungarian Dance—Rigo's Orchestra
10 in. | Love and Spring—Violin Solo—Rigo

NEW FOREIGN RELEASES

FOR FEBRUARY

Italian—Polish—Hebrew—Jewish—Scandinavian
All large size—All popular selections

Complete Catalogues in these languages—also Bohemian
Russian
Spanish

EMERSON INTERNATIONAL, Inc.
45 WEST 34th STREET, NEW YORK
Phonograph Motors

Motors That Meet
YOUR Requirements

Quality Motors—Prompt Deliveries

We manufacture motors, tone arms and reproducers for some of the largest phonograph makers in the country.

Our product is guaranteed A-1 as to material, workmanship, silence and general qualities. An enlarged, completely equipped plant enables us to keep the supply up to the demand.

Covered on our material requirements, we can assure a reliable source of supply. The fact that leading phonograph concerns find our products satisfactory in every way is sufficient recommendation of their high quality and mechanical perfection.

Phonograph makers, jobbers and dealers needing a dependable supply of motors and tone arms will find it greatly to their advantage to get in touch with us at once.

SALES DEPARTMENT

UNITED MANUFACTURING & DISTRIBUTING CO.
LAKE SHORE DRIVE AND OHIO ST. CHICAGO, ILL.
SALES ORGANIZATION CONVENTION

Officials of General Phonograph Corp. Branches Get Together and Exchange Ideas—All Report Banner Year in 1919 and Have Great Expectations for Year Now Starting

At a recent convention of the sales organization of the General Phonograph Corp., one of the most valuable features of the conference was the interchange of ideas by the representatives of the various branch offices. For example, the Chicago office, which is under the able direction of S. A. Ribolbo, assisted by C. W. Neumeister, H. L. Coombs and an efficient staff, closed a phenomenal successful year in 1919, and they were very glad to tell their co-workers how they reached record-breaking sales totals. The staff of the General Phonograph Corp. of Illinois represents one of the most experienced and efficient sales organizations in the industry, and

H. L. Coombs and an efficient SALES ORGANIZATION CONVENTION

Predictions for Year Now Starting

[Messrs. Hibbard, Hager, A. Heineman, O. Heineman and Wright]

Sales Staff of Western Office

[M. Pott, general sales manager for the Dominion of Canada and A. Pollock, general manager of production for the Dominion of Canada, were among the most popular members of the]

Sole Distributors of the

Hoffay Airtight—A really wonderful machine—


Geo. A. Lowe Co.

Ogden, Utah

We Assure the Trade Best Service

Send Your Orders for

HOFFAY PRODUCTS

WILLS & PATON, Pty., Ltd.

Sole Agents for Australia

265 Collins Street

MELBOURNE, AUSTRALIA

also

7 Quadrant

LAUNCESTON, TASMANIA

DISTRIBUTORS OF

HOFFAY PRODUCTS

Southern California Music Company

Established 1880

332-334 S. Broadway, Los Angeles, Cal.

Other Stores Pasadena, Riverside, San Diego

BEST WISHES FOR

A HAPPY NEW YEAR

We Have a Few Exclusive Territories Open

HOFFAY TALKING MACHINE CO., Inc.

3 West 29th Street, New York City

MAKERS OF

Hoffay Air-Tight Phonograph—The Resurrectone

and the Air-Tight Tone Arm

NEW PHOENIX SUPPLEMENT COVER

Phoenix Trading Co. Adds to Present Line of Accessories—J. F. Lennon Joins Staff

The Phoenix Trading Co., New York City, factory representatives of a large number of the leading makers of talking machine accessories, have added a number of new accessories to their extensive line. A novelty is to be found in the new supplement cover, of which they are exclusive distributors in the East. This cover is printed to the needs of the dealer and contains the dealer's personal message, a page featuring the leading record of the month's list, a number of advertisements of various accessories carried by the dealer and a return postal order blank. This is in addition to the monthly record list which the dealer encloses. The color of the folder is changed with each month.

Joseph F. Lennon, at one time connected with I. Davega, Jr., Inc., has joined the traveling sales staff of the Phoenix Trading Co. Miss Jean Walk will take charge of the office sales and handle all mail orders.

The New Resurrectone

So named because it really RESURRECTS

(Trade Mark Registered)

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

Our new model for Victor, Sonata, Artola Victrola and attachments for Edison. Other model for Columbia machines.

Retail on $10 model—plated, $12.50 gold-plated either the Tuning Fork or the Single Prong Resurrection model. Two prong possibility.

THE NEW AIRTIGHT—exclusive—exclusive accessory of the Hoffay—the best toned machine on the market.

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

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

Tone arm may be equiped with either Resurrection model, as desired.

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

If you are a Jobber, better get in touch with us now—exclusive territorial and advantageous features of our proposition.

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

Hoffay Talking Machine Co., Inc.

3 West 29th Street

New York City
East and West

NEW YORK
TALKING MACHINE CO.
CHICAGO

Exclusive
Victor Wholesalers
Chicago, Ill., January 8.—All signs during the first week of January point unmistakably to a month of excellent business. The large number of orders placed before the holidays are still keeping the factories busy to meet them. But the smaller orders which have come in since the old year closed. Retail stocks are low and the number of dealers who can go along upon what they now possess is very small. In a large majority of cases the holiday demand was of formidable proportions, far in excess of the retail supply, so that it is only natural that the manufacturing business should be in practically the same condition as it was before the holidays. It is very unlikely that January will witness any curtailment of production this month. Large numbers of manufacturers are taking inventory at this time of year, which necessarily interferes to some extent with business, but otherwise manufacturing conditions continue to be excellent. In fact, as announced in various fall issues of The World, a great many manufacturers are planning to expand during the first months of the year.

Furniture men are blaming talk of labor and material for taking their business away. The situation in the furniture trade does not indicate in any way that it will be different as it was before the holidays. The large number of orders which have been during the past twelve months will not be followed by a great influx of new orders, as January will only bring a continuation of the business which was started during December. The case for the manufacturers of furniture is naturally very different from that of manufacturers of some other lines. The manufacturers of furniture are still faced with the problem of bringing in more orders than they can handle.

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BONUSES AS FIRST PAYMENTS

During the week following Christmas there appeared in the Chicago papers advertisements of talking machine houses, announcing recipients of Christmas bonuses that these could be no better spent than by putting them in as first payments on talking machines and other musical instruments. The first ad of this sort was by Mandel Bros., advertising the Aeolian-Vocalion. Christmas bonuses were offered last year and some, at least, have found their way into the coffers of talking machine merchants as first down payments on talking machines. Judging by the tone of the idea, as shown by the musical instrument advertising during the week following Christmas, results must have been secured from "Christmas bonus copy."

State Street Has Big Year

State street department stores have completed an unusually successful year and the greatest, in point of talking machines and record sales, yet experienced. The regular channels of the department stores have formed a large percentage of the buyers, but much business has also been transacted with outsiders as well. Managers of departments of the Wonderful Company have formed a wonderful business to the general condition of the talking machine market and to retail advertising in the daily newspapers. During the holiday days many of the stores were forced to use extra space to accommodate the influx of talking machine patrons. A few contemplating the enlargement of their departments during the coming year in order to cope with the 1920 holiday business which is expected to be fully the equal of that just passed.

This is not true of the furniture trade, as it was before the holidays. The large number of orders which have been during the past twelve months will not be followed by a great influx of new orders, as January will only bring a continuation of the business which was started during December. The case for the manufacturers of furniture is naturally very different from that of manufacturers of some other lines. The manufacturers of furniture are still faced with the problem of bringing in more orders than they can handle.

THE "WADE" FIBRE NEEDLE CUTTER

DEALERS: ORDER AT ONCE FOR IMMEDIATE DELIVERY FROM ANY OF THE FOLLOWING DISTRIBUTORS

Albany, N. Y. ... Gately-Haire Co., Inc.
Buffalo, N. Y. ... E. F. Droop & Sons Co.
Burlington, Vt. ... Anderson Music House.
Cincinnati, O. ... Talking Machine Co.
Cleveland, Ohio ... Oliver Dares & Co.
Dallas, Texas ... Sanger Bros.
Dayton, Ohio ... Dayton Campbell Music Co.
Detroit, Mich. ... Des Moines, Iowa ... Des Moines Piano Co.
Hoboken, N. J. ... Hoboken Musical Instruments, Inc.
Huntsville, Ala. ... Grand Rapids, Mich. ... Grand Rapids Mfg. & Retail Co.
Indianapolis, Ind. ... Talk, Mech. Co. of Tn.
Jacksonville, Fla. ... Jacksonville Piano Co.
Kalamazoo, Mich. ... Kalamazoo Piano Co.
Kansas City, Mo. ... Kansas City Piano Co.
Lincoln, Neb. ... Lincoln Musical Instrument Co.
Memphis, Tenn. ... Memphis Piano Co.
Milwaukee, Wis. ... Milwaukee Piano Co.
Minneapolis, Minn. ... Minneapolis Piano Co.
Brenner, C. ... Brenner & Sons, etc.
Brooklyn, N. Y. ... D. W. & C. N. Andrews.
Buffalo, N. Y. ... Buffalo Piano Co., Inc.
Burlington, Vt. ... Burlington Piano Co.
Brentwood, Tenn. ... Brentwood Piano Co.
Chicago Ill. ... Chicago Piano Supply Co.
Cincinnati, O. ... Cincinnati Piano Co.
Cleveland, Ohio ... Cleveland Piano Co.
Dayton, Ohio ... Dayton Piano Co.
Denver, Colo. ... Denver Piano Co.
Duluth, Minn. ... Duluth Piano Co.
Eau Claire, Wis. ... Eau Claire Piano Co.
Eugene, Ore. ... Eugene Piano Co.
Evansville, Ind. ... Evansville Piano Co.
Evanston, Ill. ... Evanston Piano Co.
Erie, Pa. ... Erie Piano Co.
El Paso, Texas ... El Paso Piano Co.
Farmingdale, N. Y. ... Farmingdale Piano Co.
Kansas City, Mo. ... Kansas City Piano Co.
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Memphis, Tenn. ... Memphis Piano Co.
Milwaukee, Wis. ... Milwaukee Piano Co.
Minneapolis, Minn. ... Minneapolis Piano Co.
The New Lyon & Healy Wholesale Warehouse
717-725 South Desplaines Street
CHICAGO

Our enlarged facilities enable us to carry, at all times, an extensive stock of Victrolas, Victrola Records, Fibre Needles, Fibre Needle Cutters, and Victrola Supplies of all kinds. Prompt shipments are assured.

Only ten minutes from freight terminals

Estab. 1864
Victrola Distributors
CHICAGO
Success with the Cheney line of phonographs.

The Federal Phonograph & Supply Co. have experienced great demand during the past year, both in sales of records and machines.

Marshall Field & Co. have experienced great success with the Cheney line of phonographs.

INTENSIVE NEWSPAPER ADVERTISING...
NEWMAN BROS. PHONOGRAPHS

No. 2
Unusually pleasing in tonal qualities as well as in appearance.
Finish: Walnut, Mahogany, Oak
Height: 50 inches.
Tone Modifier. Other special features we shall be pleased to point out.
You will be pleasantly satisfied with our line of phonographs.
For your convenience and because of increased business, we have opened an office
and display rooms in the FINE ARTS BUILDING, CHICAGO.

Newman Bros. Co.
Makers of Newman Bros. Pianos, Players and Phonographs
ESTABLISHED 1871
OFFICES AND DISPLAY ROOMS: THE FINE ARTS BUILDING
410 SOUTH MICHIGAN BOULEVARD
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 128)

Aeolian Co. in that city. Miss Zimmerman will be
gone about ten days and while in the East
will take the opportunity of more thoroughly
familiarizing herself with work at the Vocalion
recording studio.

New Storage Firm
Ed. E. Waldren, secretary and treasurer of
the Waldren Storage Warehouse Co., announces
that this firm has taken over the business of
the old Waldren Express & Van Co., and has
secured the option on an entire block of ware-
house property located at West Division street,
Potomac avenue, Claremont and Oakley avenues.
Mr. Waldren was a member of the old Wall-
dren's Express & Van Co. for a period of
over fifteen years, and his continued association with
the new business is welcomed by his many
friends. As vice-president of the Musical
Trade Cartage Association he has dealt with
every labor dispute arising between the movers
and musical instrument merchants and manu-
facturers of Chicago. He states that the new
concern will have greatly enlarged and improved
facilities for the handling of musical instruments
and announces that present plans provide for the
complete purchase of a new property within
a period of twenty-seven months.

To Spend Winter at Coast
G. Harry Bent, manager of the music estab-
lishment of the Geo. P. Bent Co., left Chicago
on the 28th of December for his annual trip
to California. Mr. Bent has a home at Pas-
dena, and will spend the winter in this city. He
was accompanied by his wife and family.

Sell U. S. Music Roll Hits
Cole & Dunas Music Co. have been appointed
distributors in the Chicago territory for United
States Music Rolls. Starting with the first of
the year this concern commenced to fill orders,
wholesale, for rolls and reported an excellent de-
velopment of the year this concern commenced to fill orders,

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JANUARY 15, 1920
54 W. Lake St.
Cole & Dimas Music Co.
Prices guaranteed only to February 15, 1920.
All prices F. O. B. Chicago. War tax included in prices.

5% discount for cash in full with order.
Or Net C. O. D., 10% deposit to accompany order.
All prices F. O. B. Chicago. War tax included in prices.
Prices guaranteed only to February 15, 1920.

This Bulletin

More Business
Now is the time for every live phonograph merchant to get the maximum amount of accessory business.
January and February are the two best phonograph accessory months in the year.

Our line is complete and embraces a full line of records, needles, brushes, phonographs, music rolls, violins and supplies of all kinds.

Our phonographs are absolutely guaranteed against all defects, and, if at the end of ten days you are not entirely satisfied, same can be returned and your money will be promptly refunded.

Order Direct From This Advertisement or Send For Our Bargain Bulletin
Our Olympian Concert Tone De Luxe Phonograph, listed on the cover of our Bargain Bulletin No. 107, has met with instant favor wherever presented.

If you desire you can place your order for a sample machine by using the coupon attached.

Our line is complete and embraces a full line of records, needles, brushes, phonographs, music rolls, violins and supplies of all kinds.

Quick Service
We point with pride to the fact that during this unprecedented Christmas rush we filled 100% of the orders we received, and when you bear in mind the fact that we were handicapped by a six and one-half hour working day, you can surely feel safe in knowing that any orders you place with us now will be delivered to you within forty-eight hours after they have been received.

ACT NOW!

Cole & Dunas Music Co.
54 W. Lake St., Chicago
Wholesale Headquarters for Phonographs and Supplies

Plays As Real As Life
Genuine Mahogany or Quartered Oak
Cabinet is made of genuine imported figured mahogany or beautiful French polish finish or genuine quarter-sawed oak, deep rich, high glossy golden finish or dull waxed brown, finished. Has Cabriole legs and rich inlays of carving. Beautiful grill effect front.

Well Named The Tone King
Has earned the name of "Tone King" by its wonderfully sweet rich musical tone. The tone chamber is made in a special manner that reproduces the original tone more faithfully than any other machine. Illuminates annoying metallic vibrations as no metal enters into the construction.

Plays All Records
Has high grade Universal tone-arm. Plays all disc records. Has dependable Kraning motor, plays about four records at one winding. Motor guaranteed mechanically perfect, noiseless as possible.

YES, SIR! You can make a profit of nearly 200% on this machine. There is none other like it, which means no competition. It will sell faster than any other machine.

Wholesale $71.50

SEND THIS COUPON
Our terms are cash. We buy for cash—we sell for cash.
By carrying no book accounts we save the expense of maintaining a credit department, we save interest and money tied up in accounts, we save the inevitable credit losses that occur.
5% discount for cash in full with order.
Or Net C. O. D., 10% deposit to accompany order.
All prices F. O. B. Chicago. War tax included in prices.
Prices guaranteed only to February 15, 1920.

Cole & Dunas Music Co.
54 W. Lake St. Dept. 101-A Chicago

This Bargain Bulletin
Issued Monthly for the Trade
Olympian Concertone De Luxe
No. 107

More Business
Now is the time for every live phonograph merchant to get the maximum amount of accessory business.
January and February are the two best phonograph accessory months in the year.
More phonographs were sold this year than ever before.
The buyers of these machines must have record needles or their phonographs are valueless. There is a world of business to be had and there is no reason why every dealer should not get his full share.

ACT NOW!
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 128)

of new Empire records. The abnormal conditions, the difficulty of obtaining shellac and various other matters have resulted in the decision by the Empire Co. to eliminate their January list. The popularity of the numbers included in the two previous months' lists has also had something to do with this step. This concern is still finding that there is a great demand for the December numbers. Some of the hits continue in excessive demand.

E. B. Kropp, advertising manager of the Empire Co., announces that the company has in contemplation a great many elaborate service ideas for the use of dealers for the coming year. "I fully expect that the average sales of Empire dealers in 1920 will be three times the volume of the past year. This result I expect to achieve largely through the increasing importance of our dealer service and our advertising department. Dealer service is more important now than ever before and Empire dealers may be sure that Empire service in 1920 will be of the best."

Death of Campanini

Chicago and Chicago's music and musical education have suffered immensely in the loss of Cleofonte Campanini, general manager of the Chicago Grand Opera Association. The death of the great maestro, who has accomplished as much as any other person to give Chicago a broader view and more elevated taste in music, leaves Chicago opera without a chief. For those who have seen and appreciated his work here there is left a keen sense of sorrow. Cleofonte Campanini probably did more to develop the artistic soul of Chicago than any other man of his time. He brought Galli-Curci and a number of other almost unknown geniuses to Chicago and made their fame for them. The trade as well as everything else connected with music has been benefited by his work. Under his leadership Chicago discovered that opera was not a high-brow cult, but something of value and light and appeal to ordinary human beings.

Sig. Campanini was fifty-nine years old and had been associated with the Chicago Grand Opera Association in various ways since its inception in 1909.

F. S. Spofford to Florida

F. S. Spofford, retail representative in Chicago for Sonora talking machines, left the city on Saturday following Christmas for his annual Winter vacation, which he spends in Florida. He was accompanied by a party of seven friends and expects to remain four or five weeks. Mr. Spofford's Winter place is located at Sarasota.

On Commerce Committee

N. A. Fegen, of Lyon & Healy, has been appointed chairman of the music committee of the Chicago Association of Commerce. Elections were held in December, at which time the following committee was appointed: N. A. Fegen, chairman; E. H. Uhl, vice-chairman; R. J. Cook, (Continued on page 132)

J. E. ROBINSON
ESTABLISHED 1879
TEL. HARRISON 420
M. J. DECKER

Chicago Hinged Cover Support and Balance Company

TELEPHONE PROSPECT 250
2242-44 W. 69th St. CHICAGO, ILL.

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 TALKING MACHINE WORLD

January 15, 1920

THE BLOOD Tone Arm and Reproducer

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 effects 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)

E. F. Lapham, Wm. Weil, S. C. Osborn and Kenneth Curtis. During the war the music trade committee played an important part in public matters and while there has been no great activity since the signing of the armistice it is believed that during the coming year a number of matters will be taken up by this committee.

Applications for Citizenship

Rosa Raisa, international prima donna and soprano of the Chicago Grand Opera Co., made application in this city last month for citizenship papers, signifying her intention of renouncing allegiance to Poland, the land of her birth.

“I wish to become a real American citizen,” she told John Kjellander, clerk of the Superior Court, who administered the initial oath.

Six Best Sellers

The six best sellers in Victor records for January are as follows: “Hymn to the Sun,” “Invitation to the Waltz,” “Pagliacci,” “I Want a Daddy Who Will Rock Me to Sleep” and “All the Quakers,” “I Might Be Your Once-in-a-While” and “Patches,” “Wonderful Pal” and “There’s a Lot of Blue-Eyed Marys Down in Maryland.”

The six best sellers in Pathé records for the month are: “Red Lantern” and “Ruspana,” “Some Beautiful Morning” and “Lullaby of Long Ago,” “My Baby’s Arms” and “Trousseau Ball,” “Breeze” and “You Didn’t Want Me When You Had Me,” “Oh, What a Pal Was Mary” and “Carolina Sunshine,” “Big Chief Blues” and “Somebody’s Heart Is So Lonely.”

The six best Columbia sellers are “Tell Me” and “Wonderful,” “Freckles” and “Everybody Calls Me Honey,” “You’d Be Surprised” and “Just Leave It to Jane,” “Hello, Hello” and “Oh, What a Pal Was Mary,” “Lullaby Land” and “Out of a Clear Sky,” “Whoo January.”

The six best Brunswick records are “Souvenir,” “One Sweetly Sullen Thought” and “Beautiful Isle of Somewhere,” “Tulip Time” and “I Might Be Your Once-in-a-While,” “A Romance” and “Karavan,” “My Cairo Love” and “Saxophobia,” “The Vamp” and “O’er the Desert Wide”.

The six best Emerson sellers are “Nobody Knows” and “In Your Arms,” “You’d Be Surprised” and “I Used to Call Her Baby,” “When They’re Old Enough to Know Better” and “I Don’t Want a Doctor,” “Oh, What a Pal Was Mary” and “Tomahawk,” “The Vamp” and “In Siam,” “Tannhauser” and “Blue Danube.”

The six best Okeh sellers are “Oh, What a Pal Was Mary” and “Carolina Sunshine,” “Big Chief Blues” and “Somebody’s Heart Is So Lonely.”

Repair Parts

For All and Every Motor That Was Ever Manufactured

We can supply any part. The largest and most complete assortment of repair parts—in the United States—on hand, for old, obsolete and present-day motors. If your order cannot be filled from stock, we will make it up special.

Special prices on main springs, governor springs, micas, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co.

Trade Mark: "CONSOLA"

227-229 W. Washington St., Chicago, Ill.

Trade Mark: "CONSOLA"

Incorporated 1898 under the laws of Illinois

Manufacturers of:

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

Trade Mark: "CONSOLA"
UNIVERSAL

The Motor You Will Eventually Adopt

Universal Motor "A-5"

The Motor You Will Eventually Adopt

ALL
UNIVERSAL MOTORS
ARE
PERFECT IN MECHANISM

All Universal Motors are
Perfectly Geared—run and
wind noiselessly and main-
tain an even tempo.

Universal Speed Regulator

Universal Turn Table

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 Avenue Chicago, Ill.

NOTE: The Universal Stamping and Manufacturing Co. has established an
EASTERN DIVISION AT WILLIAMSPORT, PA.
YES, THIS IS
The Oro-Tone
QUALITY FIRST

THE PERFECT EDISON ATTACHMENT
WE CAN PROVE IT—IF YOU WILL SAY—
"Send sample on approval" or ask your jobber
Retail Price, Nickel Plated, $8.50 Highest Grade Gold Plating $12.50
The New ORO-TONE Safety Point Steel Needle Now Ready
Sample Thousand 60 Cents
Mrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

The six best Edison sellers for the month are "L'Arlesienne" and "The Deluge," "In Dear Old Napoli" and "Shades of Night," "Breakfast in My Bed on Sunday Morning" and "The Same as His Father Did Before Him," "Clevy" and "Waltz Memories," "Love Blossoms" and "My Golden Rose," "Breeze" and "Ragging the Chopsticks." Visits Talking Machine Co.
H. C. Ernst, sales manager of the New York Talking Machine Co., was a visitor to the Chicago Talking Machine Co. during the holidays. Dan Creed, of this concern, left the city immediately after the first of the year for a ten days' trip to New York, where he in turn will visit the New York Talking Machine Co.

F. D. Hall, president of the B & H Fibre Manufacturing Co., makers of B & H fibre needles, believes that the present year will bring forth a greatly increased demand for the better class of talking machine records. He cites the tremendous increase in Chicago and elsewhere of operas, musicales, concerts, etc., and points to the musical renaissance that is sweeping the country as proof of his statements. He does not believe that the demand for the "popular" numbers will subside—it is his belief that the demand for this type is formed by an ever-increasing clientele of talking machine owners—but from this class of purchasers there is constantly being recruited those who want selections that are always "popular," and which lose none of their original charm with long use.

While advocating the use of fibre needles with all types of records, Mr. Hall believes that their best purpose is served when used in connection with the records which talking machine owners desire to preserve. Early orders received during the present month indicate that the product of this concern will be in great demand throughout the year. The holidays sadly depleted jobbers' and dealers' stocks of both needles and needle-cutters according to Mr. Hall, and the increased manufacturing facilities provided two months back have barely sufficed to meet the demands of B & H jobbers.

Change Firestone Offices
The business of the Firestone Phonograph Co. (Continued on page 136)

Now Is The Time
to present these new—out-first

Okeh Records
to your patrons. Get in touch with us at once. Here is a lateral cut quality record with a definite service behind it.

Okeh Records have made an instantaneous success and you should share in these benefits.
Ferro Phonograph Parts

Phonograph Manufacturers and Assemblers Who Want the Best in Tone—Faithful and Accurate Reproductions of All Makes of Records—Will Welcome This Opportunity, Write or Wire To-Day—Now! About

The Ferro Tone Arm and Reproducer—Patented Nov. 25, 1919

The first announcement of this new and better sound producing unit, has brought hundreds of requests for samples. Some of the larger talking machine makers have decided on the FERRO-Tone arm and sound box. And if YOU want better results, more satisfied customers—more commendation of your phonographs—you will investigate immediately.

Now is the time to make reservations for your 1920 requirements. Write or wire for sample. State quantities you may need.

Do it to-day!

THE BEST AND MOST EFFICIENT AUTOMATIC STOP MADE

The

FERRO STOP

It stops where you want it to stop. Just the kind of hand brake that manufacturers, assemblers and jobbers of talking machines have long waited for. Solves all automatic stop troubles. The FERRO-STOP, together with the FERRO-Tone arm and sound box, make an invincible combination that will increase the value of any talking machine.

WRITE FOR FULL DETAILS and QUANTITY PRICES

CHICAGO FERROTYPE CO.,

1455 West Congress Street, Chicago, Ill.

Phone Parts Division
has been removed from 59 E. Van Buren to 1300 S. Michigan. The company is now producing as before the holidays.

**Emerson Publicity**

The Chicago office of the Emerson Phonograph Co. starts out the new year with some of the most elaborate and effective publicity ever indulged in by them. Newspaper advertising of the latest hits, snappily illustrated, with the type of cartooning used by the Emerson Company in the past, is supplemented by posters of Emerson artists—notably Eddie Cantor, who is playing at the Colonial Theater. The three latest songs of the Follies' star are strongly emphasized, with beneficial results to dealers.

The posters are included in the regular supplement sent to dealers. Included in this supplement also is a reproduction of a newspaper advertisement entitled, "One Man's Unique Contribution to the Happiness of Your Home." The man is Victor H. Emerson. It gives an account of Mr. Emerson's long experience in the talking machine record experimental field. F. W. Clement, manager of the Chicago office, speaks with exceeding optimism of the prospects for 1920. "The year just passed has been one of business thrills. Business came in so fast and satisfactorily that it turned out to be the biggest and most successful we ever knew. The only fly in the ointment was the shortage of goods. The year was far ahead of any we had ever experienced in the past. This year seems to be maintaining the pace set by last. We expected business to slump after Christmas but orders are getting larger, which only goes to show that dealers are enthused with the record game and now have confidence, and order in larger volume than ever before.

"Towards the end of 1919 dance records forged ahead of song hits a bit, but there has also been a surprising demand for classical and operatic numbers. It is my opinion that 1920 will be as exceptional in every respect in the record business as was 1919."

**TRADE MARK**

This trade mark in each package—your guarantee.

**RED SEAL**

STEEL NEEDLES
SAPPHIRE BALLS
SAPPHIRE POINTS
DIAMOND POINTS

ASK YOUR JOBBER

"Emerson dealers will hear with pleasure that A. F. Thavieu, the well-known band conductor, will soon leave on a tour of the West and South. This band records exclusively for Emerson, and his trip undoubtedly will enhance the value of his Emerson Premiere record."

With Okeh Forces

Ralph S. Peer, formerly connected with the Columbia Graphophone Co. as assistant to C. F. Baer, manager of the Chicago branch, announces that he has joined H. C. Fuhri, general sales manager of the record division of the General Phonograph Corporation. He will be associated with Mr. Fuhri in New York as assistant.

**Add Four City Salesmen**

The Baldwin Piano Co. have recently added four salesmen to their city force for the sale of talking machines and records. Since the organization of the talking machine department of... (Continued on page 138)

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**Phoenix Phonograph Phraseology**

"A better phonograph for less money"

**WHY? BECAUSE—**

- The Cabinets are well constructed. Machines Highly Finished.
- Motor Equipment of the Best. Tone Rendition Unexcelled.

A trial order will prove our claims. If not, machines can be returned to us at our expense.

We have kept others pleased with our product. Why not you? When once acquainted with the "Phoenix" they always "come back" with re-orders.

Let your resolution for the New Year be—

"PHOENIX PHONOGRAPHS"

**Office and Sales Rooms**

PHOENIX PHONOGRAPH CO.
2504-06 W. Van Buren Street
CHICAGO, ILLS.
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 equalling 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 Street, Chicago, Ill.
An Output of 
More Than 100,000 
Cabinets for Jobbers and Assemblers

I will furnish any style cabinet worth while, ranging in price from $22.50 up to $45.00. A few of my special models, as illustrated, range in price from $25.00 to $42.50 in mahogany, golden oak and solid American walnut. A big special of a 48" cabinet in genuine solid American walnut, a $150 style phonograph, cabinets only, at $42.50.

Samples of these cabinets will be sent to well- rated jobbers and assemblers who will buy in lots of one hundred or more.

We will furnish you motors, any style you designate, and tone arms, in your cabinets, with your trade mark, at a very small cost.

The Rich Tone Phonograph will be furnished complete to jobbers and big operators at a guaranteed saving of 20%.

Write for samples and full particulars

To NAT KAWIN, Director of Sales for the Great Eastern Manufacturers’ Co. Associated Factories 316 South Wabash Avenue, Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 136)

the Baldwin Co. last fall it has grown by leaps and bounds and succeeded during the holidays in transacting a remarkable volume of business. The Baldwin Co. handles the Columbia, Brunswick, and Widdicomb talking machines. They are optimistic over the trade outlook.

Spiegel’s Push Vitavola

Spiegel’s, the large housefurnishing merchants of Chicago, have been doing much strong advertising of Vitavola talking machines. Cuts of the four most popular Vitavola instruments have been inserted in the papers together with resulting copy. Spiegel’s clientele is extensive and prosperous, and this concern has accomplished a large volume of business in the sale of talking machines.

Song Fashions Alcoholic?

So says a reporter on the Chicago Herald and Examiner in an article recently published. The article quotes Billy Stoneham, Chicago composer, as saying the following: “A while ago it was shimmie songs and wee-wee songs about mademoiselles, and before that there was a style in butterfly songs. If your song isn’t in style you have to file it away and watch the market until it comes in style again. Right now what the public wants is alcoholic songs.” How about it, Mr. Dealer?

Students’ Orchestra

Talking machines have played so important a part in popularizing classical music in this and other cities of the country (as has been shown in Chicago by the sale of records of operatic stars who achieved their first popularity here) that the trade will be interested in knowing of the latest and most important move in the development of musical Chicago. Frederick Stock, director of the Chicago Symphony Orchestra, is to develop a student orchestra in Chicago under the auspices of the Civic Music Association and the Chicago Symphony Orchestra Association. It will be known as the Civic Music-Students’ Orchestra. Plans for developing this unique organization were discussed recently at a meeting at the Hotel LaSalle. At this meeting it was proposed to start the orchestra off with a sum of $15,000 to help defray the tuition expenses of the student-musicians. For teaching purposes members of the Chicago Symphony Orchestra will be recruited as they are needed. The younger musicians in Chicago will thus have an opportunity of fostering their talents in a way otherwise impossible. It is intended that the orchestra shall comprise complete string, woodwind, brass and percussion instruments, just as in a modern symphony orchestra. Membership

WE ILLUSTRATE THE

“Handy” Dome Clamp

Quick action for clamping domes and frames on Talking Machine Cabinets. Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS

HANDY MFG. CO.
27 E. Madison St., Chicago, Ill.
FROM OUR CHICAGO HEADQUARTERS—(Continued from page 138)

will be open to any student upon an examination. Application blanks may be had from Mr. Hyde, at 637 Fine Arts Building.

Chicago music merchants should familiarize themselves with the above information, as they undoubtedly will be asked concerning it in the future.

Richardson and Widdicomb

The O. C. Richardson Co., the famous house furnishing dealers of Chicago and representatives in this city of the Widdicomb line of talking machines, have been devoting a great deal of attention of late, both in their advertising and window display, to the sale of Widdicomb instruments. The above illustration shows the

made in the factory proper. Orders for the Windsor have been of unusual volume for many months past and have severely taxed the facilities of the plant.

Two additional traveling men have been taken on by the Windsor Furniture Co., one of whom will cover the East and the other the Mid-West. A new Queen Anne style Windsor talking machine has been added and has already met with considerable popularity among Windsor dealers. This new model, together with the other Windsor instruments, is now being shown at the Chicago Furniture Show at 1411 Michigan boulevard, with H. F. Moyer in charge.

"Dealers are no longer debating prices," said

Richardson holiday display of Widdicomb instru-
ments. This window in conjunction with one-
third page advertisements in Chicago daily newspa-
pers resulted in a highly satisfactory vol-
ume of sales of Widdicomb talking machines in this territory.

Increase Facilities

H. C. Moyer, president of the Windsor Furniture Co., announces that this concern is plan-
ing to increase the output of Windsor instru-
ments in 1920. No extensive changes are being made in the factory on Carroll avenue, but this end is hoped to be attained through general speeding up of all of the departments during the present year. Another office room is now being added for the convenience of the office force and some minor alterations are being

"Supreme" Phonographs
EVERYTHING THAT THE NAME IMPLIES

We have just completed one of the finest equipped phonograph factories in the West and are now in a position to offer 75,000 high-class phonographs in the most popular sizes and finishes for 1920 delivery.

Every live jobber and wholesaler who has definite requirements for 1920 will surely benefit himself by getting in touch with us immediately. Your needs will be taken care of in a most satisfactory manner, and last, but not least, we are able to assure you of prompt deliveries.

Special Notice for Eastern Trade
Our Sales Manager, Mr. Harry Lanski, will be in New York at the Pennsylvania Hotel from January 20th to February 6th.

Write, Wire, or Call
Superior Phonograph Co.
320 So. Wabash Avenue
Chicago, Ill.

Would You Be Interested in the Right Kind of Phonograph?

It is called MOCKINGBIRD because of its great power of reproducing a likeness of the original music.

Its tone is smooth and sonor-
ous, due to the right amount of wood in its great amplifier. A violin with too thin wood is weak and hollow; with too thick wood, hard and unsym-
pathetic. 'Tis even so with phonographs.

Consequently, the Mocking-
bird has a tone and timbre like the voice of a living singer, like the peal of a pipe organ sounding through the win-
dows of some cloistered hall, and like the thunder of a big brass band a-rolling down a distant street.

In harmony with its magnifi-
cent tone are the cabinets themselves. Built by master workmen, genuine woods, solid and substantial cases, artistic in design, symmetrical in form, and excellent in fin-

MAHOGANY and GOLDEN OAK only.

Precision motors and Universal tone-arms.

Model A 46½ x 19 x 21 $115
Model B 48½ x 20½ x 22 $150
Model C 51 x 21½ x 23 $175

Deliveries a Certainty

In regard to agencies, exclu-
sive, and cash discounts to dealers only, address

EDWIN M. WRIGHT
General Manager
"The Wright Phonograph,"
MANTENO, ILL.

Shipping Points
CHICAGO or MANTENO, ILL.
Built at Independent Factories in OHIO and ILLINOIS
U. S. MUSIC ROLLS

A Few Facts for Talking Machine Jobbers and Dealers

1. Nine out of every ten pianos sold are Player-Pianos.

2. 205,000 Player-Pianos were sold in the first ten months of 1919. This is 25,000 more than were sold in a similar period in 1918.

3. Millions of Player Rolls are sold every year.

4. Most Player-Piano owners are talking machine prospects.

5. U. S. Music Rolls are staple, are sold at a bigger profit than records, and without demonstrating.

Word Rolls
$1.00 U. S. Word Rolls contain both the music and words, so that the latest hits may be sung as well as played.

Hand Played
50c. These Rolls are musically the same as the Word Rolls, but the words are not printed.

Regular
60c. to $1.50 Made from master rolls by the most competent artists, and including all forms of musical compositions.

CHICAGO, Manufacturers U. S. A.
The ONLY COMPLETE LINE

Selling U. S. Music Rolls Through Talking Machine Jobbers and Dealers

Practical and Profitable Because—
1. Small Investment Required.
2. Established Market.
3. Large Volume of Business.
4. Small Variety Carried.
5. No Selling Expense.
6. Quick Turnover.

Why It Will Pay Jobbers and Dealers To Sell U. S. Music Rolls
1. Intensively and Extensively Advertised.
2. Service—48 Hour Shipments of All Goods Ordered.
3. Intelligent Co-operation.

Focus your sales efforts on a line that is 100% salable and 100% available.

DISTRIBUTED BY

G. SOMMERS & CO.
PARK SQUARE, ST. PAUL, MINN.

IRWIN PAPER COMPANY
MAINE AND THIRD STREETS, QUINCY, ILL.

Music Rolls Become Staple.

Some conspicuous successes have been won in a short time, in the distribution of player piano rolls, by wholesalers of phonographs and supplies. Last week a new department of this character showed for its Eastern owner several hundred retail accounts exclusively granted to his line and he said he would be asleep if he did not push it over a thousand before the new year. A Middle Western supply house that employs a man to call upon many dealers in the rural district with records alone added music rolls to his stock in trade with a gain of over $900 weekly to the business from that source, without a cent additional investment to get it. For some months a single brand of roll 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.

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 the Phonograph and Talking Machine Weekly

OKEH RECORD DISTRIBUTING CO.
97 FORT STREET, W. DETROIT, MICH.

LUCKY 13 PHONOGRAPH CO.
46 E. 12th STREET, NEW YORK, N. Y.

CHICAGO, Manufacturers U. S. A.
MOTORS (Standard Prices)  
for Prompt Shipment

| LAKESIDE  | No. 55  | 2 Spring |
| LAKESIDE  | No. 56  | 3 Spring |
| HEINEMAN  |        |         |
| HEINEMAN  |        | No. 33  |
| SAAL No. EE | -       | SAAL No. DD |
| SAAL No. AA | -       | SAAL No. CC |

Our new No. 7-L tone arm. Eight inch centers; finest small tone arm on the market; adjustable for weight. High grade mica, highly nickel plated. We can take on quantity orders for immediate delivery. Write for our Bulletins on Cabinets, Motors, Tone Arms and Accessories.

Keep in touch with us, on latest development on Electric Motors and Automatic Stops. Let us put you on our mailing list for our new catalogue now being prepared.

LAKESIDE SUPPLY CO., Inc., 416 So. Dearborn St., Chicago, Ill.  
Telephone  
Harrison 3840

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 139)

the equipment for record filing, which comprises a novel system, using record albums.

Lyon & Healy's New Warehouse  
Lyon & Healy will soon occupy their new warehouse on Des Plaines street. The structure consists of six stories, 100 x 100 feet, which will be used for shipping, receiving and for machine stocks. It is to be a general warehouse for everything except pianos and will greatly facilitate the problems of stocks in the Wabash avenue building.

Miss Zimmerman Visits New York  
Miss Hazel Zimmerman, of the talking machine department of Mandel Bros., local Vocalion dealers, was a visitor to New York during the past week, and spent considerable time visiting Aeolian Hall and inspecting the various departments of the Vocalion plant. Although the only woman in the Mandel Bros. department she has scored some big records.

A BUSINESS RETROSPECT

By R. Krasberg, President, Krasberg Engineering and Manufacturing Corporation.

In spite of the delays, losses and inconveniences occasioned by the building strike and the coal strike last year, our business has increased by leaps and bounds and the new year is full of promise for still greater activities. We have practically completed our new seven-story addition, adding 130,000 square feet of floor space to our already spacious plant and every foot of the new factory will soon be utilized for the increased production of phonograph motors and other articles for which demand has been created.

During the past year we have taken over the business of the Sterling Devices Co., manufacturers of Sterling tone arms and reproducers and which we are now marketing under the Krasco trade-mark along with our phonograph motors. We have also introduced a new enclosed motor which has many distinctive advantages over the open type. This enclosed motor, being encased in a light-weight aluminum housing, which protects all of the working parts against dust as well as rough handling, is meeting with a reception far beyond our fondest hopes, indicating that we have met the call of talking machine manufacturers for a motor distinctive in appearance and high-grade in every respect at a price commensurate with first-class workmanship.

In general, we are endeavoring to produce a line of phonograph motors and parts which will reflect the high grade of workmanship we have acquired through our twenty-five years' experience in the manufacture of special tools and machinery. We are indebted to the phonograph builders of the country for their generous response. They appreciate a high-class product.

YOU WILL NEED Good Phonographs in 1920  
Competition and a more discriminating public demand them

The policy of the

E. H. STAFFORD MFG. CO.

in its 30 years of furniture manufacturing has always been that of permanency of sales. Every STAFFORD instrument sold means another. Write us now as to your needs this year.

STARTING IN JANUARY 1st WE WILL BE ABLE TO MAKE IMMEDIATE DELIVERIES

E. H. STAFFORD MFG. CO., 218 S. Wabash Ave., Chicago, Ill.
Records

Are being marketed on a plan that insures their successful sale. Dealers with foresight are quick to see the advantages of early co-operation and they realize that there is little chance for dead stock in a line of standard priced, 10 inch, double disc records featuring the latest and best of popular selections.

Records

are backed by a remarkable manufacturing and sales organization with years of experience in the record and phonograph field.

To this we add our co-operation and assure you of the best possible service.

CONSOLIDATED TALKING MACHINE CO.

227-229 WEST WASHINGTON STREET, CHICAGO, ILL.
Two-day Gathering Held in Chicago Proves Interesting and Instructive—Plans for Active Campaign During 1920 Completed

Chicago, Ill., January 3.—F. E. Nixon, manager of the Federal Advertising Agency, said at a great many sales conferences, but this one was the most interesting, instructive and productive that I have ever attended."

The conference was in session seventeen and one-half hours and they were strenuous hours, crammed full of work—not talk. Fifteen different "propositions" were worked out to the last detail. Advertising, tone-tests, canvassing, window display, the turntable comparison, one "proposition" after another, were considered, studied and decided.

Whenever an advertising or sales promotion plan was brought up for consideration Mr. Maxwell, who acted as chairman of the meeting, reiterated this question: "What can we do to make this plan easier for the dealer to handle, more effective for the dealer, or a factory man, and endeavor to think exclusively from the dealer's standpoint. The jobbers who were present at the Chicago conference were unanimous in the opinion that the Edison sales and advertising plans for 1920 constitute the biggest, broadest, most scientifically worked out and most effective phonograph campaign that has ever been undertaken."

The meeting was urged to forget that he was a jobber, or a factory man, and endeavor to think exclusively from the dealer's standpoint. The jobbers who were present at the Chicago conference were unanimous in the opinion that the Edison sales and advertising plans for 1920 constitute the biggest, broadest, most scientifically worked out and most effective phonograph campaign that has ever been undertaken.

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"IRONCLAD" ENCLOSED MOTORS

TO THE PHONOGRAPH TRADE

The CHERINGTON MFG. CO. is the successor to the CHICAGO RECORDING SCALE CO. and the ELECTRIC ADV. SCALE CO., who have for 30 years made spring motor driven devices for various purposes. The spring motors for Melville Clark's Orpheus Self-Playing Organ and renowned Apollo Piano Player have been built by us for 25 years. We have made thousands of phonograph motors under contract. From our long experience we have learned the requirements for a motor without the faults which cause so much trouble and expense after the instrument is in use. This has resulted in our designing, testing for a year, and offering to the trade the IRONCLAD—The Original Enclosed Motor.

Only the sensitive gears are enclosed.

Speed Regulator is extremely rigid and positive.

Thirty-six turns of crank play 3 10-inch records.

Mr. Dealer: You realize times are changing. The trimmings no longer sell an automobile. The customer insists on knowing "what is under the hood." Phonograph buyers are beginning to ask, "What kind of a motor?" "Is it a good one?" and "Why?" "Will the motor stand up?" "Is the motor noiseless?" and countless other questions that they have a right to ask before parting with their money.

Are you able to answer these questions convincingly? Are you able to take the motor out and show them that you have something different in your instrument—not a cheap make-shift similar to the one used in the "Punkinola" which they bought two or three years ago?

We are confident that after once seeing the IRONCLAD in operation—when you see how smoothly and quietly it runs without a kick of a spring or the flutter of a governor weight—when you see the big, heavy spring we use, spring that gives a surplus of power and so heavy that it almost never breaks—then you will insist on the IRONCLAD in the "machine of your choice."

A2—2 Spring. . . . . . . . Plays 3 10-in. Records
B2—2 Spring. . . . . . . . Plays 4 10-in. Records
C2—2 Spring. . . . . . . . Plays 5 10-in. Records
B3—3 Spring. . . . . . . . Plays 6 10-in. Records
C3—3 Spring. . . . . . . . Plays 8 10-in. Records
C4—4 Spring. . . . . . . . Plays 12 10-in. Records

Mr. Manufacturer: You also realize that the phonograph business is passing from the "order taking" stage to that of real salesmanship and that it soon will be a question of the "survival of the fittest." We all want to survive. That was our incentive for developing the IRONCLAD and that is the reason wide-awake manufacturers are equipping with IRONCLADS. It gives their salesmen selling arguments, their dealers profitable sales, and the Ultimate Consumer satisfaction and pleasure.

The IRONCLAD is reliable. It does more than we claim. If we guarantee a motor for four records, chances are it will play five.

Your installation cost is reduced. Motor comes to you completely assembled. All necessary adjustments can be made on top of motor board. No foreign matter to brush out of gears; it can't get in—they are ENCLOSED.

Most Progressive Manufacturers are now testing samples. Got yours yet?

We will exhibit our full line at The National Music Show and Festival, Grand Central Palace, New York, February 2 to 7, 1920. Space 134.

Cherington Mfg. Co.
Main Office and Factory
WAUKEGAN, ILL.
Chicago Office: 108 W. Lake Street.
Come to HEADQUARTERS for Your Phonograph Accessories

“All From One Source”

PLAZA SERVICE and Your Success go hand in hand.
Prompt Shipments—Quality Merchandise—Attractive Prices—Large Stocks—
These mean Increasing Business and Profits for you.
Confine your Accessory purchases to Plaza and watch your department grow.

We Are Headquarters for

- Magnedo Multi-playing Needles
- Supertone Steel Needles
- Sapphire Points and Balls
- Perfection Record Albums
- Delivery Envelopes
- Edison Diamond Points
- Supplement Mailing Envelopes
- Stock Envelopes
- Repair Parts
- Display Racks
- Fibre Needles
- Record Cleaners
- Phonograph Springs
- Fibre Needle Cutters

Send us your next order on any of these items
Complete Illustrated Bulletin sent on request

PLAZA MUSIC CO., 18 West 20th Street, New York
Whatever the Future Holds

for others, the dealer who has anchored his business firmly to WIDDICOMB QUALITY and CONSISTENCY will know that he is safe; and will feel the confidence which springs from such knowledge.

The Widdicomb Franchise

is a passport to the most exclusive trade.

A FINISHED PRODUCT

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

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

PHONOGRAPH DIVISION

The Widdicomb Furniture Co.

Grand Rapids, Michigan
MODEL "AA"—OPEN
Mahogany or Oak
14 1/4" high; 16 1/2" wide; 20 1/4" deep
Like the more expensive Models, "AA" will play all makes of Disc Records.

MODEL "A"
Mahogany or Oak
17" wide; 19" deep; 42" high
This is an exceedingly artistic model, built to meet a popular demand. Nickel-Plated Hardware is used throughout, and the shelf for Albums is made of five-ply veneer.

MODEL "B"—CLOSED
Mahogany, Walnut or Oak
18" wide; 20" deep; 43 3/4" high
Superiority is evidenced by the class of dealers that have added the CRAFTS Phonograph to their line.

MODEL "C"—CLOSED
Mahogany, Walnut or Oak
22 3/4" wide; 24 3/4" deep; 46 3/4" high

Crafts
Superiority

is evidenced by the class of dealers that have added the CRAFTS Phonograph to their line.

Considering the CRAFTS Phonograph from any angle, it is standard—standard as a musical instrument; standard as a value; STANDARD because CRAFTS Phonographs are built [not assembled] under the guidance of a master mind.

Musically, as well as commercially, the CRAFTS Phonograph is a standard.

The CRAFTS Phonograph represents a departure from the "beaten path" in Phonograph manufacture. Dealers who would offer their trade the best are invited to

"Talk with CRAFTS!"

A. J. Crafts Piano Co.
Manufacturers
RICHMOND VIRGINIA
SID says: "If you expect any miracles during 1920 YOU'VE got to perform them."

They called it a "Miracle of Hard Work." But you will make the first two months of 1920 as good as any in the whole year. Don't get the idea there's nothing more doing, now that Christmas is over. That's what the department stores used to think, till some bright mind started the "January White Sales." Now the public buys white goods in January. Why? Because it is told to do so. The public will always do just what you tell it, if you talk with the right kind of advertising.

If you talk with numbers (by not advertising, by slacking down your pep, by taking it easy)—"There's nothing doing now. I don't expect you to buy during January and February"—your public will take the hint.

But if you say, "Here's the man who always talks about himself we shun as an egotist—and records, but this one moving feature was enough to draw the crowd.

The business you do depends not upon seasons or circumstances; it is the result of what you've got "from the neck up." The plans, the enthusiasm, the pep, the go-and-get-em spirit that emanates from under your hat is what fills up your store with customers.—From the Talking Machine World Service for Retail Dealers.

"Experience keeps a dear school—but fools will learn in no other."—Poor Richard.

PUT into your window something that moves and there will be no end to your business. The day, the every day or two. It's a peculiar kink in human psychology that a moving object never fails to attract the eye. And if the object is mechanical the window-shoppers will remain and study it for minutes on end. The other day Landay's talking machine shop, on Fifth avenue, New York, had a crowd three-deep around one window. When we could get close enough to see what it was all about we found it was a little automatic repeater, to play the record over again; but it was moving and was very logical, and therefore seemed to fascinate the crowd.

An electric motor kept the record constantly turning and as the needle came to the end it was lifted up by the little device, moved back an inch and set gently down to start over again. The rest of the window was set with a conventional arrangement of machines and records, but this one moving feature was enough to draw the crowd.

"When there is no vision, the people (including dealers) perish."—Old Testament.

THE man who always talks about himself we shun as an egotistical bore. But the man who talks to you about yourself, asks your opinion or advice, listens attentively to what you say and seems interested in your welfare, catches your attention at once.

Right there is a hint for some of your ads. Don't make all your ads talk egotistically about yourself and your store. Talk to the reader about himself. Present your proposition from the reader's standpoint. Start some of your ads with the word "You," and get big results.

Say: "You never hear music without feeling brighter, happier and more active. Just think what it would mean if you had all this music in all the world right there in your own home," etc.

There are a thousand and one different ways of varying this same thing. After you have caught your reader's interest by the personal appeal, you can then talk about your store and your service, from the standpoint of their personal value to the reader of your ad.

"Genius is the capacity for making other people take infinite pains."—The Sun Dial.

WHAT would you think if one of your salesmen came to work with a two days' growth of beard, shabby clothes and dusty shoes? We don't know how your customers would feel, but not a chance he'd sell goods for you.

Yet, how about the form letters you send out on the cheapest grade of stationery, so badly typed that they are almost illegible? I have seen some of these printed with such weak ink and faint impression that it was a hard job to read them at all.

When you have letters multigraphed to mail out to your list of record buyers, insist upon having them done right. These letters are your business, sent out to sell goods. Don't let them look shabby and unkempt.

Sign every letter with pen and ink. You need not do this yourself. Give a few to each salesman, stenographer and clerk, and they can sign a surprising quantity in a short time during the quiet morning hours.

A signed, multigraphed letter, mailed out with your new record bulletin, or by itself, is a first-class way of getting business. But do it right or not at all.

"The rarest thing in the world, and the hardest to find, is common sense."—Sidney Smith.

WHEN the manna fell upon the Children of Israel in the wilderness, they had hungered enough to pick it up and feed upon it. Manna is falling upon you all the time in the shape of ideas, suggestions and material for getting more business—yet, if you have no eyes to see it, your business remains lean instead of getting fat. For example, many issues of the magazines, trade papers, etc., contain large ads, inserted by the manufacturer, about your talking machine—carefully worded arguments explaining its good points, and attractive illustrations, often printed in color. Clip out one of these pages. Mount it on heavy paper and attach it to your windowpane. Underneath, on a separate strip of white paper, write with black ink in a large hand, "Step inside and hear this wonderful instrument!" or some other appropriate message. Change the ad clipping in your booth every few days. It will help your salesmen with many a sale.

"They that won't be counseled, can't be helped."—Benjamin Franklin.

IDEAS are the foundation stones of any successful business. If you have ideas and the initiative to carry them into effect, you will leave at the post the man who never does anything new. Naturally, the only way to get ideas is to look for them, to be receptive to them, to be constantly figuring on new ways, methods and schemes, to be always dissatisfied with things as they are, unless you are sure they are as right as you can make them. Here is the way the American Magazine expresses it:

"You have a dollar. I have a dollar. We swap. Now you have my dollar and I have yours. We are no better off. You have an idea. I have an idea. We swap. Now you have two ideas and I have two ideas. That is the difference. But there's another difference. A dollar only does so much work. It buys so many potatoes and no more. But an idea that fits your business may keep you in potatoes all your life."

Something worth thinking about!

"The great end of life is not knowledge, but action."—Huxley.

LOTS of people like to know exactly what their outfit is to cost before they decide to buy it. To catch their attention, display your machines as complete outfits. On the floor of your window, in front of the instrument, place a ten-inch album, a twelve-inch album, some ten-inch records, twelve-inch records, four or higher priced records, also a record duster, package of needles and record catalog.

From each one of these items a red silk ribbon leads back to the talking machine. This makes it clear that the machine and other items are all grouped together. Figure the total cost of the complete outfit and on top of the machine place an 8 x 10 card which reads: "For $142.75 or whatever the price comes to. In smaller letters the individual items can be listed, and if you feature terms, display the terms on the bottom of the card.

A low-priced combination, one at medium price and one at a higher price will make an excellent merchandising window that will sell goods for you.
HERE is some good 1920 news for dealers handling Emerson Standard 10-inch Gold Seal Records:

Eddie Cantor has signed up for five more years, to sing exclusively for Emerson Records.

We take this occasion to extend hearty congratulations to every dealer who is now selling the Emerson line or expects to become an Emerson representative.

We do not need to remind you of the significance attaching to such an event in the musical record field.

Eddie Cantor's name and fame are known wherever the big song hits are heard.

And Eddie Cantor song hits will now continue to be recorded exclusively for Emerson for the next five years and more.

As a philosopher once remarked: A word to the wise is unnecessary.

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

EMERSON PHONOGRAPH COMPANY, Inc.
NEW YORK      CHICAGO
3 West 35th Street 7 East Jackson Blvd.
Al Jolson sings "I Gave Her That." A good supply of this record is a gift to your bank account. A-2835.

Columbia Graphophone Co.
NEW YORK

STRADIVARA DEMAND GROWS

Call for Machines in Excess of Expectations of Officials of Compton-Price Co., Says Sales Manager L. V. Nippert to the World

Reports from the factory of the Compton-Price Co., Coshocton, O., show that the demand for the Stradivara phonograph has increased far beyond the expectations of the officials of the company. L. V. Nippert, sales manager of the company, stated recently to a representative of The World: "In spite of an increase during the fall of practically 150 per cent. in our Stradivara output, we found that the demand for our product was far in excess of even our most extravagant expectations. Our complete and modern factory was kept working at highest capacity day and night to give 100 per cent. service to our dealers, but even then it was found that scores had to be disappointed. We assure our dealers that plans are already maturing whereby another substantial increase will be added to the capacity of the Stradivara factory so that all orders will receive maximum promptness in delivery. We attribute this remarkable demand for the Stradivara phonograph solely to its pre-eminent quality. It proves to us beyond question that the phonograph dealer of today appreciates genuine quality and through and through goodness in a musical instrument. It inspires us to continue our efforts in maintaining the strictest standards of quality throughout our production."

ANNOUNCE CRIPPEN INTERPRETONE

Crippen Co., of Which W. R. Crippen is Head, Will Manufacture Unique Machine in One Model—Some Interesting Details of Plans

The Crippen Co., 437 Fifth avenue, New York, announces this month the Crippen "Interpretone" talking machine. This instrument will be made in one style only and will contain many individual features which are characteristic of the achievements of this house, which include the Crippen "Interpretone" player-piano.

Walter R. Crippen, head of the Crippen Co., has made a policy of quality first has gained universal recognition for Crippen products. The new Crippen "Interpretone" talking machine embodies many original ideas. Its most salient feature is its production of tone, which has been carefully worked out by Mr. Crippen, who is a recognized tone expert. The case is most artistic in design and is equipped with a revolving record cabinet which is a distinct novelty in cabinet construction. The machine throughout shows careful workmanship and is artistically finished.

Miss Vera McLean, the noted Toronto artist, has given her first record to the Victor Co., entitled, "Love Will Find a Way." A ready response has been met for her first recording of this number.

Technical knowledge without knowing how to use it will get you no place.

YOU'LL BE SURPRISED!

at how much good, effective advertising you Victor Dealers will obtain on your Record Delivery Envelopes if you follow our suggestion and clip that coupon on page 49 or write for samples and circular to

LU-FRANC SALES SERVICE
1202 Dime Bank Building, Detroit

HERE IT IS!!
The "Hustylus"

THE little wonder-device that makes Pathé records playable on practically every instrument. The greatest thing that has yet happened for the Pathé dealer. Sweeps all clumsy "adapters" into the discard. As simple to use as any steel needle. It adds many million instrument owners to the Pathé dealer's market.

Ask your Jobber
Herbert & Huesgen Co.
Sole Sales Agents
18 East 42nd Street
New York
Edison Amberola Message No. 2

1920 Sales Promotion and Advertising Plans for the Edison Diamond Amberola Phonograph are so comprehensive and so varied that the limited space at our disposal does not permit of elaboration. However, these plans will bear the stamp of approval from the Edison Laboratories, Edison Jobbers, and already established Edison Amberola Dealers.

Phonograph Dealers who desire a low-priced instrument of superior construction and astounding musical results, backed by the best of Sales Promotion Plans, are invited to communicate with

THOMAS A. EDISON, Inc.
AMBEROLA DEPARTMENT
ORANGE, N. J.
H. Spencer Grover, who has been a member of the traveling staff of the Victor Talking Machine Co. for some time past, covering western Pennsylvania and later Illinois, outside of the Chicago district, for that company, has accepted a position as traveling representative for the Koerber-Brenner Co., Victor wholesalers in St. Louis, Mo. In his association with the Koerber-Brenner Co., Mr. Grover will devote his time to dealer development in the State of Illinois.

BURGLAR FIGHTS FOR RECORDS

After Losing Battle With Policeman His Loot Is Found to Be Talking Machine Records

After a pistol duel between a policeman and a burglar in Englewood, N. J., in which both were wounded and the burglar captured, it was found that the loot consisted of thirty-nine talking machine records, stolen from the home of the Rev. Robert Davis. We have heard much of the power of music. When a burglar risks his neck in an effort to retain possession of records we have new proof of music’s attractiveness.

Two young ladies had been to the opera, and on the way home on the train one of them burst out gushingly as the conductor was about to take their fares, "Oh, I just love Carmen." "Sorry, miss," said the conductor. "I'm married. You might try the engineer, though. He's a single chap."

Semi-annual Convention of the Traveling Staff of the Victor Talking Machine Co. was held at the home office on January 2nd, when the members of the department gave a large part of the day to listening to an address by Frederick Delano, who described to them the latest development in the Victor School of Red Seal Record Salesmanship.

The Constant Use of Flattery Will Leave You Flat.

"Sorry, miss," said the conductor.

"Sorry, miss," said the conductor.

The constant use of flattery will leave you flat.

The Harponola is one of the sweetest toned, highly developed talking machines made today. Its proved mechanical equipment—proof against all the troubles and complications which have been such a serious drawback to the dealer—is no small factor in its success. Its fine lines and permanent finish make sales easy and keep customers satisfied.

"Happiness" because it sells easily, at a good profit, and stays sold,—if that isn’t HAPPINESS then we need a new definition.

Ask for the Harponola Proposition

Edmund Brandts, Sales Manager

CELINA, OHIO

Cabinets made by the Mersman Brandts Brothers organization.

Okeh Records furnish the dealer a sure supply of high-grade selections that will sell on a right profit basis. Ask for the Okeh Record proposition.
QUALITY LEADERS IN THE CABINET FIELD

Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 in. Top 17 x 17 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No 25 and No. 35.

Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No 25 and No. 35.

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

The Geo. A. Long Cabinet Company
HANOVER, PA.
Stracciari singing "Canta Pe Me," a Neapolitan ballad, means money in your pocket. Columbia Record 78101.

Columbia Graphophone Co.
NEW YORK

HANDSOME QUARTERS IN ALBANY

ALBANY, N. Y., January 6.—The Strand Temple of Music, which represents the newest adjunct to the ranks of talking machine dealers in this city, having taken over the retail department of the Gately-Haire Co., Victor wholesalers, is rapidly finding a place for itself in the local field.

The Temple of Music, which is under the management of Al. Edelstein, for many years connected with the talking machine trade in New York City, and most recently associated with G. T. Williams, Victor distributor of Brooklyn, N. Y., handles the Victor line exclusively and provides most elaborate quarters for the display and demonstration of both Victrolas and records. The store, which is located at 121 North Pearl street, was finely fitted up originally by the Gately-Haire Co., and Mr. Edelstein has made a number of worthwhile improvements since assuming the direction of affairs about two months ago. The improvements include an elaborate new lighting system.

The Gately-Haire Co., as has already been announced, is now engaged in wholesaling the Victor line exclusively, with commodious quarters at 258 Broadway. Though naturally hindered to some extent by the shortage of machines and records, the Gately-Haire Co. reported a large volume of holiday business.

NEW CRAFTS FOLDER ISSUED
RICHMOND, Va., January 7.—The A. J. Crafts Piano Co., of this city, have issued an attractive folder of the Craft line of phonographs, which were introduced to the trade at the latter part of 1919. There are four models, “A, B and C,” which are floor models, and model “AA,” a table model. This new line of phonographs has met with great success, and great activity is reported at the Crafts factory here.

Sona-Tone
Plays every make of record without extra attachments! An achievement in tone perfection. Wonderfully built. Moderately priced. And yielding a margin of profit beyond the average.


Sona-Tone Phonograph, Inc.
Executive Offices: World Tower Building
Demonstration Rooms: New York
110-122 West 49th Street
132 West 42d Street
The New Model "E"
Garford Phonograph

The Greatest Value on the Market
Immediate Deliveries in Any Quantity

High in Quality
Low in Price

High in Quality
Low in Price

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.
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
ANNUAL CONVENTION OF COLUMBIA BRANCH MANAGERS

Branch and Dictaphone Sales Managers Hold Most Instructive Gathering—Trade Problems Discussed at Business Sessions—Trip to Bridgeport Plant a Feature—Annual Banquet at the Hotel Pennsylvania, With G. W. Hopkins as Toastmaster, Closes Successful Convention

The annual convention of the branch and Dictaphone sales managers of the Columbia Graphophone Co. was held during the week ending January 3 at the Hotel Pennsylvania. Geo. W. Hopkins, general sales manager of the company, arranged the program for the convention, and presided as chairman at both divisions of the week's meetings.

On Tuesday the branch managers assembled at the Columbia executive offices in the Woolworth Building, leaving for Bridgeport, Conn., Tuesday afternoon, where an informal get-together meeting was held at the Hotel Stratfield. On Wednesday the managers visited the immense West plant of the Columbia company in Bridgeport, where they were escorted through the plant by guides and factory executives. The managers expressed their amazement at the many improvements and changes which had been effected since their visit to the plant in January, 1919, and were impressed with the fact that all of these changes made for greater efficiency and vastly increased production.

Luncheon was served at the Hotel Stratfield, where interesting addresses were made by T. C. Roberts, assistant to the president, and C. Cox, comptroller; of the company. The afternoon was spent in a visit to the East plant at Bridgeport.

On Thursday the branch and Dictaphone sales managers held a joint session at the Hotel Pennsylvania, at which the following interesting addresses were made: "Opening of Conference," by H. L. Willson, vice-president and general manager; "Functioning of the General Manager's Office," by H. A. Yerkes, assistant general manager; "Stories of Sales Made Far From Home," by E. F. Sause, manager export department; "House Organs and Supplements," by Paull Hayden, editor; "How to Help the Haag File "F 100" Price $58.00

A Real Record File
Substantially built to accommodate 100 records, of any make. Equipped with the Haag Ejecting Device which hands the record to you by pressing a lever. Made in mahogany and fumed, golden or weathered oak. 35% discount to dealers. Write for complete catalogue.

Manufactured Exclusively by
HAAG & BISSEX
PHILADELPHIA, PA.

Distributed Exclusively by
BLAKE & BURKART
Herbert E. Blake, Successor
1100-1102 Walnut Street
PHILADELPHIA, PA.

Deliveries Begin in February

President Francis S. Whitten in Charge, J. L. DuBreuil, manager Cleveland branch; "Large Account—Sick," Doctor in Charge, Westervelt Terhune, manager Atlanta branch; "Illustrated Talk on the Model Shop," by H. L. Tuers, manager dealers' service department.

On Thursday evening the managers attended the Hippodrome, and on Friday morning the branch managers assembled at the Hotel Pennsylvania for the following conferences: "Selling the Main Catalog of Records," by Lambert Friedl, manager New York branch; "Records and Records—Kept and Broken," by O. F. Bear, general manager international record department; "Personal Stories of Columbia Artists," by Theo. H. Sauer, concert and operatic director; "Physical Condition and Arrangement of Branches," by R. E. Rae; "Branch Organization, Personnel and Assignment of Duties," by Wm. S. Parks, manager Baltimore branch.


(Continued on page 158)
ANNUAL CONVENTION OF COLUMBIA BRANCH MANAGERS—(Continued from page 157)


The branch and Dictaphone managers, together with the members of the executive offices of the Columbia Graphophone Co., were the guests at a banquet given by the officials of the company in the ballroom of the Hotel Pennsylvania January 3. This banquet has been, for a number of years, one of the most important events of the convention week, and this year's program provided for one of the most pretentious and extensive musical entertainments that have ever been offered in the talking machine industry.

In former years the company has offered a program that has included many famous artists, the majority of whom have been exclusive Columbia artists. This year, however, arrangements were made whereby the entire musical entertainment would be comprised of exclusive Columbia artists only. Theodore Bauer, operatic and concert director of the Columbia Co., was in personal charge of the musical program and well deserved the enthusiastic congratulations that he received from the managers and the executives of the company upon the completion of the musical offerings.

Geo. W. Hopkins was toastmaster at the dinner and his introductions of the various speakers constituted one of the most enjoyable features of the banquet. Mr. Bauer introduced the artists and among the entertainers on the program, all of whom are Columbia artists exclusively, were the following: Harry C. Browne, Alme. Jeanne Gordon, Percy Grainger, Charles Hackett, Mme. Marion Harris, Sacha Jacobson, Keegan and Edwards, Ted Lewis and his Jazz Band, Jose Mardones, Mme. Barbara Mau, Geo. Mender, Mme. Carmela Ponselle, Geo. M. Margaret Romaine, Oscar Seagle, Toscha Seidel, Riccardo Stracciari, Mme. Grace Wagner. The conductors were Charles A. Prince, Robert Hood Bowers and Romano Romanini, Mme. Rosa Ponselle, famous operatic soprano and exclusive Columbia artist, had arranged to be present Saturday evening, but was confined to her home by illness. The artists mentioned are new additions to the Columbia record library, and they were given a tremendous ovation by the guests at the banquet.

Every artist on the program was obliged to render several encores to meet the insistent demands of the diners, and the fame, prestige and ability of the artists appearing Saturday evening served to emphasize the wonderful progress and success that have been attained by the Columbia Co. in recent years. This galaxy of exclusive Columbia "stars" was a concrete indication of the achievements of the Columbia operatic and artist divisions.

During the course of the banquet interesting addresses were made by F. S. Whitten, president of the company; H. L. Wilson, vice-president and general manager; C. W. Woddrop, vice-president and treasurer; T. C. Roberts, assistant to the president, and in charge of manufacture; Marion Dorian, chief auditor; G. W. Hopkins, general sales manager; F. K. Pennington, assistant general sales manager, and C. K. Woodbridge, Dictaphone sales manager.

President Whitten was enthusiastically received by the members of his organization, and in his characteristic way sincerely expressed his appreciation of the untiring efforts of the branch and Dictaphone managers which had enabled the company to close the greatest year in its history, a year which far exceeded the highest expectations of the executives.

H. L. Wilson welcomed the guests and in the course of his address emphasized that every division of the Columbia organization was "ready" for 1920. Referring to each specific department, Mr. Wilson paid a well-deserved tribute to the accomplishments of the Columbia staff in 1919, giving some interesting facts as to the preparations for 1920.

C. W. Woddrop, with one of his forceful and effective talks, made one of the "hits" of the evening. He commented upon the fact that he recently had had occasion to interview several prominent financiers and captains of industry regarding the outlook for the coming year. They were unanimous in expressing the opinion that
1920 would be a wonderful year for business, and Mr. Wooddrop told the managers that Columbia was "ready" for this prosperity and activity. As treasurer of the company, Mr. Wooddrop presented some interesting details regarding the strength and stability of Columbia finances.

Mr. Wooddrop received the hearty applause of every one present when he stated that there was not a single bond out against the company and not an unpaid obligation.

T. C. Roberts, assistant to the president and in charge of production, had been referred to by Vice-president Willson as the "Miracle Man," for under his direction the Columbia factories at Bridgeport had achieved phenomenal and well-nigh miraculous results. Mr. Roberts gave some pertinent facts regarding the progress made by various departments at the factory, stating that during the past few months the production of the machine department had been trebled, the output of the record department had been doubled and that the production in the matrix department was four times as large as formerly.

Marion Dorian gave a stirring and forceful address, which at times was reminiscent, and which concluded with a most eloquent and sin-}

PREDICTED PRESENT PROSPERITY

Four years ago D. Tauber, president of the Progressive Phonograph Supply Co., predicted in an article that the succeeding years would show unprecedented progress and expansion in the talking machine trade and that the volume of business transacted would be tremendous. How well Mr. Tauber's prediction has come true is known by everybody connected with the trade.

The Progressive Phonograph Supply Co. closed an exceptional year in every respect. Many hundreds of new dealers have taken on the line and the demand for the Wall Kane needles is tremendous. Mr. Tauber predicts a continuance of this exceptional business through the new year and gives the following slogan which will guide and be lived up to by every one connected with the company throughout the coming year: "The right kind of goods, at the right price and fair and dignified business dealings."

that each and every department at the executive offices and in the factories is working in the closest co-operation with the sales force.

DATES FOR JOBBERS' CONVENTION

CHICAGO, Ill., January 7—L. C. Wiswell, chairman of the arrangements committee of the Talking Machine Jobbers' Association, announces that the dates for the coming convention of Victor jobbers will be June 28th, 29th, and 30th, Atlantic City. He has made reservations at the Hotel Traymore for these dates.
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 give 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.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

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, Wisconsin
EMERSON CO. ANNOUNCES IMPORTANT SELLING PLAN

Arthur H. Cushman, Director of Sales, Advises Emerson Dealers Regarding Differential Price System for Popular Records—An Important and Far-Reaching Announcement

The Emerson Phonograph Co. announced this week an innovation in the merchandising of its records which has been the subject of general comment in the trade. This new departure in the selling of records was announced to Emerson dealers in the following letter sent out by Arthur H. Cushman, director of sales:

"We desire to call your attention to a new Emerson policy, one which we believe, when carefully considered by the dealers, will be conceded one of the most advantageous from all points of view yet adopted by us.

"It has been the policy of phonograph record manufacturers over a long period to classify all the popular singers under one head, and price their records as a uniform list. Such a system is not in vogue in operatic catalogs, and therefore has no basis of merit in popular catalogs.

"When you consider that it has been the custom to retail a record of a song by one of the most prominent vaudeville artists in the country, who receives a salary oftentimes a thousand dollars a week or more, at the same price as a record sung by a singer practically unknown, whose stage salary is perhaps less than ten per cent of the star's salary, the inequalities and injustice to the artist, the dealer and the public are at once apparent. The public will be better satisfied to purchase a record of a known artist, will value it more highly and willingly pay a fair advance over the price of an unknown artist. The dealer is receiving the additional profit to which he is entitled because of the actual value and selling quality of the records of high-class artists of this character.

"For instance, Eddie Cantor of the Ziegfeld Follies stands pre-eminently as one of the greatest artists in his line. The dealer is entitled to an extra profit on the Cantor records which he sells, exactly as Mr. Ziegfeld is entitled to and obtains an extra profit on Mr. Cantor's appearance on the stage.

"Emerson has determined again to tear up the ruts into which the old-time companies have gotten themselves and to inaugurate a new principle of pricing. Under the new system, records of a high-class artist of this character will be sold at an advance over the price of records of a lesser known artist.

"In a chat with The World regarding this important move, Mr. Cushman said: "The reception of this innovation by Emerson distributors and dealers has been remarkable. Never in the history of the company has it received as many letters commenting on a change of policy, never have distributors, salesmen and dealers as well been unanimous in voicing their support and approval of a new Emerson policy. It has been a source of great satisfaction to the Emerson Co. to have so fundamentally a change as this receive the commendation of nearly every dealer and distributor. It emphasizes the fact that no matter how radical a slash is made in the old order of things progressive dealers of to-day are quick to recognize its value and to support fully the new provisions. "Emerson dealers to-day represent two distinct elements in the phonograph industry. Sixty per cent of the Emerson dealers are the 'old-time' phonograph dealers who have grown up with the industry, and the remainder are new dealers, who represent a class of merchants unfamiliar to a great extent with the old-established methods in vogue. One of the reasons of the great success of the Emerson Co. is that they are in touch with these diversified elements in the industry.

"Emerson is free to confess that some of the policies which it first originated and which have now become standard in the industry were opposed at the outset by some. But this new policy was received by the old reliables in the trade and the younger element as well with the same universal approval. It is not always an easy matter for a young concern, although eminently successful, to undertake the establishment of policies at variance with the previous standard of practice in the industry, and when the Emerson Co. has done it, as in this case, and received the unqualified approval of all its dealers and distributors alike, it is with a sense of great satisfaction that it passes on to other members of the industry this new policy which we feel sure will be made standard for the record industry within a comparatively short time."

TRANSFERS VICTOR DEPARTMENT

The Franz Yahn Service recently purchased the Victor stock and agency formerly owned by the People's House Furnishing Co., of Haverhill, Mass., and transferred it to the well-known department store of Mitchell & Co., of that city. This department is owned and controlled by the Franz Yahn Service, leasing this space in Mitchell & Co.'s store, and is in charge of Charles Urlasch, formerly with the Eastern Co.

The Rhodes Furniture Co., Memphis, Tenn., has installed several new demonstration booths in the front of its store. They are attractively designed and add materially to the store's appearance.

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NOW is the time
to order by WIRE

If You Want to Satisfy Your Customers this Month

Who Makes the Profits? Those Who Have the Stock.

Sole Distributors for Wisconsin, Iowa, Michigan, Illinois and Indiana

WRITE US

VISTA TALKING MACHINE Dept. "D"
PHONOGRAPH DIVISION
THE WISCONSIN CHAIR CO.
Port Washington, Wisconsin
**Happenings in Dominion of Canada**

**CANADA DEVELOPING THE MANUFACTURE OF ACCESSORIES**

**Has Become Almost a Separate Industry—Toronto Music Co. Growing Rapidly—Manufacturers’ Association Discusses Problem of Getting More Apprentices for Factories**

**TORONTO, CAN., January 6—**The talking machine business this season has been greater than in any previous year, according to comments of leading dealers. One company announces that the last four weeks have been the greatest in their history.

**One company announces that the last four weeks have been the greatest in their history.**

During the war, the dealers were unable to supply the demand. The manufacturers have been able to catch up with orders to a considerable extent, however, so that recent stocks have been a little larger than usual.

This year has seen the introduction of the first real made-in-Canada talking machines. This means that the whole machine is now being made in Canada. The motor, tone arm, diaphragm, cabinet and other parts, as well as the records themselves, are all being made in Canada. During the war it was somewhat difficult for the makers to arrange for the complete production in the Dominion, it is asserted. One or two munition companies have turned their attention to the making of talking machines, however, as a peace business. The result has been that large factories and much machinery have been turned over to the production of this musical instrument.

The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. One company, which formerly turned out phragm, cabinet and other parts, as well as the records, has become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. One company, which formerly turned out phragm, cabinet and other parts, as well as the records, has become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. One company, which formerly turned out phragm, cabinet and other parts, as well as the records, has become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business. The manufacture of parts in Canada has also become practically a separate industry and this too, is a development from the munition business.

The Toronto Music Co., Ltd., is more or less new in the music world of Toronto, but through the medium of direct and truthful advertising is rapidly making itself known. It deals exclusively in Columbia products, and in so doing is molding its policy along lines which have met with the approval of the larger credit houses in the United States. There are three stores, located and equipped so as to serve Columbia customers and visitors throughout the city. These are at 420 Yonge street, 355 Broadview avenue and 1372 St. Clair avenue. Each has sound proof demonstrating parlors, while a special feature of the Yonge street store will be the installation of a 15 foot and play rooms so that mothers need not hesitate to bring their children to the store.

W. H. Basfield & Sons, Ltd., is now working at full speed on motors and talking machines. This firm is also producing, under contract, the Calgary Columbia Men Organize

Local Association Formed to Better Trade and Supervise Distribution of R. E. Seabrook Gets Patent—Death of J. E. Williams

WINNIPEG, MAN., January 3—A local organization comprising Columbia dealers has been formed in Calgary, Alta., and W. M. Howe, local manager of Willis & Co., Ltd., was elected president, while J. F. Fisher, of the Grafonola Shop, was chosen as secretary. Mr. Shaw of Cassidy’s, Ltd., the Western general representative of the Dominion, outlined the objects of the formation of the association.

It is the intention to meet monthly to hear the monthly listings and to discuss their relative value to their own particular trade. The speaker brought out the fact that the Columbia

(Continued on page 165)
As A Merchandising Proposition

OKeh Records are leading the field today. They are lateral cut—play on any standard disc machine without attachment—and fill a decided need at a time when your trade wants up-to-date selections perfectly recorded.

We are equipped to give you splendid service in merchandising this new lateral cut record and reliable dealers may obtain the full benefits by applying to us early.

Come in and hear these new, double disc records, featuring the latest and best popular selections and retailing at standard prices.

NO DEAD STOCK IN THIS LINE

PHILADELPHIA SHOW CASE COMPANY
127 North 13th Street
PHILADELPHIA, PENNSYLVANIA
Pittsburgh Branch: 2002 Jenkins Arcade Building
NEWS FROM DOMINION OF CANADA

Co. had recently secured the second largest manufacturing plant in Canada. At this formal gathering, which took the form of a luncheon, a number of the January records were played.

B. R. Seabrook, a well-known inventor, has been successful in protecting by Canadian patent a new device for talking machines, consisting of a combination sound box, tube and horn.

FEATUREING STARR PHONOGRAPHs AND GENNETT RECORDS

The picture shows the interior of the W. H. Caldwell Store, Shelbyville, Kentucky, jobbers of Starr phonographs and Gennett records. On the right is Mrs. J. P. Lyons, who managed the business for the last two years in the absence of Mr. Caldwell, who has been engaged in Y. M. C. A. work in France. Mr. Caldwell, who is enjoying a short visit here, will return to that country in January and Mrs. Lyons will again be in charge. Mrs. Lyons reported an excellent Christmas business and says further the outlook for the coming year is very bright.

The death of James E. Williams of Calgary, Alta, removes a popular Columbia dealer. He was Alberta's representative for Cassidy's, Ltd., Columbia Grafonola department and was highly esteemed in trade circles.

A CANADIAN INCORPORATION

Pathe Freres Phonograph Sales Co., Ltd., have incorporated at Vancouver, B. C., with a capital of $40,000.

Switzer Bros., Ltd., is the name of a new firm in Vancouver, B. C. It is the talking machine department they are exploiting the Sonora line and His Master's Voice line of records.

THE TALKING MACHINE WORLD

January 15, 1920

The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESHEMEN

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

THE FRED. GRETsch MANUFACTURING COMPANY

ACID NEEDLE WILL PLAY 10 REGORDS EACH NEEDLE WILL PLAY 10 RECORDS

The Best Talking Machine Needle on the Market

Well Known and Used Everywhere

We Want Your 1920 Orders Early

500,000 the limit this year
Join the procession NOW
We can make immediate deliveries of any quantity

THE PHONOMOTOR COMPANY

121 West Avenue
Rochester, N. Y.
WE specialize in Cabinets for Table Edison Phonographs. Here are shown three very popular models. Factory capacity 60,000 Cabinets per annum. Obtainable through Edison jobbers. Immediate delivery. Write us for samples, prices and literature.

**STYLE NO. 95-A**

Designed to fit the Edison 95; is finished in natural gum and rouge red. Equipped with the famous Eject-O-File record filing system. The finish is an exact match for the Chalet Model Edison. Same cabinet is built with straight legs. (If straight legs are desired order Style 95.)

**STYLE NO. 30**

Designed to fit the No. 30 Edison Amberola; built in plain oak only to match the Amberola 30; finished same as the instrument; has two drawers for cylinder records.

**STYLE 50**

Designed to fit Edison Amberola No. 50; a handsome cabinet either African mahogany or quartered oak, high finished and a perfect match. Has three drawers for cylinder records.

THE EJECT-O-FILE CO., Inc.

*Factory and General Offices: HIGH POINT, N. C.*
SERGEI RACHMANINOFF RECORDS FOR THE NEW EDISON

Famous Pianist Added to Staff of Edison Artists and Makes First Records—Known As One of the Most Celebrated Musicians of Modern Times—His Own Interpretations Preserved.

The announcement made this month by Thomas A. Edison, Inc., that Sergei Rachmaninoff, who is perhaps the greatest pianist of Russian artists, composers and conductors, has become assistant to W. C. Fuhri, general sales manager of the record division of the General Phonograph Corp., New York City, has been hailed with pleasure by the trade.

R. S. Peer, formerly connected with the Columbia Graphophone Co., for over ten years, has just recorded his playing for the New Edison brings to the staff of Edison artists one of the most prominent figures in the musical world. The art of no musician of recent years has been so widely praised and internationally admired as the art of this gifted Russian artist, composer and conductor. His first Re-Creations are Liszt's noted "Second Hungarian Rhapsodie" and Scarlatti-Tausig's "Pastorale." In his interpretation for the New Edison, Rachmaninoff assumes the mantle of Liszt and originally and incomparably interprets the soul and reveals the heart of the "Second Hungarian Rhapsodie."

It is said that Rachmaninoff has interpolated his own cadenza, pregnant in brilliance, but deeply sombre in its Cossack strain, in passing in the "Rhapsodie," from the lassan, or slow, section, with its indolence of the Gypsy East and its fragrance of heavily scented baredens, to the friska, or quick, section, vibrating with the dash and vigor of the Magyar peasant dance, and pulsating with the throbbing of the velvet-shrouded chimes of the Hungarian desert-winding caravans.

In both the "Rhapsodie" and the beautiful "Pastorale" by Scarlatti-Tausig, Rachmaninoff is pre-eminent in his crispness, his crystalline clearness of technique and in his finished execution. The deep personality of the poetic genius surges through his every interpretation, whether as pianist, composer or conductor. The addition of Rachmaninoff to the list of Edison artists has been hailed with pleasure by the trade.

BECOMES ASSISTANT TO W. C. FUHRI

R. S. Peer, formerly connected with the Columbia Graphophone Co., for over ten years, has been appointed assistant to W. C. Fuhri, general sales manager of the record division of the General Phonograph Corp., New York City. Mr. Peer assumed his duties the first of the year and is rendering efficient co-operation to Mr. Fuhri in handling the fast growing volume of Okeh record business.

Mr. Peer is well qualified for his new duties.

Paper Specialties

Whatever your demands may be for envelopes, paper, record envelopes and any other specialties made of paper, H. G. Neu & Co. are at all times ready to make immediate deliveries of material suitable to your request.

Specializing on the needs of talking machine manufacturers and dealers, this company believes that it is well prepared to meet your individual demands at any time.

Our slogan "If It's of Paper, We Have It," completely evidences our ability to fill your requirements.

H. G. NEU & CO.

108 Worth Street
New York City

LYRIC LATERAL RECORDS POPULAR

New Issues of Lyraphone Co. of America Arouse Much Interest in Trade

Jacques M. Kohner, general manager of the Lyraphone Co. of America, Newark, N. J., manufacturers of Lyric lateral records, left early this month on a six weeks' trip to the Middle West. Mr. Kohner is very enthusiastic over the success of his firm's lateral issues and despite the fact that they have closed negotiations recently with several new distributors calling for great quantities of their products they feel that with the increased production, which is now well under way, their position, as far as deliveries are concerned, is not a problem. With the opening announcement of their lateral product, the Lyraphone Co. released one hundred and twenty titles of popular, instrumental, standard and other selections. Commencing with the February releases the company will issue from twelve to twenty new records each month. The Lyraphone Co. of America has recently received many commendatory letters from the trade.
1919
More Van Veen installations than ever before in the history of the company.

1920
We expect 1920 to even surpass our great record of last year.

At the beginning of the New Year we desire to express to the trade our appreciation of its patronage and to wish to all—A Prosperous New Year.

Arthur L. Van Veen & Co., 47 West 34th Street, New York

MAXIME PATHE ARRIVES IN THE U. S.
President of European Pathé Co. to Inspect Conditions in This Country—Won Great Distinction for Work in the Great War, Being Cited Four Times for Conspicuous Bravery

Maxime Pathe, of the Pathé Frères Phonograph Co., Paris, arrived on the steamer La France December 23, for an extended tour of observation and inspection of general conditions in the United States. Mr. Pathe has spent much time at the headquarters of the Pathé Frères Phonograph Co., Brooklyn, N. Y., and is an enthusiast over the tone and volume and the entirely new principles of sound reproduction found in the new Pathe Actuelle, to which he is seen listening in the accompanying photograph.

Mr. Pathe is the son of Emile Pathe, one of the founders of the Pathé Frères Phonograph Co., of Paris, and who is now president and European promotor of this company, with headquarters in Paris. Mr. Pathe wears proudly but modestly many honors won by his valor during seven years' service for his country. At the outbreak of the great war, Mr. Pathe, although now only twenty-nine years of age, had just completed his two years' regular service as required by the French army, when he immediately rejoined the ranks and during the succeeding years of the fierce struggle participated in many thrilling engagements. Mr. Pathe carries as a reminder of the great war a solid fragment of German shell, which is now embedded in his left lung, so near the heart that the doctors dare not risk an operation. His hands, face and eyes are scarred by wounds received in a hand grenade combat. After being left wounded, he lingered between life and death for seven months in the hospital. During the latter part of the war, Mr. Pathe was in the air service, and while in this service was at one time lost in the woods for almost three weeks, nearly starving to death. In recognition of his bravery, Mr. Pathe has been cited four times and decorated with honors including the superb military medal which is greatly prized by the French soldiers.

HOWARD J. SHARTLE A VISITOR
Howard J. Shartle, general manager of the Cleveland Talking Machine Co., Cleveland, O., Victor distributors, and one of the most popular members of the Victor trade, was a visitor to New York this week, calling upon some of his many friends in the industry. While in the East, Mr. Shartle spent a few days at the Victor factory at Camden, N. J., and in a chat with the local jobbers, expressed his hearty enthusiasm regarding the outlook for the future. He stated that the Victor factories are in splendid shape for maximum production, and that he looks forward to a banner year for the Victor industry.

Luck is nothing more than ability plus determination.
THE VISION
Devoted to the Interest of the Educational Work Being Conducted by the Talking Machine Dealers and Jobbers

An interesting monthly publication, The Record Review, has been brought out by the educational department of the Columbia Graphophone Company. It contains, among other features, a department known as "News and Notes," listing activities of Supervisors of School Music throughout the country.

Babylon, Long Island, N. Y., would make history repeat itself, After the High School decided to purchase talking machine equipment for its music and physical training departments, the superintendent called in Franklin Dumham, educational director for the Landay stores (Victor jobbers, New York City), who gave them a lecture-recital on Folk Songs of the World. A Victor XXV was purchased from Landay and records were obtained through Harry E. Bishop, local Victor dealer.

Recent French records by the Columbia Educational Department, supplementary to French Teaching, include: "Le Petit Chaperon Rouge" (Red Riding Hood), Marguerite Clément—French story; "Le Renard et le Petit Poucet" (The Old Woman and Her Goat), Marguerite Clément—French story; "La Bonte Femme et Soi Biquet" (The Fox and the Little Red Hen), Marguerite Clément—French story; "La Fontaine" (La Fontaine) (The Cobbler and the Banker). Marguerite Clément—French story; "Après la Dataille" (After the Battle), (Victor Hugo), Marguerite Clément; "Jeanne au Pain Sec" (Jane Put On Dry Bread), Marguerite Clément—French story.

Music appreciation as a separate and distinct subject in the school curriculum has gained such headway that, according to a report by J. Lawrence Erb, director of Music, University of Illinois, made to the National Association of Music Teachers, December 30, the majority of the states of the Union now not only give regular subject credit for making music and music appreciation prescribed subjects.

Among the thousands of foreign records brought to the country in matrix form by E. A. Widman, president of the Pathé Frères Phonograph Co., Brooklyn, N. Y., are songs in French for use in the class room.

New York City, under the guidance of George B. Gartlan, Director of Music, Public Schools, is planning a Music Week, February 2-9, in which every school of the city special music exercises will be held in all grades. The program for each school includes a Music Appreciation Hour illustrated by the Victrola and records selected from the individual school's library.

J. M. Dorey, member of the Columbia educational staff, demonstrated the use of the Seashore Psychological Music Tests at the Pennsylvania State Teachers' Convention, held in Philadelphia during the holidays.

John Elliott Clark Co., Victor jobbers, Salt Lake City, Utah, report an unprecedented demand by the schools of the state for talking machine equipment, which has been taken care of by installation of M-XXV (school type) Victrolas and record libraries arranged for instant use.

Marcus Louis Mohler, author of "Music Moods," a publication of the Columbia Educational Department in 1916, has continued this work in making sample description of "La Feria—La Reja," by Lacombe, an instrumental number for third and fourth grades.

Caroline M. Hobson, educational director, Stewart Talking Machine Co. (Victor jobbers), Indianapolis, Ind., has recently returned from a trip "around the circle" with reports of splendid co-operation given by dealers in Indiana.

A recent publication of the Columbia Co. is a pamphlet entitled "Literature and Music," prepared by Milnor Dorey of Harvard University and Louis Mohler of Columbia University. It is an exhaustive treatment of the relation of these two closely-allied subjects paralleling a great deal of the English classics taught in school with their musical background, going into details of method of presentation, structure, emotional content, and offering many suggested exercises and lists for study and reading. It is a unique publication of real literary and musical value for English teachers and music supervisors.

Splendid music appreciation work in the grades and high schools is being done this year by Elsie M. Shaw, Music Supervisor, St. Paul, Minn. The equipment for five new schools was purchased at the N. E. A. Convention last year and supplied through W. J. Dyer & Co., Victor jobbers, St. Paul.

Detroit, Mich, still ranks among the leading cities doing music appreciation work in the grades. This is largely due to the impetus given by installation of M-XXV (school type) Victrola equipment in Woodward avenue store some years ago.

The new educational catalog of the Columbia Co. "The Graafosola in the Class-room," is a classification of all the educational applications of phonographic material. All the records have been carefully graded for the different stages of school work, from the kindergarten to the college. There is a well-worked-out course in music appreciation, records for folk-dance and physical drill, records for penmanship, suggested programs and ways to raise money for the purchase of instruments and records, speaking records for English work and many suggestions for practical pedagogical service.

New York State Educators met in Albany for their Music Convention this year. One of the features of the program was a talk on the Future of School Music, by Mrs. Francis E. Clark, educational director, Victor Talking Machine Co., Camden, N. J.

The American Library Association meeting in Chicago, January 1-3, showed its interest in music for all the people by carefully going over plans for making libraries of greater public benefit through general features of service outside of reference libraries of books.

The educational staff of the Victor Talking Machine Co. met in conference January 1-3, inclusive, at the factory, Camden, N. J., bringing holiday greetings from the hundreds of Victor dealers doing educational work throughout the United States.

"Music Pictures," a copyrighted class-room exhibition of paintings in oil which have been synchronized in emotional appeal to composition of the masters in music, are to be presented in New York City by the originator, Franklin Dun

We are now opening new accounts and making immediate deliveries on

VICTROLA TALKING MACHINES
The Phonograph of Marvelous Tone
Keo Records

These two splendid lines with Roemer Service will help to make nineteen twenty your banner year.

M. M. ROEMER SALES CORP., 400 West 23rd Street, NEW YORK
"TRY ROEMER SERVICE—IT SATISFIES!"

Phone Chelsea 6323

Pretty Messengers with Record News
Painted by famous artists of child subjects and lithographed in full colors on

Nursery Rhyme Blotters
Splendid means of featuring educational records and very attractive inserts for supplements and the regular mail.

Price Lower Than Factory Prices
Sets of 100—12 different subjects—$8.10, without postage prepaid.

In writing for samples, address Department "C."

Stewart Talking Machine Company
VICTOR DISTRIBUTORS
INDIANAPOLIS, INDI.
THE VISION

(Continued from page 169)

ham, Educational Director, Landay Bros., Victor jobbers, this month. The subjects are from the brush of Harry M. Kurtzworth, director of the Municipal School of Art, Grand Rapids, Mich.

Word comes from Saint Paul that a full course in Music Appreciation is to be instituted in the grade schools of that city. Miss Shaw, the city supervisor of music, is to use the Victrola and Victor records for this purpose.

It is of particular interest that every school in Albemarle County, Virginia, is being equipped with a Victrola IV, through funds supplied for this very purpose by a wealthy citizen of Charlottesville. Also, that a sum was given to establish a circulating library of 1,000 Victor records, under the direction of the County Supervisor of Schools, and which library is being built up as rapidly as records are available. There are 108 schools in the county, and to date 70 have received their Victrolas. Many of the schools are in isolated sections, where life is very primitive, and it requires no stretch of the imagination to picture what the Victrola will mean to the little ones of these parts.

The most notable educational work done in the summer sessions of the colleges this year—work that received the highest commendation of educators of first rank—was performed at the summer school at Rutgers College and in the large education methods courses at Teachers College, Columbia University. With the Columbia Graafonola and Columbia records he gave a series of demonstration lessons. Mr. Mohler, in his development of procedure for teaching appreciation of music and other arts, is continually under the advisement of heads of educational departments in Teachers College. These schemes of procedure are adapted to the use of grade teachers and supervisors.

THE SURPRISE OF THE PHONOGRAPH WORLD

The RE-CALL supreme in tone; incomparable in finish; faultless in workmanship, is the triumph of the work of years.

After years of experimenting, its tonal qualities have reached such a degree of perfection that it surpasses all other instruments.

This Musical Marvel sells at a price which makes it doubly attractive.

See this instrument before placing your 1920 orders.

Circulars and prices on application

The Huss Bros. Phonograph and Piano Co.
6-8-10 W. Canal Blvd., Cincinnati, Ohio

TO MAKE CABINETS FOR PATHE CO.

According to reports from Louisville, Ky., the Prestonia Mfg. Co., capitalized at $250,000 and holding contracts for $1,000,000 worth of business during its first year, will shortly begin operations making cabinets for the Pathe Freres Phonograph Co. The officers of the company are Alfred Struck, president; Robert N. Weaver, vice-president and general manager, and Robert E. Braudeis, secretary.

SCHOENLY GOES WITH JENKINS.

M. C. Schoenly, formerly Victor traveling representative in Kansas, Nebraska and Oklahoma, has joined the forces of J. W. Jenkins' Sons Music Co., Kansas City, Mo., as traveling representative. The J. W. Jenkins' Sons Music Co. are prominent Victor wholesalers in that locality.

Business is only as strong as your initiative.

THE PHONOMOTOR

Trade Mark Registered U. S. Pat. Office

The first and most perfect electrical equipment for the Phonograph

INTERCHANGEABLE STANDARD

SIMPLE UNIVERSAL

110-20 A. C. or D. C.: also adapted for 220 V.

Silent Absolutely Regulation Perfect

Everlasting Guaranteed

Patented in United States and Canada

AUTOMATIC STOPS supplied on all Phonomotors and Spring Motors, an approved, reliable stop,

THE PHONOSTOP Supplied the Trade

Write for Quantity Prices Now

G. CLAY COX

73 State Street, Rochester, N. Y.
The New Brunswick Records Score a Decided "Hit"

Strong Producing and Supervisory Organization Headed by W. A. Brophy, General Manager—Well-Known Men Head Different Departments—Exclusive Artists Featured in First Record List

After several months of expectant waiting the trade has received the first list of the new Brunswick records, which mark the most recent expansion of the Brunswick-Balke-Collender Co. The announcement of these new records by one of the leading talking machine companies has created great interest in trade circles and the records already in the hands of Brunswick dealers throughout the country have everywhere been received with the greatest enthusiasm.

The rise of the Brunswick Co. has been rapid and the opening of the new recording laboratories completes the balance of the organization and affords a fitting supplement to the Brunswick phonograph. Record-pressing plants are now located in Long Island City and northern New York and others are nearing completion in Jersey City and Toronto, Can. As soon as the new plants are ready and the new presses installed the production of Brunswick records will grow by leaps and bounds.

The primary consideration in the selection of the Brunswick record list is that it shall be consistent with the avowed policy of good music first. The list will be made up of both popular and standard music, comprehensive in scope and rendered by a staff of leading artists. The organization of men who are in charge of the new records is comprised of individuals who have had a wide experience in the talking machine field and whose musical training and reputation make them competent to produce a record catalog which the company state will compare with the best now before the public.

It is as manager of the record department that the Brunswick-Balke-Collender Co. has secured William A. Brophy, who through natural endowments, plus a successful experience in the world of finance, is peculiarly and particularly equipped to fill this responsible position. Mr. Brophy is a New York man, and prior to his association with the Leeds Phonograph Co. in 1916 was for years prominent in banking circles.

(Continued on page 172)
and represented large financial interests on many boards, giving up a brilliant future as a financier only to enter the broader field of directing the management, development and ideals of the new and ably launched phonographic recording project.

All his life a supporter of and a believer in the life-giving powers of music, Mr. Brophy brings to this business the temperament and discrimination of an artist—gifts which are as necessary to his success as is the possession of sheer business acumen.

Mr. Hofbauer presents this unusual and valuable conjunction of talents, and the advancement of the Brunswick Recording Co., in volume and class of business as well as in their artistic progress, is due in great measure to him.

The general of the inner sanctum of the recording rooms is Frank Hofbauer, who is an American genius whose merit has won him recognition in a highly specialized field. Since 1911 he has had full charge of the recording laboratories. Mr. Hofbauer was for years an expert maker of tools for experts, surveying instruments, prospecting devices, etc. He worked in experimental lines in several departments of specialized machinery, such as textile machinery, wireless apparatus and moving picture devices. He has many patents on his own inventions along these lines. With Thomas A. Edison personally Mr. Hofbauer worked for eight years in phonographic experimentation, and was five more years in the Edison recording laboratory.

Henry Purmont Eames is director of the music department of the Brunswick laboratories and is widely known as one of America’s successful artists. His education as a pianist has been received from such famous teachers as W. S. B. Mathews, W. H. Sherwood, Madame Clara Schumann, widow of Robert Schumann; James Kwast and Ignace Jan Paderewski.

Walter Haenschen, who is manager and director of the popular record department, is a pianist of recognized ability, his experience dating from his graduation from Washington University in St. Louis in 1912. Throughout the Middle West.
Gleanings From the World of Music

Sheet Music Sales Reflect Interest of the Public

While the past year was the largest in the history of sheet music publishing, the music publishers themselves look forward to even a bigger year during the season of 1920. And in order to care properly for the greatly increased demands for publications of both the standard and popular variety, the majority of the firms are substantially increasing their advertising appropriations, so that their works may be exploited on a scale justified by the present demands for sheet music.

National advertising is being used more and more by the popular houses to give publicity to their numbers, and as all publicity on songs and instrumental selections invariably creates a sale for the mechanical reproductions of the same works, these national advertising campaigns should be of distinct interest to the talking machine record dealer. And when, as is usually the case, the publishers who indulge in large advertising campaigns mention that the works can be obtained on both the talking machine records and player rolls, the talking machine dealer cannot overlook the fact that this publicity is a direct aid to him as well as to the exclusive sheet music dealer.

Despite the fact that the sales of talking machine records and player-piano rolls show a tremendous increase, they have not affected the sales of the sheet music itself. On the other hand, in many cases their sales have a tendency to increase the popularity of the various numbers.

Proof of the increased interest in and demand for sheet music is found in a comparison between the sales of popular hits before and since the war. Some few years ago a song hit, at the peak of its popularity, would probably reach a sale of a million or a million and a half copies at the most, while today gross sales exceeding two million copies and closely approaching the three million mark are of no uncommon occurrence. Prior to the war these hits were retailed at ten cents, while today almost without exception they bring thirty cents retail. The profit to the dealer has increased in proportion, with the result that a legitimate dealer is encouraged to handle them and in fact to buy them in quantities.

Most talking machine dealers find that in giving all their time and attention to the sale of machines and records, they have enough to do. Occasionally, however, some dealers feel the necessity of adding a product to their line that means quick sales, thus giving them additional revenue. If there are still dealers that feel the necessity of adding a side line it would be well for them to look into the possible profits to be derived from the sale of popular songs and instrumental selections, especially those termed “hit” numbers and found on the records. These mean quick sales and quick profits, and the talking machine dealer in placing them in stock is not taking on a line that is foreign to his business, but one that holds a relationship to his industry and one his customers are interested in.

If the dealer feels the need of this additional revenue, it is far better for him to place on sale sheet music in preference to gas mantles, fishing tackle and novelties, which, to say the least, are not adjuncts to the music business.

Men Who Make Popular Songs

No. 9—Victor Jacobi

It, up to this time, there had been any doubt as to whether or not Victor Jacobi, the composer, had come into his own, the success he has achieved this season places that fact beyond dispute, as he is the composer with Fritz Kreisler of “Apple Blossoms,” one of the biggest musical comedy “hits” of the season, now playing at the Globe Theatre, New York. In addition he is the composer of the song...

(Continued on page 174)

Dealers in Records and Player Rolls

We offer you the most phenomenal and sensational “hit” ever known in the history of Music Publishing

“Dardanella” SONG AND INSTRUMENTAL STOCK HEAVILY ON THIS WONDERFUL SELLER

Coming Soon

SONG “BUDDHA” INSTRUMENTAL

The Oriental Classic—Your Orchestra Features This Number

You will shortly hear Fred Fisher’s New Ballad

“Daddy You’ve Been a Mother to Me” WATCH FOR IT

McCarthy & Fisher, Inc.
224 West 46th Street, New York City

and waltz success "On Miami Shore," for which Wm. LeBaron has supplied lyrics. As a dance number, "On Miami Shore" appears to be as popular as anything of the waltz variety which we have had since "Missouri." In addition to the favor which it has won among dance enthusiasts it has also scored a pronounced "hit" with the musical directors and orchestra leaders.

"Apple Blossoms" is by no means the first musical success from the pen of Mr. Jacobi, for it might be well to remind readers that he was also responsible for the scores of both "Sybil" and "The Marriage Market." Meanwhile "Apple Blossoms" promises to be as big a hit among productions as "On Miami Shore" is in its special field.

**HOW LONG WILL A RECORD LAST?**

Exhibitor at Canadian Fair Plays Record 2,000 Times and Finds No Change

How long will a record last under average conditions? Those who have had machines for a number of years are not worrying about the life of their records. They have been playing them day in and day out for a long, long time. It is an admitted fact that a record can be played a thousand times when care is shown.

This year a man who has exhibited various wares at fall fairs in Canada decided to install a talking machine to do his talking for him. He had become tired of telling the same story over and over again to the passing throng, so the talking machine was adopted for an alternative. This man wondered how long the special record would last, but he soon forgot his worry.

His interest in the machine was soon aroused to the point where he decided to count the number of times he was playing the record. At the end of the day he found that he had played the record no less than 200 times. He had changed the needle regularly and it was by keeping track of the number of needles that he ascertained the number of playings. The one record was used all during the fall fair season and it is apparently practically as good as ever. This is partly due to the persistent manner in which the exhibitor changed the needle. The machine was not used continuously every day by any means, but the owner believes that the record was played upwards of 2,000 times.

**A SINGING ARMY CAN'T BE BEATEN**

Again the Schmidt Music Co., Davenport, la., scored a hit with its timely advertising. This time it was the occasion of General Pershing's visit to Davenport that was the subject of a very effective ad in the local papers. At the top of the page was Pershing's famous saying, "A singing army cannot be beaten," and beside this was a photograph of the leader of the A. E. F. The "General Pershing March" on the Columbia record was also featured. At the bottom of the page was a picture of a battle-scarred landscape after hostilities had ceased, with the heading "Victory. and Peace." The advertisement attracted considerable attention.

**Why Break Records? Just File Them!**

That is if you have the wonderful Record filing sys-

**The Marvelous MAGNOLA**

This is only one feature of many that will command your interest and attention. Let us send you hand-

**MAGNOLA TALKING MACHINE COMPANY**

**Otto Schulz, President**

General Offices

Southern Wholesale Branch

711 Milwaukee Avenue

150 CANDELL BLDG.

CHICAGO, ILL.

ATLANTA, GA.
Shapiro, Bernstein & Co., Inc.

Two of the biggest current record and word roll sellers in America today:

Tracey and Pinkard's

"Wonderful Pal"
and Mary Earl's

"Dreamy Alabama"
Waltz

Two new Mary Earl numbers which will be the big hits of the season

"Wild Flower"
Indian Waltz

"Mohammed"
Oriental Fox-Trot

Every dealer in records and rolls should arrange for big displays to attract the demand caused by the popularity and the big advertising campaign on the above numbers.

Shapiro, Bernstein & Co., Inc.

Music Publishers

Broadway and 47th Street

NEW YORK
F. W. Schwoebel, the well-known traveling representative of the Victor Co., has resigned from that organization to become connected with the Florida Talking Machine Co. He formerly traveled the States of North and South Carolina, Georgia and Florida in the interest of the Victor Co. and has gained an accurate knowledge of conditions in those States. He will continue to cover this territory in the interest of the Florida Talking Machine Co. a greater part of the time.

The Florida Talking Machine Co., located in Jacksonville, is one of the most progressive of Southern Victor wholesaling concerns. Only recently this company bought a new building which it is entirely remodeling. Within the building on the ground floor is located a Victor shop which is most complete in every detail, being fitted with a large salon, several artistic demonstrating booths, record racks, etc.

**INCORPORATED**

The Great Northern Phono. Supply Works, Inc., New York, has been incorporated with a capital of $10,000 by H. Martin, B. Gorton and C. Albert, 100 Cathedral Parkway.

**MRS. FRIDA WIDMANN DIES**

Mother of President of Pathé Frères Phonograph Co. Stricken While Addressing Club

Mrs. Frida Widmann, mother of E. A. Widmann, president of the Pathé Frères Phonograph Co., died suddenly in Brooklyn on Friday, January 9. Mrs. Widmann, who was president of the Ladies’ Association of the Germania Club, was making an address before the members in the clubhouse, at 912 Union street, when she suddenly became ill and died before the physician arrived. Her death was said to have resulted from heart disease. She was sixty-two years of age. Funeral services were held at the home of her son, E. A. Widmann, 16 Remsen street, Brooklyn. The funeral was private.

Mrs. Frida Widmann, mother of E. A. Widmann, president of the Paths Freres Phono-graph Co., died suddenly in Brooklyn on Friday, January 9.
and the sales staff of the Baltimore branch. Assistant Sales Manager Pennington was the principal result of his observations at the New York dealers and the Columbia staff here the time Mr. Parks will bring to the attention of the territory, who has just returned from the meeting of Columbia dealers will soon have a new general office in this territory is the fact that there is going to be a real branch factory in this city. Many firms have improved their quarters during the past year and others are contemplating such steps. There is a real feeling of good business to be had in the year that is to come and there is an especially strong feeling that the trouble of shortage of machines and records, which has been a strong adverse tide, would pass away very quickly and the only thing necessary to give thought to will be more business.

Of particular interest to the Columbia dealers in this territory is the fact that there is going to be a real branch factory in this city. Likewise the Columbia dealers will soon have a new general headquarters for the Baltimore general office, which will be independent of the factory. William S. Parits, manager of the Baltimore territory, who has just returned from the meeting of Columbia managers, forecasts the greatest Columbia business in the history of the company for 1920. Mr. Parks expects to announce the location of the new general offices for the Baltimore territory, which besides Maryland includes Washington, District of Columbia, Virginia and parts of the Carolinas. The Baltimore territory will have a meeting of dealers on January 19 at the Southern Hotel, at which time Mr. Parks will bring to the attention of the dealers and the Columbia staff here the result of his observations at the New York meeting. At a recent meeting of Columbia dealers and the sales staff of the Baltimore branch Assistant Sales Manager Pennington was the principal attraction. Mr. Pennington told of the many plans the company has mapped out and how proud all Columbia folks should be over the fact that Baltimore had been selected as one of the cities which will be among the company's manufacturing centers. He cited figures to show just what had been accomplished by the company since its organization and how President White, who is a native Baltimorean, has had the vision to make possible the great Columbia enterprise. Mr. Pennington told of the many stars that have exclusive Columbia artists and called particular attention to the new Art Hickman records, which will go on sale January 10.

Stracciari, one of the Columbia stars, was the artist at a recital given in Norfolk Monday evening. The affair was given under the auspices of the Melody Club, of which Edith Virden Silence is director. The affair was voted a huge success and Stracciari was forced to give many encores in acknowledgment of the wonderful reception accorded his work.

The Grafonola Shop, Norfolk, Va., a Columbia dealer, has just completed installing five new ivory booths.

Mrs. Steele, wife of L. C. Steele, a Norfolk Columbia dealer, one of the best-known figures in the music trade in the South, is critically ill at her home, following a serious operation. Elmer Walz, manager of Cohen & Hughes, Victor distributors, says business closed with a rush in 1919 and the late shipments from the factory were rushed out to the trade as rapidly as possible. "While it was not possible to give the dealers all of their orders complete," said Mr. Walz, "we believe that the equitable distribution left all dealers in a satisfactory frame of mind and helped to greatly bring up the sales in this territory over any previous year. It will be our aim to see that all those dealers who fought and still are fighting hard for Victor obtain first consideration.

The new warehouse of Cohen & Hughes in Washington is now rapidly nearing completion and is expected to be ready for occupancy February 1. It is located on E street between Twelfth and Thirteenth streets. This branch is in charge of Frank E. Harris, and besides looking after the Victor business in Washington and the District of Columbia is used as a shipping point for Southern trade. The firm uses big motor trucks for service between the Washington branch and the Baltimore headquarters. All of the Victor dealers had a hard time of it obtaining goods in the final week of the Christmas rush. The Baltimore Victor distributors, which include, besides C. & T. H., E. F. Droop & Sons Co. and H. R. Eisenbrandt Sons Co., Inc., usually obtain their goods by boat from Philadelphia. The canal froze up and this prevented the use of the boat lines, and one consignment was on a steamer that was frozen in for several days. The dealers finally chartered express cars and then unloaded them at the yards instead of waiting for the express companies to make deliveries. Thus the dealers were able to better handle their trade.

The National Piano Co., Pathe distributors, report a big increase in their business in 1919 over any previous year. The firm says that the extent of its business was limited only by the amount of product. The Clarke Music Co., distributors for the (Continued on page 178)
Harry Fox sings two Southern songs! Send in your orders quick! A-2828.

Columbia Graphophone Co.
NEW YORK

Main Springs

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
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<tbody>
<tr>
<td>1 in. x 0.33 x 10 ft.</td>
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<td>1 3/4 in. x 10 ft.</td>
<td>$0.25</td>
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MICA DIAPHRAGMS

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SAPPHIRES

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<td>Potsh, very best hard tone</td>
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ATTACHMENTS

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<tr>
<td>Kent attachments for Victor A-1</td>
<td>$0.50</td>
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</tbody>
</table>
"THE AMERINOLA"

To increase production

Crippen Record File Corp. to install increased equipment which will double capacity of plant—Thus all demands will be met.

Due to the large demand for the Crip-N-File, the Crippen Record File Corp., Rochester, N. Y., is at present contemplating the installation of additional machinery for the purpose of doubling the capacity of its factory. Although this device has only been on the market a comparatively short time, the demand has been so large that additional facilities for production are necessary.

Arthur J. Crippen, president of the company, who is the inventor of the device which bears his name, believes that in a short time the automatic ejector will become as much a part of the regular equipment of talking machines as the self-starters have become standard equipment on an automobile. The main advantage of the Crip-N-File is that records are immediately accessible and can be easily put back into their proper places after use. The ease of operation of the device, in conjunction with the simplicity of construction, makes it a most practical addition to any talking machine. It is highly spoken of by the trade.

The Amerinola Co.
1 Vandalia Avenue
Cincinnati, Ohio
During February

During the first week in February, there will be held in New York, the National Music Show and the National Music Festival. Cordial invitation is extended to you, while you are in the city, to visit the Stephenson office situated in the building, One West Thirty-fourth Street, directly opposite the Waldorf-Astoria Hotel.

For our part, it will give us pleasure to meet you and we believe that you will be interested in the Stephenson Plans for Nineteen and Twenty.

Stephenson
Incorporated
One West Thirty-fourth Street
New York City

Manufacturers of the Stephenson Precision-Made Motor
IMPORTANT NOTICE
TO THE
AMERICAN TRADE

The Sterno Manufacturing Company
19 CITY ROAD LONDON, E. C. ENGLAND

Manufacturers of the world known COMPACTOPHONE—the most complete portable gramophone extant—beg to announce the conclusion of arrangements for the EXCLUSIVE SELLING RIGHTS IN THE UNITED STATES OF THE

High Grade Motors Manufactured By Mermod Freres St. Croix Switzerland

WONDERFUL MECHANISM
These motors represent the acme of workmanship and quality. Each part is made to the finest gauge limits and assembled to run with the precision of a watch—silent and true. Messrs. Mermod Freres is an old established Swiss manufacturer. Back of their motors are years of hard practical experience. The experimental stage was left behind a decade or more ago. Reliability and quality is therefore assured.

DIFFERENT MODELS
Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US
Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
Meanwhile trade enquiries should be directed to

THE STERNO MANUFACTURING CO.
19 CITY ROAD LONDON, E. C. ENGLAND
There is a Universal Demand for the
BEST
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.

D. A. CREED "IN OUR MIDST"
D. A. Creed, general manager of the Chicago Talking Machine Co., Chicago, Victor wholesalers, arrived in New York this week and will probably stay here a fortnight, spending his time at the offices of the New York Talking Machine Co., local Victor wholesalers. Mr. Creed was accompanied from Chicago by H. C. Ernst, sales manager of the New York Talking Machine Co., who had been visiting his parents in the West over the holidays, and who had also spent a few days at the offices of the Chicago Talking Machine Co. before returning East.

Harry Warren, a Vitapol dealer of Randolph, N. Y., has opened a music store in the Marsh block in that city. He was formerly a piano dealer only, but has taken on the Vitapol and is planning to greatly increase his business.

The Musical Recording & Reproducing Co., Hallowell, Me., has been incorporated with a capital of $2,000,000 to manufacture and sell talking machines and all kinds of musical instruments and accessories.

PRESERVE PHONOGRAPH RECORDS WITH A

"TONAR"
TRADE MARK
RECORD BRUSH
Our special treatment not only removes the dust but lubricates the record so as to bring out the most delicate tone qualities.

It Not Only Cleans But Preserves the Tone

RETAIL PRICE, FIFTY CENTS

PARKS & PARKS, Inc. TROY, N. Y.

Lynchburg, Va., January 8.—The Ogden Sectional Cabinet Co., manufacturers of filing cabinets for talking machine records, of this city, ingeniously circumvented the lack of power for manufacturing purposes in this city during the coal shortage of last month. The traction company, which supplies power for all the mills and factories of the city, sent a general notification that no more power would be available until the situation is changed. The Ogden Sectional Cabinet Co. had a large number of orders awaiting completion, and these orders in most instances were to be sent to dealers who were anxiously waiting their arrival to take care of their holiday trade. Immediately, therefore, upon receipt of the notice that power was no longer available, the Ogden Sectional Cabinet Co. took steps to locate some kind of power arrangements so that their customers would not be disappointed. They were fortunate in securing the only ninety-horsepower freight truck in the city, which, running in second with special counter shafting, was able to develop 135 horsepower. This feat created much general comment and was featured in the papers of this city, as it was the first time it had been done in this locality. If the factory had been forced to be closed down for only two weeks on account of the lack of power it would have caused a serious congestion in the filling of orders, but with the use of this truck production continued undiminished and goods were delivered as per schedule.
INDIANAPOLIS REPORTS

BIG RECORD DEMAND

Dealers, One and All, Tell of Enormous Holiday Business—Optimistic Over Trade Outlook for 1920—The News of the Month in Detail

INDIANAPOLIS, IND., January 5.—The heavy demand for records was the outstanding feature of the Christmas business among local talking machine dealers. When the dealers checked over their record sales figures they confessed they were startled. As one dealer expressed it, he did not see how it could have been possible for records at 85 cents each to roll up into the sum of money shown by the sales receipts. The machine sales were good, but they were not as heavy as they were last December in most instances. The shortage was not so great and while dealers ran short of certain models and cabinet cases, most of them were able to get by on the substitution plan, whereby an exchange of machines can be made later. Another encouraging feature of the business is the fact that it has been brisk after Christmas and this leads the dealers to believe that January will be a record month.

George Standke, manager of the Brunswick Shop, received a shipment of the new Brunswick records and they were all gone as they were unpacked. He also has received one of the new art models.

Mrs. J. E. Fish, manager of the talking machine department of the Pearson Piano Co., was pleased with the holiday business both in machines and records.

The Starr phonographs and Gennett records enjoyed a big business, T. H. Bracken, manager of the Indianapolis branch of the Starr Piano Co., commented on the way business was still coming in after Christmas. He looks for a big year in Pathe machines and records.

W. G. Wilson, manager of the Grafonola Shops, Inc., was making preparations for remodeling the store in the next few weeks and when the work is completed he expects to have one of the most up-to-date shops in the city.

A feature of the Christmas business at the Circle Talking Machine Shop, as reported by Manager Whitman, was the predominant call for the Victor in large sizes.
business in Indiana would enjoy a brisk year in 1920. Shortage of machines was the chief complaint in 1919. The Brunswick dealers who have received samples of the new Brunswick records are writing in that they are greatly pleased with them and expect them to be another big boost for the Brunswick.

Orders for Pathé machines and records are still pouring in at the Mooney-Mueller-Ward Co., distributors. Most of the Pathé dealers report they were sold out entirely.

Ben Brown, manager of the Indianapolis wholesale branch of the Columbia Co., is in the East attending the Columbia convention. F. K. Pennington, assistant general sales manager, and O. F. Benz, of the general sales department of the company, were recent visitors. John McKenna, manager of the St. Louis Columbia branch, also visited Mr. Brown.

The Weisbrod Music Co., of Richmond, Ind., Columbia dealers, scored a big hit through a concert given there by Sacha Jacobson, the famous violinist and Columbia artist, on December 2. The artist later visited Indianapolis Columbia dealers and autographed a number of his records.

The Amplifone Co. is receiving many orders for the Amplifone, the telephone attachment for demonstrating machines and records over the telephone. The recent demonstrations of the instrument at the Morrison Hotel in Chicago have aroused great interest among the Chicago and Illinois dealers.

MODERNOLA AT MUSIC SHOW

George Seiffert, Who Has Become Eastern Representative, Will Make Exhibit at National Music Show in New York Next Month

George Seiffert, Marbridge Bldg., New York City, has been appointed Eastern representative of the Modernola Co., of Johnstown, Pa. This company are manufacturers of the phonograph of the same name, which is entirely original in its design and the general attractiveness of which is enhanced by the lamp which surmounts the phonograph. The "Modernola" is well represented by dealers throughout the Eastern territory and under Mr. Seiffert's able management great growth is predicted during 1920.

Mr. Seiffert will exhibit at the Music Show to be held in New York during the first week in February. At his exhibit will be featured the "Modernola," the Arnold electric phonograph motor and the "Fern-O-Grand" phonograph. Mr. Seiffert represents all three in the Eastern territory.

PATHE ARTISTS IN OPERA

The engagement of the Chicago Grand Opera Company in New York City, for the latter part of January, will enable a large number of Pathé enthusiasts to hear many of the artists whose voices charm them on Pathé records. Among the Pathé stars who will appear during the engagement are Tito Schipa, Yvonne Gall, Rosa Raisa and Rammonnetti. Attractive ads featuring these various artists will appear in the newspapers during the engagement.

In a letter addressed to the trade, the Pathé Frères Phonograph Co. has announced that all orders received next month for 1920 will be guaranteed to be delivered at the time specified in the order.

WANTED!

to get in touch with several cabinet makers. Cabinet standards for $100 to $400 machines. Submit first letter specification and prices lots 100 and 1000.

MORRIS SERVICE CO.


The ACME of Perfection

in tone reproduction is attained in the ACME soundbox, because of its scientifically correct diaphragm construction which produces the real scientific sound waves.

The result is an unmuffled NATURAL TONE of immense volume and an entire absence of that tin can, metallic tone of mica diaphragms. Made in Nickel and Gold to fit Victor, Columbia and Sonora.

SPECIAL ATTACHMENTS to play Victor and Columbia Records on EDISON Machines

Try an ACME reproducer for yourself. If not delighted you may return it. The price is right.

TALKING MACHINE MANUFACTURERS

Let us make your Sound Boxes for you

Any type of reproducer made to your specification

We manufacture a complete line of Sound Boxes with Mica or Composition diaphragms

Acme PHONOGRAPh CORPORATION

New York City:
46 Murray Street
Tel. Barclay 7633
7634

Chicago:
431 S. Dearborn St.
Tel. Harrison 8021
The Talking Machine World

as your merchandising expert, window trimmer and advertising manager, and in addition will help you put on any special-selling scheme you have in mind for the next twelve months.

After careful investigation of the excellent results achieved in the retail dry goods, hardware, furniture and many other lines by means of syndicated sales and advertising services, we have established a complete monthly merchandising and advertising service to retail dealers in the talking machine trade.

This advertising is planned to feature your store, your name and your service, to cash in on the national advertising of the talking machine manufacturers. Moreover, we prepare special advertisements to your individual order to cover sales or particular events in your store. More than 150 wide-awake dealers are already receiving the T. M. W. Service every month. We have clients from Maine to California, from Oregon to Florida, and since we are making good for them we certainly can make good for you whether you are in a large city or in a small town. When we get the job

—As Your Merchandising Expert

You get three original ideas every month that you can cash into money just as if they were certified checks—new ways of getting business, handling customers, selling more goods, finding prospects, getting more out of your sales force.

These are not impractical, untried schemes that you cannot use. Every one is a tested and proved plan based on actual experience.

The store with new ideas and new methods collects the cash; the store that goes ahead in the same old way for ever and ever collects nothing but dust. Through the T. M. W. Service a constant stream of seasonable, timely ideas passes over your desk.

When we get the job

—As Your Window Trimmer

You get three new original plans for window displays every month—practical schemes that do not require elaborate and costly "stage scenery" made to order, but which draw the crowds through their originality and clever appeal to human psychology.

You pay a high rent for a few feet of frontage on a busy street, and that frontage is the most valuable thing you've got. The T. M. W. Service shows you how to get the utmost out of your location by making your windows draw people into your store. Each month's window displays are timely and seasonable for that month. For example, in February you receive something appropriate for Lincoln's or Washington's birthdays, or St. Valentine's Day, and likewise for every other month in the year. In addition, there are always novel ideas not based on the calendar but containing a direct selling appeal that brings results.
Service Wants to Work for YOU

No dealer could possibly afford to purchase the work of artists, merchandising experts, ad writers and window display men such as he gets through the Service, if he paid the whole cost himself, but under the syndicated plan you get 100% service at a small fraction of the total cost. You know what syndicating means. The Associated Press is an example. The big initial cost of the Service is divided into very small portions and each subscriber pays only one portion.

When we get the job

—As Your Advertising Manager and Artist

You get more than 200 complete advertisements per year, 17 per month—bright, interesting, lively material with a new idea in every ad, and always featuring your store, your prestige and your name. With these ads you get over 200 cuts per year, 17 per month, drawn by such famous artists as Ethel Plummer and Olga Thomas, of Vogue; Herman Palmer, a regular contributor to Judge; W. Fletcher White, famous commercial artist of New York; Frederick T. Chapman, who illustrates the Franklin Automobile and many other advertisements; Charles Baskerville, Jr., of Vanity Fair and Scribner's, and other artists of the same class. Mats or electros of these cuts are sent you as part of the Service each month—without extra charge. The cost of a single one of these drawings is greater than the sum you pay for one month's complete Service.

Here's your monthly bill-of-fare:

- 4 single column ads on machines;
- 4 single column ads on records;
- 4 two column ads with strong selling appeal and the personal touch that popularizes your store;
- 4 three column ads, seasonable, timely and convincing;
- 1 large four column spread—a big type argument on "Why Your Store is the Right One."

17 ads, with cuts, every month.

Also—a monthly page of merchandising ideas;

- a monthly page of window display plans;
- a strong circular letter on machines, or records, to send out on your letterheads;
- a form letter on records to mail each month with the new record bulletin; and lastly,
- special ads written to your individual order, when necessary, to cover unusual events.

The cost—
is about one quarter as much as the salary of an office boy—because we are selling it to dealers all over the United States, thereby dividing the expense into small fractions. The money you have been losing on one or two ads that failed to bring results will more than pay the cost of this complete Service for the entire year. The T. M. W. Service saves your time, your patience, and relieves you of the burden and responsibility of constantly worrying about your window displays, merchandising plans, form letters and advertising.

But—this proposition is strictly first come, first served, and only one dealer in the territory. If somebody else in your town orders first you can't buy the T. M. W. Service at any price. Don't think it over too long. Act—and act quickly. Mail the coupon today for sample ads, price of the Service and full information.

Signing this coupon is like endorsing a check for deposit in the Bank of Success!

(COUPON)

Talking Machine World Service
373 Fourth Avenue
New York City

Gentlemen:

If other dealers in big cities as well as small towns are getting results and making a big profit on the Talking Machine World Service, I'd like to know all about it. Without obligation, send me sample copies of ads, form letters, ideas, etc. Tell me what it will cost per month for exclusive use in my territory.

The population in my city is .

I handle these machines .

My firm name is .

By .

My address .
CLOSING BIG VITANOLA BUSINESS

M. M. Roemer Sales Co. Tell of Increasing Appreciation of the Vitanola in the Trade—Also Doing Well With Okeh Records

The M. M. Roemer Sales Co., 400 West Twenty-third street, New York, distributor of Vitanola phonographs and Okeh records in metropolitan territory, reports the closing of a phenomenal holiday business. The company states that its machine sales during October, November and December were limited only by the shipments received from the Vitanola factory in Chicago, and numerous applications for Vitanola agencies could not be accepted owing to the shortage of the product.

In a chat with The World this week, M. M. Roemer, president of the company, and one of the most popular members of the local trade, stated that Vitanola shipments are now being received regularly from Chicago, and that the company is making plans to open a number of new agencies in the metropolitan territory. The popularity of this instrument is growing by leaps and bounds, and the advertising campaign instituted in its behalf has not only been a powerful factor in adding to the prestige of this instrument, but has produced direct sales for the dealers handling the line.

As a concrete indication of the success attained by his company during the past few months, Mr. Roemer pointed out that the Vitanola line is now handled in this district by more than 130 dealers, all of whom are recognized as successful and progressive merchants. Among the recent accounts closed by the M. M. Roemer Sales Co. for the Vitanola agency were Frederick Loeser & Co. of Brooklyn, N. Y., and Bloomingdale Bros., New York, two of the leading department stores in Greater New York. Both of these stores are giving the Vitanola aggressive representation, and expect to close a very active trade with this line during 1920.

With reference to the recent lateral cut Okeh records, Mr. Roemer stated that the demand for this line has been far beyond his highest expectations, and that the sales totals to date indicate that this record is proving one of the best sellers on the local record market. The latest supplements, containing the most popular dance and vocal hits, are meeting with a great response all over the country, and are proving to be a most popular member of the local trade.

A BIG YEAR IS AHEAD OF THE TRADE
PLAN IT OUT NOW

We are manufacturers' representatives of the well-known lines listed below.

Place your orders with us. We are well equipped to give you the service you require.

Jones Motrola, Brilliantone Steel Needles; Ever Ready File for Victrolas, Peerless Record Album, Wall Kane Needle, National Toys, Violaphone Needle, Hanz Files for Edison Phonographs, Lansing Covers for Pianos & Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags & Supplement Envelopes; Globe Decalcomanie; Supplies; Diamond and Saphire Points; Springs and Parts of all descriptions; Record Needle & Mfg. Co. Fibre Needle Cutters and "Record Lites." All-In-One Reproducers to Play Edison Records on Victor Machines and Speed Indicators. Supplement Covers, Reflexo Polish.

REPEAT-O-GRAPHS

New England Perfection Tone Arms and Reproducers for Edison Phonographs

We extend a cordial invitation to the trade to call on us when attending the Music Show.

PHOENIX TRADING CO.

Manufacturers' Representatives—Domestic and Export

1265-69 BROADWAY

NEW YORK CITY

FIFTY FEET OF TIN AND PEAS

The H. C. of L. has not daunted an enterprising English inventor who in his search to eliminate the scratching and metallic noises from his talking machine has hit upon the plan of filtering the music through more than fifty feet of tin tubing filled with peas.

VICTOR SERVICE

An efficient, well organized business department, ready at any time to cooperate with you, willing to help you in your merchandising methods, is part of Andrews Victor Service

W. D. & C. N. ANDREWS - - Buffalo, N. Y.
The Columbia Orchestra plays the William Tell Overture in four parts. All lovers of orchestra music will want all four. A-6129--6130.

Columbia Graphophone Co.
NEW YORK

COMPLETING PLANS FOR BIG MUSIC WEEK IN NEW YORK

Prominent Talking Machine Manufacturers Will Be Represented at the Forthcoming National Music Show and Recording Artists Will Take Prominent Part in Music Programs

Plans for the great Music Week in New York, February 1-7, which will include special music programs in the churches, schools, theatres, etc., a big National Music Show at the Grand Central Palace and the annual conventions of the Music Industries Chamber of Commerce, the National Association of Music Merchants and other national trade bodies are now rapidly nearing completion and every indication points to a general tribute to the cause of music never excelled in this or any other country.

The talking machine trade is directly interested in the success of the event, not alone because a number of the leading talking machine manufacturers will be represented at the National Music Show, but because several of the leading manufacturers, together with the National Association of Talking Machine Jobbers, will be represented at the convention themselves through membership in the Music Industries Chamber of Commerce.

Talking machine artists will play a prominent part in the music program. Several of them will be heard in concert and recital during the week and still others will be in attendance at the Music Show, where they will give impromptu recitals in the booths of the companies for whom they make records.

The National Music Show to be held from February 2-7 is naturally the big single event of the week and is rapidly assuming concrete form under the energetic efforts of Director Charles H. Green. The decorative scheme which will govern the whole display, under a uniform plan harmonizing with the architectural beauties of the Palace, has been worked out and the allotment of space and the arrangement of the individual exhibits are in progress.

White and gold form the keynote of the color scheme, giving the great structure a delicate touch of artistry more in keeping with music than its massive proportions would otherwise possess. The façade plan adopted for displays affords an idea of the general aspect of the interior, if one will imagine this general scheme followed out throughout the whole building. The interiors of the various displays will, of course, take such individual forms of decoration and arrangement as the artistic tastes of the exhibitors may dictate, and there is keen rivalry evidenced in such inklings of the plans as have come to hand. Indications are that many of them will be both elaborate and elegant.

The entire three floors of the Palace have been arranged in sound-proof apartments suitable for demonstration rooms, so that there will be no danger of discordant sounds marring the harmony of the show.

NOW FOR 1920

Unrivalled playing qualities, plus a neatness of design and superior workmanship throughout, are the most exacting specifications that can be applied to a Universal Tone Arm.

Patent Applied For

All Brass
Ball-Bearing Base
Presto Universal Tone Arm

No. 11

Our all-brass Universal Tone Arm No. 11 meets just such rigid specifications. Let us convince you how and why.

Presto Phono Parts Corporation
124-132 Pearl Street
BROOKLYN, N. Y.

Those representing the talking machine trade who have made reservations for space at the show as officially announced include:


PLAN INTERESTING MEETING

Talking Machine Men, Inc., to Meet January 21—Represented at National Music Show

The Talking Machine Men, Inc., will hold their regular monthly meeting on Wednesday, January 21, at the Hotel Pennsylvania. An interesting program has been prepared for this meeting, and as local dealers are taking a keen interest in this gathering it promises to be a signal success.

J. J. Davin, chairman of the press committee, has advised The World that the association will have office space at the National Music Show to be held at the Grand Central Palace the week of February 2, and that all visitors will find a hearty welcome at this booth. The association has extended a cordial invitation to the talking machine trade to make the booths their headquarters while visiting the show.

The annual banquet of the Talking Machine Men, Inc., will be held Wednesday evening, April 7, at the Hotel Pennsylvania. Several distinctive features will be introduced at this banquet, and further details regarding the program will be announced in the February World.

LOOKOUT FOR THESE VICTROLAS

A. H. Mayers, Victor dealer, at 783 Ninth avenue, New York City, has advised The World that on the night of January 8 three Victrolas, No. 9, were stolen from his establishment. The numbers of these machines are as follows: 413597, 416006, 440473. Mr. Mayers would appreciate receiving any possible information as to the whereabouts of these missing Victrolas.

The Louis Bash Co., Philadelphia, have purchased the building now occupied by them at 635 Arch street.
NEW YORK TALKING MACHINE CO.'S CHRISTMAS PARTY

A Delightful Gathering Which Typified the Spirit of Good Fellowship Which Prevails in This Institution—President Geissler Remembered by Staffs of Chicago and New York Offices

An old-fashioned Christmas party was held Christmas Eve at the offices of the New York Talking Machine Co., 119 West Fortyeth street, New York, Victor wholesalers, when a mammoth Christmas tree was the center of attraction for the organization, and in addition there was the custom of making Christmas Eve a gala occasion for the company's employes. For several years past this company has adopted the practice of making Christmas Eve a gala occasion for the organization, but this year's event was by far the happiest and most pretentious that the company has yet staged. Arthur D. Geissler, president of the New York Talking Machine Co., devoted considerable time to handling the details incidental to the festivities, and made arrangements whereby a prominent window and interior decorator, connected with one of the leading toy stores, installed handsome decorations which transformed the offices into a veritable toy land.

There were Christmas gifts and remembrances from the company for every employee in the organization, and in addition there was the customary interchange of presents among the individual employes, which added considerably to the enjoyment of the occasion. Besides the regular gifts, there were in many instances humorous and pertinent remembrances for some of the executives, which caused general laughter and good humor. For example, "Jim" Davin's desk is now decorated by a "coffin" which is a permanent reminder of his press agent activities. "Jim" is willing to show this gift to anyone who is interested.

As a mark of their affection and esteem, Mr. Geissler was presented by the employees of the New York organization with a handsome ship's clock, and the Chicago staff presented him with an artistic green desk lamp. From his executive associates, including the directors, stockholders and sales executives, Mr. Geissler received a beautiful gold watch suitably inscribed.

The Christmas spirit which prevails at these annual Christmas Eve parties of the New York Talking Machine Co. is reflected throughout the year in the spirit of good fellowship and personal good will which has been a most important factor in the signal success achieved by this organization. In addition to the members of this organization, there are present at these gatherings the families of many of the executives. Some of them will be seen in the accompanying illustration.

CABINET DEMAND A BIG FACTOR

Plywood Industry Finds Talking Machine Cabinets Form Chief Item of Demand

The outstanding feature of the past year's work and of the present demand for plywood is that it is in talking machine work. This new and important field of veneer consumption and panel work, which was just attaining prominence when the great war came upon us, is easily the most conspicuous among the new fields for the use of veneer; and that is not all; there are plenty of orders and contracts being offered, and these are justified by a great volume of retail sales throughout the country. Possibly we have reached high tide in the domestic consumption, but the manufacturers of these instruments are setting out to capture the world's trade in a manner which makes one think that the talking machine is an American product which may take its place along with the sewing machine, reaper and a number of inventions in which our country has dominated the world for years.

To supply the demand for talking machine cabinets there have been additions made to panel plants, and further additions are in course of construction or in prospect, says "Veneers."

E. R. JOHNSON PREDICTS GREAT PROSPERITY FOR 1920

President of the Victor Talking Machine Co. Believes Coming Year Will See Business Stabilized and Progressing to a Marked Degree—Some Important Problems to Be Solved

In a recent message to the talking machine trade regarding existing conditions and future prospects in the industry Eldridge R. Johnson, president of the Victor Talking Machine Co., offered some comments of unusual interest and value. In his message he said:

"I have been asked to give a forecast of the outlook for the talking machine business. My first thought was to refuse, as, owing to many uncertain conditions, there is nothing more difficult. However, on second thought I decided to make a plain, simple statement of my opinion at present. Of course, the situation is changing so rapidly that I might, if called upon to make a similar statement in a week, say something entirely different. At present the demand for talking machine goods is stupendous. There seems to be no limit. However, this is not a normal condition, nor a healthy one, and I believe that the abnormal demand will disappear during the next twelve months. This abnormal demand is caused by two things: First, the natural expansion in demand for talking machine goods, due to better wages, higher profits, etc., or, in short, war times; and second, to the fact that war work caused a very great reduction in the output of the Victor Co., which supplies a very large percentage of the talking machines used in the United States.

"During the next twelve months the frenzied conditions in business, due to the stimulus of the war, will somewhat subside and the Victor output will be larger than ever before. Thus two influences are working to overcome the shortage in talking machine goods. I do not expect any great collapse in general business as an aftermath of the war. In my opinion, there will be a gradual subsidence of business, but no serious crisis will be reached before at least six or eight years. This was the case after Waterloo and it was also the case after Appomattox. In both cases there was a great business boom, but the crisis of the reaction was not reached for about ten years. Therefore, we may, I believe, look forward to good business for the next five years at least and that about as far ahead as any one needs to consider.

"There are many dangers to face and many problems to solve. The financial credit of the whole world is under a tremendous strain—radical political nostrums up to lately were spreading like a plague—radical professional politicians have invaded the circles of labor unions and are seeking to sway their policies to their own mischievous and selfish ends; strikes and labor unrest stand as the 'lions in the path,' but the crest of these troubles has been reached. Conservative public opinion is asserting itself; the good old common sense of the average American citizen is coming to the front and the frenzied rule of the radical element is on the wane. Wages are high; in a few cases too high, but in other cases they are still low. The average will be upward for some time. A great and beneficial adjustment is going on which will be helpful to everyone.

"No one knows the volume of business in such line as talking machines that can be developed in a country like the United States when high wages and satisfactory profits prevail. The problem is to make them good enough and to make enough of them. I believe that after 1920 there will be a surplus of first-class talking machine goods in the United States, but I do not believe that there will be a surplus of first-class talking machine goods, and the time when anybody can make anything and sell it will have passed.

"The talking machine business is not a side line. There is really a very small percentage of profit under the present prices and present cost of production. It takes a first-class factory and a first-class organization to turn out a first-class article and sell it at a reasonable price and make a reasonable profit. Manufacturers who do not come up to these specifications will have to face pretty hard times, because, as the supply of talking machines increases, the public will become more and more discriminating and will purchase nothing but first-class goods. The value at list prices of the unfilled orders for Victor goods on November 22, 1919, was $168,000,000. Such a large volume of business would have frightened me to death before the war, but now, after seeing so many big things accomplished, I am confident the Victor Co. has plans that will handle the bona fide expansion of its business in twelve months or less in a fairly satisfactory manner."

INCORPORATED IN NEW YORK

The Melody Talking Machine Co., New York, has recently been incorporated with a stated capital of $500,000. The incorporators are R. Zuckhovitz, R. Greenbaum and A. M. Levine.

The Emerson International Co., New York, has increased its capital from $100,000 to $1,000,000.

For 1920

The Stodart Phonographs

Offer Exceptional Opportunities

Equipped with universal Tone Arm, playing all records.

Also equipped with Tone Modifying Rod and have what critics declare the most perfect reproducing device ever conceived.

Four Artistic Models in straight and curved lines, beautifully finished

The Stodart Phonograph Co.

119 West 42nd Street

New York
PORTLAND'S GREAT HOLIDAY TRADE

Dealers Without Exception Closed the Year
With a Wonderful Business Record and Have
Started 1920 With a Feeling of Optimism and
Surety That It Will Be a Great Year

PORTLAND, Ore., January 3—A remarkably good
holiday trade is reported by all the talking ma-
chine dealers, and, while some of the houses did
not do as well as in 1918, most of them exceeded
the business done last year. The big snow
storm, accompanied by severe cold, interfered
seriously with business a couple of weeks be-
fore Christmas, but the holiday weather was
agreeable and the music houses reaped a har-
vest. Shortage of stock is all that interfered
with a most phenomenal trade.

E. B. Hunt, Portland manager of the Victor
Co., reports dealers very enthusiastic over the
Christmas trade, which in spite of the shortage
of stock was surprisingly good. With an ade-
quate stock the Portland dealers would have
had a wonderful trade, as the demand for Vic-
tors is of a constant and consistent as well as
persistent growth. Mr. Hunt has just returned
from a trip through the southern part of Ore-
gon and conditions there indicate that the busi-
ness in Victors would have been truly wonder-
ful if stock had been available.

W. L. Marshall, local representative of the
wholesale department of the Edison Co., says
that while there has been a shortage of Edi-
sions there has actually been a greater quan-
tity received than during the preceding year.
The dealers have turned over stock so fast that
the business has been more profitable than ever
before. This company is featuring Albert Spald-
ing's records. He played recently with the
Portland Symphony orchestra, making a pro-
found impression.

Interesting demonstrations of the Stradivara
are being made at the stores of the various deal-
ers in Portland and vicinity. At the present
writing there are eighteen dealers carrying this
popular machine. The Pacific Phonograph Mfg.
Co. is meeting with great success with this in-
strument.

Business is rushing in all lines at the Pacific
Accessory & Supply Co. They have taken on
the Emerson 10 and 12-inch records and are
now the distributors for Oregon, parts of Wash-
ington and Idaho. Louis P Olden, well-known
talking machine salesman, is now with this
company.

Large orders are being received for "Tone
Clear," made by the M. J. Wax Co. It is in
great demand by jobbers, dealers and owners
of talking machines.

The Hyatt Talking Machine Co. are display-
ing a splendid assortment of Brunswicks. A
remarkable Christmas trade was enjoyed.

M. W. Davis has severed his connection with
Edwards Furniture Co., where he has been man-
er of the talking machine department, and
left for the East on January 3 to look after the
interests of "Tone Clear," the record cleaner.

He will return to Portland about the middle of
February and will then take charge of the
sales department of the Brunswick-Balke-
Collender Co. for distributing the Brunswick
in Washington, Oregon and Idaho.

Mrs. Blanche Watts Himes, whom James Lo-
der, head of the Bush & Lane talking machine
department, considers the best record and ma-
salewoman in Portland, is now with the
Bush & Lane Co., which is congratulating itself
upon its good luck in securing the services of
the lady.

Wheeler Dodds, manager of the talking ma-

chine department of Powers Furniture Store, will
resign his position on the 1st of January and will
probably accept a desirable position which
has been offered him in the East. His place
will be taken by W. B. Maxwell, who was in charge
of the department during the war, while Mr.
Dodds was in the navy. This house carries Vic-
tors, Brunswicks and the Stradivara.

The Record Shop, of which Carl H. Williams
is manager, is moving from its present location
on Naito Way to 353 Alder street, in the Medi-
Building.

Charles D. Ray, who has a drug store on Al-
berta street, on the east side, a store doing a
more or less pleasant business, put in a Victor depart-
ment last March and by so doing increased his
trade in the trade in the drug department as well as es-
ablishing a fine and profitable talking machine business.

The Meier & Frank Co. had a Christmas Grafonola
club, which afforded every one a chance of securing the Grafonola they desired. Their line now includes Victor, Columbia, Edi-
sion and Brunswick.

The McDougall Music Co. is making a great success of its new talking machine department.
Mrs. C. C. Carey, who is in charge of it, says
that there is a gratifying improvement of sales.
The Pathé machine and records, which they carry, are making many friends and a big holi-
day trade was the result. They have recently
added the Stradivara to their stock.

Lipton & Wolfe's new talking machine de-
partment is well supplied with machines and
records, and a material increase in business has
been the result of the new quarters and new
management. Some handsome new Widdicomb
machines, which have recently been added to
the stock, are much admired.

Tetrazzini sang in Portland on Monday, Dec-
ember 29, to an audience of over 4,000, and
the Victor dealers featured her records, which have
always been favorites and which they are now
busy selling to admirers of the great coloratura
soprano. The W. B. Allen Co. had a fine dis-
play of her records.

The McCormick Music Co. and the Reed-
French Co. can well congratulate themselves upon
the excellent trade done in their talking machine and record departments.

The Masterpiece Phonograph Co. is a new es-
thablishment at 428 Washington street. A. P.
Knowles is the manager. This is the fourth phono-
graph shop in one block on upper Washington
street, Reed-French Co., The McCormick Music
Co. and the Wakefield Music Co. having stores
in that location.

The Picture Talks
and Sings and Plays

A phonograph record in a new guise.
Talking Animals, Talking Figures, Talking Books.
A miracle for the Kiddies.

Imagine the simple wonder of a Kiddie's mind
when his toy parrot or dog or book actually talks
to him.

An absorbing collection of subjects have been
selected and beautifully printed in full color
with the record and figure unit.

These attractive subjects are recorded by leading artists, such
as Russell Hunting, "Pathé Company"; Charles Hart, "Victor Company"; Sybil San-
derson Jaggin, "Edison Company"; Harry Humphreys, "Edison Company"
; Greek, "Emerson Company".

Talking Books are not only entertaining, but highly educational.

They are priced to retail from 25c for cut out figures to 50c and
upwards for books.

The figure and record are both in one piece. Simply put them on any
machine.

Talking animals are of indestructible construction, especially suited for
children's use. They can play with the record, let the dog chew it, or
take it to bed, and still it will play on any machine.

Write for prices and samples.

TALKING BOOK CORPORATION
One West 51st St. at 5th Ave., New York City

FOR SCHOOLS, ORGANIZATIONS, OR EXHIBITIONS.

EASILY OPERATED ON ANY DISC PHONOGRAPH.

A NEW FIELD IN THE EDUCATIONAL WORK.

Price of Phono-Movies will be
$12.00 per dozen

Phono-Movie Sells on Sight!

Get in on the best novelty proposition of the season.

Easily Operated on any Disc Phonograph.

Does not interfere with the record. A small
highly colored, artistically designed figure
placed (not fastened) directly in front of the
turntable, mechanically devised so that it
dances as the record is played. Most enter-
taining to watch because of its ever-chang-
ing action. Adds greatly to the "pep" of the
present "jazz" records. As a novelty it is itself, by placing it in a phonograph
when playing dance records to customers.

Complete attachment, with actors,
retails for $1.50

Cost to dealers, $1.00 per dozen. Send one
dollar for sample outfit. Extra figures, $2.00
per dozen.

ORDER AT ONCE FOR PROMPT DELIVERIES

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

[Ad for Talking Machine World]
TO JOIN CHAMBER OF COMMERCE

National Association of Talking Machine Jobbers Files Application With That Body

It was announced this week by the Music Industries Chamber of Commerce that the National Association of Talking Machine Jobbers, made up exclusively of wholesalers of Victor talking machines and records, has filed an application for membership in that organization. The Victor Talking Machine Co. is already an individual member of the Chamber of Commerce.

ENJOY A SUCCESSFUL YEAR

B. Abrams, of Grand Talking Machine Co., Brooklyn—Some Comments on Conditions

"Though five years may not be a long span in the life of many industries," says B. Abrams, president of the Grand Talking Machine Co., Brooklyn, New York, "it is no mean period in the phonograph industry, for during that time we have so multiplied the number of our friends that we feel we have been justified and repaid for our efforts for betterment of our products and service."

Mr. Abrams feels that the banner year 1919 marks but the beginning of a great period of opportunity that is being offered to experienced men of the industry. His company is known as the manufacturers of "Dulciphone" phonographs and "Dulciphone" needles, and distributors of Q R S player rolls and Emerson records.

The demand during the past year for the "Dulciphone" phonographs did not catch the makers altogether unprepared for, though handicapped somewhat by the hindrances of the times, deliveries were made in gratifying quantity.

Maximilian Abrams, who is in charge of the sales department, speaks of the fact that orders on hand for the next few months show an increase over the big figures of the last few months, a criterion of sales for the year.

Equally as enthusiastic is L. S. Schecht, advertising manager of the concern, in speaking of the growth of the demand for "Dulciphone" needles and he feels they are winning wide recognition on their merit. A special display helps the sales of these goods.

The distribution of Emerson records is making gratifying headway under J. Podeyne's supervision, and Q R S player rolls, under M. Levy, is another item that holds its own.

OPENING NEW GRAND RAPIDS BRANCH

General Phonograph Corp. Opening a New Branch in Michigan, With A. W. Fritzsche as Manager—Full Line to Be Handled

The General Phonograph Corp. is opening a new branch in Grand Rapids, Mich., in order to give maximum service and co-operation to the manufacturers in this important territory. A. W. Fritzsche, who has been a member of the sales organization of the General Phonograph Corp. of Illinois, has been appointed manager of this new branch, assuming his new duties the first of the year.

During the past year the demand for the products manufactured by this company has increased so greatly in Grand Rapids territory that Otto Heineman, president of the company, decided that the opening of a branch in that city would enable the company to co-operate with talking machine manufacturers to the highest possible degree. The complete line of motors, tone arms, etc., manufactured by the company will be handled in Grand Rapids.

The British Industrial Fair, which will be held February 23 to March 5, will be divided into three exhibitions, one each at London, Birmingham and Glasgow, under the direct supervision of the British Board of Trade. Musical instruments are among the products which will be exhibited at the London section.

Improve Your 1920 Production

WITH

PARR PRODUCTS

The Solution of true Reproduction of Tone Qualities

OUR MAGNETIC REPRODUCER: Produces pure tone qualities and wonderful volume. The method of constructing the reproducer and wonderful pivotal arrangement of the stylus bar allow the vibrations to pass without interruption from the needle to the diaphragm. The magnetic attraction of the needle arm gives an outward strain on the diaphragm, making it more sensitive to vibration influences.

THE UNIVERSAL TONE ARM: The only arm on the market with an automatic change of weight. The weight to play either vertical or lateral cut records is automatically and accurately changed. It centers in either position. Our new and improved arm is made entirely of brass, producing a rich, mellow tone and presenting a neater and more beautiful appearance. Can be furnished in any length desired.

OUR VIBRATONE DIAPHRAGM: Eliminates the troubles encountered with mica; is light, elastic and flexible; will not crack, blister or develop inequalities. Produces a more beautiful tone and greater volume. Not affected by atmospheric changes.

Parr Manufacturing Corporation

Factories
New York City.
Latrobe, P.A.
Newark, N.J.

MAIN OFFICES:
100-108 WEST 23rd STREET
NEW YORK CITY
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
PRIZE PLAN FOR EDISON EMPLOYEES
Vice-President Wm. Maxwell Outlines Plan
Whereby Workers May Secure Definite Prize
Awards in Recognition of Earnest Effort

On the evening of December 28th, the salaried
employees of the Musical Phonograph Division
of Thos. A. Edison, Inc., gathered in the com-
pany's restaurant for an informal banquet and
to hear about the Edison prize money plan. For
some time rumors had been abroad that a novel
prize money plan would be announced shortly
before January 1st. Instead of the annual book
or play which Mr. Maxwell has contrived to
turn out in his spare moments during recent
years, he was reported to be devoting his leis-
ure hours to a prize money plan for salaried em-
ployees, which not only would reward industry
and ability on the part of the "white collared"
class, but would, also, detect those who are
best qualified for more responsible positions.

Naturally, the promised announcement of the
plan brought a large crowd to the banquet.
Each guest was supplied with a sixty-two page
manual and the explanatory forms of a plan,
by which salaried employees are to be aided
in developing the methods and mental quali-
ties most likely to fit them for better positions
and greater responsibilities. The plan provides
that each employe who gains a Class A rating
thereunder shall receive prize money equal to
at least twenty-five per cent of his or her sal-
ary—"in certain circumstances, the prize money
may exceed this figure.

PLEased WITH TRADE OUTLOOK
Col. Edward J. Barrett, treasurer of the
United Phonographs Corp., Sheboygan, Wis., was
a visitor to New York this week, calling upon
some of his many friends in the trade and mak-
ing his headquarters at the offices of the New
York Recording Laboratories, where Para-
mount records are recorded. In a chat with The
World Col. Barrett stated that all of the manu-
facturing companies connected with his organi-
ization closed a record-breaking business in 1919,
and that the sales totals for every division were
limited only by the factory production. Para-
mount records are achieving phenomenal suc-
cess, and plans are being made to increase the
output of the record factories in every depart-
ment, thereby enabling the company to give its
jobbers and dealers maximum service and co-
operation.

LAWSON EXHIBIT AT MUSIC SHOW
The Lawson Piano Co., 372 East 149th street,
New York, will have a complete line of the
Lawson Universal phonographs on exhibition
in booths Nos. 120, 127 and 128, mezzanine floor,
at the National Music Show, which is to be
held in the Grand Central Palace, New York,
February 2 to 7. They will also exhibit Law-
son pianos and player-pianos. W. W. Lawson,
Arthur M. Lawson and Henry W. Harvest will
be in charge.

SAM ASH VISITS THE REED CO.
Sam Ash, whose songs are being heard in
thousands of homes throughout the country on
Operaphone and other well-known records,
called at the offices of the Reed Co., Inc., dur-
ing his recent Pittsburgh engagement with the
"Oh, Girl" company, and in his characteristic
manner made himself right at home. He was
very much impressed with the Reed Co. estab-
ishment.

BRUNSWICK INTRODUCTORY LIST
First Booklet Sent Out to Trade With Hangers
and Other Display Material
The Brunswick-Balke-Collender Co. has pre-
pared and sent to its dealers some attractive
display material announcing the new Bruns-
wick records. The first record list or supple-
ment contains useful information concerning the
various artists who have been secured and fea-
tures Archer Charmelie, Dorothy Jarlton, Max
Rosen, Theo. Karle, Elias Bresskin, Virginia
Rea and Irene Pavloska, who record exclusively
for the Brunswick. The booklet is attractively
printed in color. Window streamers and dis-
play hangers have also been furnished for use
in store windows and interiors. The display
hanger is especially attractive and carries the
list of new records comprising both classical and
popular numbers. Other record supplements and
display material will appear shortly.
WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, at a rate of 25c per line. If bold faced type is desired the cost of same will be 25c per line. Rates for all other classes of advertising on application.


WANTED—To get in touch with man that is competent and skilled enough to take the superintendence of an assembling plant of phonograph business thoroughly. Address "Box 730," care The Talking Machine World, 373 Fourth Ave., New York.

IF I can find a cracker jack, hustling music merchant, clean and able, on whom I could absolutely depend to run the talking machine end of my successful and profitable jewelry and talking machine business and who wanted to invest about $10,000, I would consider incorpor- rating this business for $50,000 (actual value—no letter), with the idea of considerably extending it. We are old established and well known. Would not accept any one, nor expect any one to invest with me, upon whom I would have the fullest investigation on both sides prove mutually satisfactory. Only a successful man, one who knows the business from A to Z, considered. Location best in the South. Address "Kansas," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Salesmen for Dominion of Canada to handle Brilliantone Steel Needles and phonograph accessories as a side line. Easy sellers and good proposition. L. J. Bourguette, 16 McGill College Ave., Montreal, Canada.

SITUATION WANTED—By thoroughly experienced man, both wholesale and retail, with large wholesale house. Familiar with all phonograph and accessory line. Capable of holding any traveling or executive position. Only firms of high character and financial standing considered. Write fully your proposition and state remuneration in first letter. Address "Box 731," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—Phonograph and piano salesman capable of selling to the country trade. A good offer to right man. Address "Box 732," care The Talking Machine World, 373 Fourth Ave., New York.

RECORD expert with twenty years' experience wants position as recorder, lateral or vertical. Would like to become associated with concern desiring to manufacture records. Address "Box 534," care The Talking Machine World, 373 Fourth Ave., New York.

WE have desirable territory open for salesmen who understand phonographs, to handle our domestic and foreign records. Address "Box 733," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—High grade phonograph salesmen to handle line of fine phonographs. Extensively advertised and now featured by the better class of dealers. Please give full information in first letter and state territory desired. Address "Box 734," care The Talking Machine World, 373 Fourth Ave., New York.

SALES-MEN calling on retail phonograph and music stores to handle line of Universal Displayers as a side line. No samples to carry. All from oven manufacture paid to good men. Address Universal Fixture Corporation, 135 West 23rd St., New York.


WANTED—An expert repair man for large wholesale house. Must be able to repair all makes of motors and reproducers. State experience, age and salary desired. A good opportunity for a man willing to work. Address "Box 736," care The Talking Machine World, 373 Fourth Avenue, New York.

FOR SALE


STOLEN

Three No. 5 Victorolas were stolen on January 8th. Any information as to their whereabouts will be appreciated. The numbers on the missing machines are 747947, 416006, 440473. Address A. H. Myers, 733 Nineteenth Ave., New York.

FOR SALE


WANTED—Young man 25 has experience on all makes, understands the talking machine lines. Would consider incorporation of my successful and profitable jewelry and talking machine business with rcliahle concern. Address "Box 728," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Foreign record specialist who takes in charge of foreign record department of complete house, or start one. Address "Box 729," care The Talking Machine World, 373 Fourth Ave., New York.

IMPORTANT

The machine is new and far superior to any on the market; it has tremendous possibilities. If widely demonstrated, it is confidently believed the public would demand it before all others.

It is not an attachment or a freak, but an improvement over existing types. Is now being sold and its merit conclusively proved. Would consider sale of patent rights. Address Box "740," care The Talking Machine World, 373 Fourth Ave., New York.

RECORDS FOR SALE

Hill and Dale cut Records, 10" and 12", including Grand Opera selections in Italian, popular songs, bands, dance numbers. Fresh stock, never sold before. Assorted in lots of 100, no two alike in same lot. Price $30.00 per 100, or $270.00 per 1000. Terms, cash with order. Address B. F. Pilgrim, 1522 Belle Plaine Ave., Chicago, Ill.

PHONOGRAPH BARGAINS IN PHILADELPHIA

FLOOR MACHINES $400.00 and up. For particulars apply to Unico Talking Machine Co., 113 North Ninth St., Philadelphia, Pa.
CABINETS
Ready to ship 48" in golden and fumed oak, beautiful outfit.
46" in dark brown Mahogany.
Act now.
EVERETT HUNTER MFG. CO., McHenry, Illinois.

FOR QUICK SALE
Several hundred assorted Mahogany PHONOGRAPH CABINETS, Hardware, Wood-working, Machinery, Tools, etc. Address United Talking Machine Co., 511 Mulberry St., Newark, N. J.

MUSIC STORE FOR SALE
One of the best paying propositions in the city of Pittsburgh, full details upon request. $6,000 cash or bonds. Address Box "736," Care The Talking Machine Co., 373 Fourth Ave., New York.

WANTED
VICTOR and COLUMBIA machines and records. Job lots, any quantity. Spot cash paid for them. Address STANDARD PHONOGRAPH HOUSE, 3414 Franklin Ave., St. Louis, Mo.

FOR SALE
Motor, strong, single-speed, quiet running. Plays 78, 45, 78 records in one winding. 10" tone-table, record level. Top regulator, all attachments, nickel-plated. EACH $1.00. Quantity prices on request. Cash or cash most accompany sample orders. Address WOLLMAN TALKING MACHINE MFG. CO., 580-582 Grand St., Brooklyn, N. Y. Phone: Stagg 918. Established 1889

WANTED
Reliable dealer to take export of small factory manufacturing a high grade Phonograph of exceptional quality. For full particulars write "Box "73,"" care The Talking Machine World, 373 Fourth Ave., New York City.

"CABINETS WANTED"
A new concern, just organized desires to place contracts for cabinets in small or large quantities for immediate or future deliveries. Address Morris M. Mains, 1115 No. 7th St., Philadelphia, Pa.

PHONOGRAPH CABINETS
A large manufacturer of talking machines exclusively desires to hear from reliable parties that can take part of its production. We are interested only in real business people, and will treat all replies with strictest confidence. Address "Box 736," care The Talking Machine Co., 373 Fourth Ave., New York City.

WILL SELL

CABINETS
We make a beautiful phonograph cabinet ready for installation of Victor and Nec-tro-gram. Box 373, Fourth Ave., New York. We build all around. Beautiful grille. Send $25.00 for sample.
BADGER STATE CABINET CO.
P. O. Box No. 391, Milwaukee, Wis.

WE ARE IN THE MARKET FOR PHONOGRAPHs
Your best jobber's proposition. We reach all the jewelry trade.
HENRY PAULSON & CO.
37 Sin. Walask Ave., Chicago, Ill.

TO MANAGE VOCALION CO., BOSTON
E. M. Wheatley, Formerly Manager of Retail Vocalion Department at Aeolian Hall, New York, Promoted to Important New Post
E. M. Wheatley, who for the past four years has been manager of the retail Vocalion Department at Aeolian Hall, and in charge of the Vocalion agencies in the metropolitan district as well as for the past two years, left on Wednesday day of this week for Boston to assume the management of the Vocalion Co., 190-192 Boylston street, that city.
In Boston Mr. Wheatley will not only have charge of the retail store on Boylston street, but will also have control of the wholesaling of Vocalion, Vocalion records and Melodee music rolls for the New England territory. The Vocalion Co., which is under direct control of the Aeolian Co., was established several years ago, and it will be Mr. Wheatley's duty to realize upon the prestige that has already been gained, and to develop the business in a big way.
Mr. Wheatley's promotion is well deserved, for he has proved himself a most capable executive. Some years ago he was connected with the Wanamaker department, and then became associated with the Musical Instrument Sales Co., being in charge of the first department opened by that company in the O'Neill-Adams store. He later became manager of the piano department of the Lord & Taylor store in New York, and from there went to the Aeolian Co. in 1916, taking charge of the retail Vocalion Department under Thos. H. Fletcher, general retail manager.
Under Mr. Wheatley's direction the department has succeeded and has had a decided success, with a steadily increasing volume of business, the climax coming last month when all previous sales records of the department were broken.
Mr. Wheatley has purchased a home in Winchester, Mass., a suburb of Boston, and has thus solved the housing problem.
The staff of the retail Vocalion Department at Aeolian Hall regret exceedingly to see Mr. Wheatley leave for other parts, and expressed their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him their regrets most earnestly. He took with him.
Mr. Wheatley's successor at Aeolian Hall has not yet been announced.

WANTED

WANTED--SPOT CASH PAID
Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.
VICTORIA RECORD EXCHANGE
2104 Third Ave., New York.
Phone: Harlem 7018

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

GOLD PLATING: OUR SPECIALTY
PRICES QUOTED ON REQUEST
Cliff Manufacturing Works, Inc.
20-22 Jacob Street
New York City
THE TALKING MACHINE WORLD

From Our European Head-Quarters


London, E.C., December 31.—New Year greetings to all my readers. We have experienced a wonderful year of trade, and a still more wonderful one—rich in prospect of trade progress—is now with us. Hall 201! Turn over all the new leaves you will and get busy. Listen not to the utterance of that pessimistic gentleman whose only joy in life is to foeture this or that trouble. Look clear ahead. If there's any trade-wrecking in prospect you'll see it quick enough when it arrives. And that's the time to be more cheerful than ever. Inspire yourself and all around you with real determination to somehow make the best of everything. Then success is assured.

You know as much about those overtime rush days of last December as I do, and little care if I say nought about that glorious period of sales. But we should all like to know how many records, how many gramophones, were sold, and their approximate value. Well over two million records; one hundred thousand machines, who can say? The fact is that about 10,000 dealers all over the country were selling as fast as they could, and if in December each sold an average of only 200 records, and 10 machines, there you have a fair estimate.

Greetings From the Trade

Of the trade prospects for the New Year prominent manufacturers and jobbers speak optimistically. Their messages, as bereft, breathe confidence in the future expansion of British gramophone industry which I venture to think are distinctly practical forecasts.

W. Manson, manager of The Gramophone Co., Ltd., says regarding the New Year prospects:

"The year 1920 will undoubtedly be one of the most remarkable years in the history of our industry, for the gramophone has indeed come into its own. Many of those people who at one time scoffed at it now look upon it as one of their most cherished possessions. The greatest musicians in the world all show their practical interest in the reproduction of their masterpieces on 'His Master's Voice,' and in countless homes enthusiastic appreciation is expressed on the wonderfully varied amusement which is to be obtained with so little trouble and expense."

"A few years ago the only titles which were turned out in large quantities were the latest comic songs. To-day magnificent records of the greatest artists such as Caruso, Melba, Tetzlaff, Paderewski, Heifetz and a host of others are selling in quantities which are absolutely staggering. So much for the demand."

"The supply of 'His Master's Voice' and British Zonophone instruments and records is guaranteed by the splendid factories at Hayes, which are working night and day to meet the world's insatiable demand. I do not think it is generally realized how many thousands of hands are employed in the manufacture of our products and that our works are so well equipped that every requisite for our business, from the smallest rivet upwards, is made there."

"Altogether, I have not the slightest hesitation in reiterated the remark with which I opened my letter, viz: that 1920 will be one of the most remarkable years in the history of our industry, and I sincerely trust that my thousands of friends in the trade will share in the great prosperity which will abound."

Craigs & Stavridi wish their friends and customers in all parts of the world every prosperity in 1920. The demand for gramophones in the United Kingdom in 1919 has been far greater than ever before, and the available supplies have been inadequate, but the splendid progress made by the new London factory leads them to hope that during 1920 they will be able to satisfy fully the demand for Apollo Gramophones. They are congratulating themselves on their policy of manufacturing in England, for importation from abroad is becoming more and more difficult.

W. Chapman, director and general manager of Associated Electrical Industries (A.E.I.) Ltd., writes as follows: "You will remember we were very optimistic last August as to what the end of the season trade demand would develop into; well, we have been, and are at the moment of writing quite overwhelmed with orders. We had to notify all factors in October that we could not accept further orders prior to delivery prior to Christmas. The factory has been working night and day to clear indents, and we hope to break the back of the placed business within a short time. We may mention that we hope to have 3000 more new presses in full work by the second or third week in January, the second factory being sufficiently advanced for bringing these into use; this should enable us to rapidly cope with the shipping business in hand for January onward deliveries. We send you this month's supplement and you..."
will see that our Recording Department has beaten its previous record in regard to rapid listing of publisher's latest star numbers; 90 per cent. of these star numbers are booked for the coming pantomimes, and we anticipate a huge demand early in the New Year."

Robert Willis, the British Polyphone Co., in sending New Year greetings to the trade, writes: "We have had by far the best season's trade this year and there is every indication all round that business will keep up and be as good, if not better, during the coming year. At any rate I am arranging my plans to cope with the greatly increased business, as at present we have more than reached the limit of our capacity."

Dinner to Mr. and Mrs. Louis Sterling
At Frascati's Restaurant, this city, an important social function is to take place on the second day of the New Year. It will be remembered that the European general manager of the Columbia Graphophone Co., Mr. Louis Sterling, recently got married, and, modestly eluding publicity, trotted off to the States on a second day of the New Year.

"Snowed Under with Orders" from World Ads
In renewing their advertisement for the whole of 1920, the Sound Recording Co., Ltd., 19 Swallow street, Piccadilly, London, W. (makers of the well-known Gramavox and Popular records), write as follows: "We had to withdraw the advertisement from the last two or three issues owing to the fact that we were being snowed under with home market and export business. During the last twelve months we have received a very large number of inquiries, in many cases resulting in placement of indents from new houses who evidently are subscribing to The Talking Machine World. These inquiries have been coming in from Spain, Italy, etc. and our colonies, in addition to the U. S. A. business."

The foregoing speaks for itself. I have only to add that advertising in the Talking Machine World is due investment, not a speculation. If you, Mr. Reader, have anything to sell, you now know the best—the quickest—way to go about it!

The Bliss Reproducer in London
Although British productions are coming along finely, the trade here is not slow to welcome a good thing. I am not going to say there is room for many American sound boxes, though, to be sure, there should be a market for productions of such a standard as the Bliss quality. On that line of sales investigation, D. B. Tilson, superintendent of the Bliss Reproducer, is visiting us. Recently I had the pleasure of meeting him at The World office, this city, and in course of conversation learned that he plans to spend two or three months looking over the situation here and making himself acquainted with our trading system and conditions generally. Owing to the extreme pressure of gramophone business there is little opportunity of settling down to uninterrupted consultation, and for that reason Mr. Tilson cannot get busy until the New Year. Those few traders here who have seen and heard the Bliss production are most favorably impressed. Having tried over the Illiss reproducer, I am in a position myself, to endorse all that Mr. Tilson claims for it in the way of good all-round tonality. Subject to adjustment of price, Mr. Tilson expects to consummate satisfactory arrangements for having the Illiss reproducer well distributed throughout the United Kingdom trade, and in that I have little doubt of his success.

Productions of The Sterno Manufacturing Co.
It is a good augury for the New Year trade that we are able to review in this issue a recent new catalogue by the above firm. It is a most attractively produced publication illustrating a number of Sterno gramophones of the portable, hornless, table grand, cabinet, and exterior type. There is, of course, the world-known "compactophone" model, with its record carrying compartment, all complete and handy for traveling purposes. Notwithstanding many imitations, this little model is holding its own in all markets. It is a particularly good line for the Colonies and foreign trade.

The table grand models will also find much favor among keen buyers, as they embody equipment and finish of the highest class at really competitive prices. Much, too, may be said of the pedestal cabinet, No. 5 model, in solid mahogany, Sheraton design, with marquetry inlay. Equipped with a strong D/S motor, special tone-arm, and the beautiful- tone Sterno

PEROPHONE—PERFECTION—PRODUCTS

PEROPHONES
SELL  .  .  .
and carry with them a reputation of sound business for the Agent.

PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,
A. B. C. Codes.
grand sound box, this type of machine fulfills the dual role of an excellent music instrument and a most handsome piece of furniture.

The manufacture of complete machines is really a new departure on this company's part. Their many years' experience of cabinet and office furniture manufacture, combined with the use of modern wood-working machines, specially equips them for gramophone production of exceptionally good construction.

Bona fide dealers abroad may have a copy of the Sterno catalogue upon application to 19 City Road, London, E. C.

Gramophone Dealers' Fete M. E. Ricketts

Now that war troubles are gradually vanishing, members of the British gramophone trade find more time in which to suitably express their appreciation of the efforts of those who, during a stressful five years, devoted much time and labor in making things easier for the gramophone trade community. The palm is generally awarded to M. E. Ricketts, late sales manager of the "His Master's Voice" company, and now one of the directors of the Chappell Piano Co., this city. As the London Music Trades Review says: "His activity on behalf of the trade is too well known to call for repetition, suffice it to say that many a time when official restrictions threatened to place the trade in a serious position he stood successfully between the industry and its partial extinction."

That is actually the case. It is no wonder then that prominent dealers and others in the trade desired to render tribute to Mr. Ricketts' valuable and unselfish work.

This tribute took the form of a dinner and presentation of a beautifully bound book containing the names of many dealers and others inscribed therein as a token of their esteem and appreciation and a finely wrought gold and platinum watch chain. After an excellent repast the chairman, Herbert Marshall, made the presenta-

tion after a suitable speech in which he eulogized Mr. Ricketts' splendid work on behalf of the whole gramophone industry.

Rising to respond, Mr. Ricketts was met with round after round of applause. He said that a time such as this can only come once in a man's life and, as such, he could be pardoned for a little feeling of pride. It was, indeed, a real pleasure to work with members of the gramophone industry, words failing him in which adequate to express his thanks for the honor accorded him. During the history of the trade hundreds of thousands of records had been recorded, but none had been so well recorded as that recorded on his heart that night.

Longer Records Advocated

The chairman next called upon Alexander Dow, who made a most rousing speech of friendly criticism, but full of hope on the scientific improvement in mechanical music. He referred feelingly to "the great and intelligent work" Mr. Ricketts had done on behalf of the industry...in placing an artist in front of an inanimate recording horn; they needed the stimulus of the gramophone had yet reached perfection, and he was hoping that some of our inventors would come forward with a sensitive device that would faithfully record the artist in his or her natural element on the concert platform...one could not expect to reap the best result from placing an artist in front of an inanimate recording horn; they needed the stimulus of the platform—of the audience—to give of their best. He also wanted a longer record than the present—one that would play through a complete opera, etc. Mr. Dow was assured that the gramophone was of immense educational value...in promoting musical culture, and generally to improve the musical taste of the people.

Gerald Forty paid warm testimony to Mr. Ricketts, and went on to sketch briefly the early struggle of the gramophone manufacturers to get their products handled by the music dealer. It was the cycle dealer and the bassinette retailer who were the early supporters of the gramophone, and they had reaped the benefit. It was up to the music dealers to protect their interest by the formation of a retail trade association.

A Gramophone Dealers' Association Formed

On the latter subject strong endorsement came from other speakers, notably Mr. Mason (The Aeolian Co.), Mr. Rasin Jones (Manchester), Mr. Riley (Birmingham), and Mr. Ricketts. All thought it the right policy, and, in an eloquent speech, H. J. Cullum (Perophone, Ltd.), thought it a "necessary" policy, having regard to what he described as the creeping nature of German competition, instancing a recent offer made to him, and which he had at once turned down.

The chairman wound up an interesting discussion by suggesting that Rasin Jones be nominated first president of such an association, and inviting dealers present to confer together and reach a definite decision that night. In the end there was formed a strong committee of six prominent gramophone dealers, with Rasin Jones (Manchester) as president, Joe Riley as vice-president. By general agreement this new movement will be known as The Gramophone Dealers' Association. It comes at the right moment, and opinion inclines to the belief that it will quickly establish itself as a force of no mean value to the whole retail side of the gramophone trade. Reference to this subject is made elsewhere.

The Hoffay Gramophone on British Market

Interest in trade circles here has been aroused by the announcement that Messrs. Metzler & Co., of St. Marlboro street, London, have acquired the sole rights of the well-known Hoffay products for the United Kingdom. As a distributing center, the house of Metzler is one of

The Sound Box That Has Beaten the Band

An All British Production of the Highest Grade; Marketed at Popular Prices

4—Models Only—4

Vernon Lockwood Manufacturing Co., Ltd.

76-78 CITY ROAD

LONDON, E. C. 1.

HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F. (ONE ONLY) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, $5 (DOLLARS)
FROM OUR LONDON HEADQUARTERS—(Continued from page 198)

the most prominent in the English wholesale music trade field, and is well equipped to look after the Hoffay interests. To some extent the trade here is furnished with the ingenious reproducer which has created such a favorable impression throughout America, and now that Messrs. Metzler have taken it in care we may expect soon a wide popularity on this side. The Hoffay will reach the public only as part of a complete gramophone, of which, however, various models are to be marketed. Substantial shipments are on the way, and when these are to hand, plans for the development of the British sales field will go into immediate operation. The Hoffay air-tight gramophone has recently been under demonstration to interested traders and leading professionals, who express themselves, for the most part, as amazed at the wonderful fidelity of voice photography as audibly pictured by the Hoffay instrument. This renewed interest has caused much attention from the States these days, but can take care of all the goods shipped, especially when they are such goods as the Hoffay productions.

Brief Paragraphs of General Interest

Messrs. Herman Darewski, the well-known music publishers of London, have taken up the sales agency of Telephone needles for the United Kingdom. Their manager, Mr. Harris, informs me that a shipment of millions of needles is on the way, and he is sanguine of early clearance.

A. J. Balcombe, agent here for the many lines of the General Phonograph Co., has found it necessary to secure larger premises. A first class building of suitable capacity at 5 Tabernacle street, but a stone's throw from City Road, the heart of phonoland, has been taken and at the time of my call extensive interior alterations were under way for the suitable racking of machines, "The Motor of Quality," and other parts.

Mr. Balcombe tells me that the motor of quality has given general satisfaction throughout the trade, the demand being quite beyond expectations. He looks forward to an appreciable expansion of business during 1920.

Brussels Commercial Fair, 1920

There is to be a Commercial Fair at Brussels from the 4th to 21st of April, 1920. This fair is open to manufacturers and buyers of all allied and neutral countries. Business must be done from samples, models, designs, photographs, etc., and on no account will the sale of goods be allowed. The exhibit will be divided into groups in sections. Exhibitors must state the origin of the goods they propose to exhibit and may be called upon for a certificate covering same.

In the production of gramophone records the Columbia Co. have made most elaborate arrangements to produce all the biggest musical successes with the original vocal artists. Ten of our greatest theatrical managers have signed exclusive contracts with this company. Sir Alfred Butt, George Grossmith, C. B. Cochran, J. L. Sacks, Edward Luardiell, Robert Evitt, Albert De Courville, Andre Charette, Oscar Asche and Gilbert Miller are sufficiently well known not to need any more mention than just by name. They have made their appearance and are wonderfully successful, both being 12-inch double sided records.

Travelers and Catalogs in Belgium

A strong lead is being given by the British vice-consul at Ghent in offering to help British traders by delivering catalogues and trade publications to the parties interested and he also points out that to prove successful this should be followed up by sending out properly qualified travelling representatives. This advice and assistance will help to make sure quite a respectable trade with our late comrades in arms and I expect Belgium and France will be the scene of many meetings between British, British, Belgian and French ex-service men.

New Zonophone Records

The records just to hand for Christmas and New Year's trade show a real live effort for business by the British Zonophone Co., Ltd. No. 1933 Valse Demure and Hesitation (Valse Busto) by the popular Black Diamond Band will undoubtedly be in great demand during the dance season. Others in the list are Hush-a-Bye (Missouri Waltz) and Gates of Gladness, That Old-Fashioned Mother of Mine and Panama, For You a Rose, Mr. Pussyfoot and P. P. Percy, Muldoon's Big Bassoon and A-Be My Boy, etc., all certain to be acclaimed as successful issues.

With the support this company gives dealers in posters and folders it is not too much to forecast a heavy call upon their supply. All the above-mentioned records are 10-inch double sided.

Effective Advertisements

The Columbia Co. and the Gramophone Co. have each occupied the entire front page of the "Daily Mail" in addition this month on the 4th and 5th, respectively, and circulated posters depicting this front page to all agents. "His Master's Voice" Model for School Use Emerging from war-time difficulties of production the Gramophone Co. have added another new model to their range of "His Master's Voice" instruments, which is named the "School Model." This is made in a waxed oak cabinet, height 42 in., width 19 in., depth 25 in., and is of special construction incorporating all the "His Master's Voice" features. That it will prove another success there is not the slightest doubt. Its particular attributes are a full, clear tone and the automatic return for the Edwardian style of singing. When not in use it can be closed and locked so that the turntable, sound box, etc., are kept free from dust and interference with mechanism is impossible. The horn stows away neatly underneath and is in this way kept free from damage.

This model is a very compact and useful addition to the company's lines and the ease with which they can be moved from room to room can certainly be compared, as is stated, with that in moving a small table. The company is embarked upon a general publicity campaign which includes particularly the education authorities and the company's letter dealing with this matter circulated to all their agents is to form the campaign to be supplemented by individual effort to let the principals of the schools in their own particular district know that they are in a position to supply the "school model," and the special records which will be issued from time to time to cover a scheme which includes every phase of education—music, drill, elocution and languages, etc. A booklet entitled "His Master's Voice Records for Teachers and Parents," which is the first of an educational series, is being effectively circulated and should make a strong appeal to a hitherto neglected field for business.

German Records Up in Price

German records, like German pianos, are very much up in price and with labor conditions far from settled there seems very little to cause any fear that competition will be more than just moderate, even assuming that later on the British trade would accept German productions. The general trend of opinion, based upon conditions of the graphophone Industry here, is that with the American and Swiss productions and our own we can well do without other sources of production.

Gramophone Dealers' Association

A meeting at as welcome an event as it is momentous has recently taken definite shape and on November 28th a committee of six influential graphophone dealers with Mr. Jones (Manchester) as president, and Mr. Riley as vice-president, were elected at a representative gathering occasioned by the dinner and presentation given (Continued on page 200)

Horn, Hornless and Table-Grand

FOR EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place Rivington Street. LONDON, E.C. 2, England

Cable Address "Lerondor, London"
FROM OUR LONDON HEADQUARTERS—(Continued from page 199)

to honor M. E. Ricketts, as reported elsewhere.

The DUSONTO is built not to see how cheap a machine can be assembled to meet a big price, but built from the very best materials to give by the most skillful working the utmost years of satisfaction and happiness. In addition to being built 100% perfect in the most minute details, it is equipped with the new and unbreakable process Discograph and the Magnetic Reproducer, two very important factors, over which the Reliant Co. have control. This new process Discograph, instead of the usual diaphragm, insures the user as well as the dealer against broken diaphragm, the most common and most expensive process. It enables the DUSONTO to bring forth from the record many sweet and harmonious notes in tunes not deliverable to the ears of the user against any blasting or annoying sounds whatever. Our men are now on the road both calling on already established dealers and calling on new dealers arranging for the coming year. We will and we will have all of our men out in person and arrange to demonstrate to you in person. Also the Okeh Record, now Lateral Cut, of which we carry a full and complete stock of all numbers. The Okeh Record gives you the very latest hits at all times. The Okeh Record is guaranteed to play a thousand times if handled with care, and still be good.

EXPRESS THEIR SATISFACTION

Emerson Phonograph Co. Gets Interesting Letter From the Pacific Accessory & Supply Co.

The Emerson Phonograph Co. recently received a very interesting letter from its Jobber in Portland, Ore., the Pacific Accessory & Supply Co., referring to the satisfaction of their dealers with Emerson records. This letter, which was addressed to J. I. Carroll, manager of sales of the Emerson Phonograph Co., reads: "As soon as we received some sample records we started out to make the dealers see wherein the Emerson was a very superior record, and we were very impressed at the manner in which this new product was received by them. There was none of the customary indifference that is usually shown a new product, but on the contrary they all, without exception, were very much interested and realize that this record is what the public has long been calling for. "The dealers first appreciate the smoothness of the record, which eliminates the extremely annoying surface noise that is heard so often on records. Next the dealer usually comments on how clear and true the recordings are on Emerson records. He then questions us regarding our "talent," and when shown that nearly 100 per cent of our recordings are on records. Next the dealer usually comments on how clear and true the recordings are on Emerson records. He then questions us regarding our "talent," and when shown that nearly 100 per cent of our recordings are

H. A. Beach, manager of the traveling department of the Victor Co., is at present visiting distributors in the South.

ANDREW H. DODIN

176 Sixth Avenue

NEW YORK

TELEPHONE, CHELSEA 8417

All Makes of Talking Machines

Repaired Promptly and Efficiently
This invention relates to improvements in sound reproducing machines and one of the objects is to provide an improved tone arm for supporting the reproducer or sound box, having means whereby the sound box may be adjusted with respect to the arm to position the stylus for use with records having what is known as "hill and dale" sound indications, and also to position the stylus for use

Figure 1 is a top plan view of the invention, the same being enclosed in an cabinet representing an office desk. Fig. 2 is a front elevation of the same, and Fig. 3 is an enlarged sectional view of the tone-arm and a portion of the horn or diffuser.


This invention relates to talking machines, and more particularly to the recording and reproducing devices used therein, and has for its object to simplify and cheapen the construction thereof.

A further object is to so design the apparatus that the initial tension of the diaphragm may be adjusted within narrow limits and with absolute certainty.

Figure 1 is a front elevation on a larger scale. Fig. 2 is a side elevation. Fig. 3 is a sectional view on the line 3-3, Fig. 4 is a section on the line 4-4 of Fig. 1.


This invention relates to a device for securing the reproducer, commonly called a sound box, to a talking machine to the tone arm, and has for its objects to provide a device whereby the reproducer will be securely held to the tone arm, and at the same time permit of the independent movement of the sound box and tone arm transversely to their axes. Such independent movement will permit said box to vibrate freely, and the sound box will not be subject to any shocks or strains due to sudden or abrupt movement of the tone arm. A further object is to provide means for easily applying the sound box to the tone arm, and the ready removal therefrom, and to allow for adjustment of the sound box relatively to the tone arm.

Figure 1 is a plan view of a tone arm and sound box embodying the invention. Fig. 2 is a sectional view of a portion of the tone arm showing the manner of connecting the sound box thereto. Fig. 10 is a sectional view on line 10-10, Fig. 9. Fig. 11 is a modified form of fastening device for retaining the sound box in its adjusted position with respect to the tone arm. Fig. 12 is a sectional view on line 12, 12, Fig. 11. Fig. 13 is a view similar to Fig. 11 of a modified form of fastening device. Fig. 14 is a sectional view taken on line 14, 14, Fig. 13.


This invention relates to talking machines, and more particularly to the type of such machines in which a record to be reproduced is carried on a disk, and that for its object to produce a device wherein the purity and sweetness of the reproduced tones will be brought out, ob-
especially contemplates a device in the nature of an attachment that may easily be secured to any conventional type of phonograph to impart thereto the characteristics of the phonograph of aforesaid Letters Patent, but wherein the transmitter arm will be so connected with the supporting arm as to avoid all likelihood of the development of such lost motion between these parts, through wear or to avoid all likelihood of the development of such improvements over the aforesaid arrangements, any conventional type of phonograph to impart sound reproducer. Alexander H. Welker, Kitchener, Ont., assignor to Pollock Manufacturing Co., same place, Patent No. 1,223,429.

This invention relates to improvements in sound reproducers and particularly to the pivotal bearing for the lever or connection by which the reproducing needle is connected to the diaphragm of the sound box. In some forms of reproducer, the casing of the sound box is provided with pointed pins or thrust members, the ends of which engage in conical recesses formed in bearing members secured to opposite sides of the lever by which the movement of the reproducing needle is transmitted to the diaphragm. There is sometimes a tendency to bind between the coating members of such a bearing because of changes in temperature or for other reasons, because of which freedom of movement of the parts is impeded and the reproduction of the record being tracked will accordingly not be as good. The invention overcomes this difficulty by providing sufficient resiliency between the coating members of a bearing of the character referred to, to prevent binding of the parts under temperature variations or the like, once the parts have been properly adjusted. This is accomplished in the preferred form of the invention by forming one of the bearing members of a sufficiently suitable resilient metal, which is provided with an opening therethrough at right angles to the axis of the thrust member which engages the same. The bearing is split or cut from this central opening to the outer surface adjacent to the thrust member and the recess in which the thrust member is seated is situated with its axis in the plane of separation thus formed. The result of this construction is that the bearing member engages the end portion of the thrust member with sufficient friction but with a certain amount of resiliency so that binding between the thrust member and its bearing will be prevented.

In the drawings, Figure 1 represents a front elevation of a reproducer sound box provided with the invention; Figure 2 is an enlarged partial view of the casing with certain parts shown in section; and Figure 3 is a vertical section taken on line 3–3 of Figure 2.


This invention relates to phonographs and like machines used for reproducing sounds through the medium of a record and consists of an apparatus to be attached to the tone arm of a machine and to serve the same purpose as the horn, namely, to amplify the sound and modify its tone.

The object of the invention is to produce a device of this sort which would ordinarily be installed in the cabinet or case upon which the phonograph is supported and which will improve both the volume of sound and quality of tone.

Figure 1 is a vertical section or elevation of the device. Figure 2 is an elevation, in partial section, of the same. Figure 3 is an elevation, in partial section, of the horn.

This invention is a device which can be applied to any machine using disc records. It consists of a metal spring attached to the phonograph near the tone arm. The metal spring extends from the turntable and is equipped with a rubber suction cap.

The device is to be used for lifting records from the turntable. By forcing the rubber cap down on the record, a suction is formed so that on releasing the finger pressure the spring tension will lift the record from the turntable. Releasing the finger entirely, a pin hole admits air to the suction top and the record is freed from it.

Figure 1 shows attachment looking from above; Figure 3 is a side view of same; Figure 2 shows the extent of the lifting power of the device; Figures 4, 5 and 7 explain the action of the device. This is an elevation, in partial section, of the same.

The following patents have also been received by The World, but owing to lack of space, are not described or illustrated: Phonograph record disk, S. D. Mott, Allendale, N. J.; patent No. 1,320,639. Sheet metal replayer, R. G. Brown and J. E. Strietemier, Elyria, O.; patent No. 1,320,732. Phonograph reproducer, T. H. Reet, Newark, N. J.; patent No. 1,321,476. Graphophone attachment for moving pictures, A. Dower, New York; patent No. 1,322,579.
EMERSON INTERNATIONAL, INC.

ITALIAN

1841 "Sospiro," "Lamento," "Nel Cor Pigolato." (Rossini, "La Cenerentola.") (Berio, "Il Barbiere di Siviglia.") (Bartok, "Bluebeard's Castle.") (Borrow, "Innsbruck.") (Donizetti, "Lucia di Lammermoor.") (Grieg, "Peer Gynt.") (Mozart, "Così fan tutte.") (Puccini, "Madama Butterfly.") (Rossini, "William Tell.") (Verdi, "Aida.") (Vivaldi, "The Four Seasons.") (Weber, "Der Freischütz.") (Wagner, "Tristan und Isolde.") (Wolf-Ferrari, "The Italian Girl in Algiers.")

1842 "Sposa d'impeto," "I due foscari," "La Gioconda." (Verdi, "Rigoletto.") (Puccini, "La Bohème.") (Verdi, "Requiem.") (Rossini, "Il barbiere di Siviglia.") (Mozart, "Don Giovanni.") (Rossini, "William Tell.") (Puccini, "Madama Butterfly.") (Verdi, "Aida.") (Weber, "Der Freischütz.") (Wagner, "Tristan und Isolde.") (Wolf-Ferrari, "The Italian Girl in Algiers.")

1843 "Le Matrimonio," "La Ragazza di Settembre." (Rossini, "Le Comte Ory.") (Verdi, "I due Foscari.") (Donizetti, "Lucia di Lammermoor.") (Weber, "Der Freischütz.") (Wagner, "Tristan und Isolde.") (Britten, "A Midsummer Night's Dream.")

1844 "Arioso." (Handel, "Orlando.") (Haydn, "The Creation.") (Mozart, "The Magic Flute.") (Beethoven, "Fidelio.") (Verdi, "Aida.") (Wagner, "Lohengrin.")

1845 "Lamento," "Nel Cor Pigolato." (Rossini, "La Cenerentola.") (Bartok, "Bluebeard's Castle.") (Mozart, "Così fan tutte.") (Verdi, "I due Foscari.") (Puccini, "La Bohème.") (Wagner, "Tristan und Isolde.") (Weber, "Der Fliegende Holländer.") (Vivaldi, "The Four Seasons.") (Britten, "The Turn of the Screw.") (Dukas, "The Magic Flute.") (Stravinsky, "The Rite of Spring.") (Copland, "Rodeo.")

1846 "Che farò." (Rossini, "William Tell.") (Mozart, "Don Giovanni.") (Verdi, "I due Foscari.") (Puccini, "La Bohème.") (Weber, "Der Freischütz.") (Wagner, "Tristan und Isolde.") (Britten, "The Turn of the Screw.") (Stravinsky, "The Rite of Spring.") (Copland, "Rodeo.")

1847 "Tutte le rose in fiore." (Rossini, "William Tell.") (Mozart, "Così fan tutte.") (Verdi, "I due Foscari.") (Puccini, "La Bohème.") (Weber, "Der Freischütz.") (Wagner, "Tristan und Isolde.") (Britten, "The Turn of the Screw.") (Stravinsky, "The Rite of Spring.") (Copland, "Rodeo.")
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- Ansonia Needle Co.
- Appalachian Phonograph Co.
- American Record Mfg. Co.
- Attraves, W. D. & C. X.
- B & H Fibre Mfg. Co.
- Astoria Mahogany Co.
- American Phonograph Co.
- Amalgamated Phonograph Accessories Corp.
- Columbia Mantel Co.
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- Everybody's Talking Machine Co.
- Edison, Thos. A Inc., Thos. A
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- Everybody's Talking Machine Co.
Paramount Records

Lateral Cut—No Attachments Required

January Releases

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<th>Title</th>
<th>Artist(s)</th>
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<tbody>
<tr>
<td>33046</td>
<td>Chinese Lullaby-Fox Trot</td>
<td>J. C. Beck's Orchestra</td>
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<td>33049</td>
<td>Will-O-Wisp-Medley Int. &quot;Wait for Me&quot;</td>
<td>Selvin's Novelty Orchestra</td>
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<td>33050</td>
<td>Everyone Was Meant for Someone</td>
<td>Selvin's Novelty Orchestra</td>
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<td>33051</td>
<td>Give a Smile and a Kiss</td>
<td>Arthur Hall</td>
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<td>33052</td>
<td>I Am Always Building Castles in the Air</td>
<td>Sterling Trio</td>
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Ready for Shipment

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<td>33046</td>
<td>Jolly Coppersmith</td>
<td>Bergh's Band</td>
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<td>33053</td>
<td>Little Grey Home in the West</td>
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<td>33054</td>
<td>Mother Machree</td>
<td>Bergh's Band</td>
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<td>33055</td>
<td>Abide with Me</td>
<td>Mabel Richardson-Margaret Abbott</td>
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<td>33056</td>
<td>A Dream</td>
<td>Albert Taylor</td>
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<td>33057</td>
<td>Somewhere a Voice Is Calling</td>
<td>Albert Taylor</td>
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Paramount records are recorded and made exclusively within our own Laboratories and Plants at New York and Grafton, Wisconsin

THE NEW YORK RECORDING LABORATORIES, Inc.
PORT WASHINGTON

E. R. GODFREY & SONS CO., Milwaukee Distributors for Wisconsin, Michigan, Iowa, Illinois and Indiana

ORDER BLANK
For January Lateral Cut Paramount Records

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Date: Ship to: 
Order No. City & State:  
Edison Message No. 63

Our advertising plans for 1920 will overshadow our past efforts, both in volume and comprehensiveness.

To visualize the local needs of our dealers has always been the policy of our Advertising Department—consequently the enlarged program for 1920 includes greater and more intensive dealer co-operation than we have ever extended before.

THOMAS A. EDISON, Inc.
Orange, New Jersey

JOBBERS OF THE NEW EDISON, EDISON RE-CREATIONS, THE NEW EDISON DIAMOND AMBEROLA AND BLUE AMBEROL RECORDS

CALIFORNIA
Los Angeles—Edison Photographs, Ltd.
San Francisco—Edison Photographs, Ltd.
COLORADO
Denver—Denver Dry Goods Co.
CONNECTICUT
New Haven—Pardee-Ellisberger Co., Inc.
GEORGIA
Atlanta—Photograph, Inc.
ILLINOIS
Chicago—The Photograph Co., James E. Lyons (Amberola only).
INDIANA
Indianapolis—Kipp Photograph Co.
IOWA
Des Moines—Harger & Bish.
Siuex City—Harger & Bish.
LOUISIANA
New Orleans—Diamond Music Co., Inc.
MASSACHUSETTS
Boston—Pardee-Ellisberger Co.
Ivy Johnson Sporting Goods Co. (Amberola only).
MICHIGAN
Detroit—Photograph Co. of Detroit
MINNESOTA
Minneapolis—Laurence H. Lucier
MISSOURI
Kansas City—The Photograph Co. of Kansas City
NEW YORK
Albany—American Phograph Co.
OHIO
Cincinnati—The Photograph Co.
OREGON
Portland—Edison Photograph Ltd.
Pennsylvania
Philadelphia—Grand Photograph Co.
Pittsburgh—Burkam Photograph Co.
RHODE ISLAND
Providence—J. A. Finner Co. (Amberola only).
TEXAS
Dallas—Texas Photograph Co.
UTAH
Ogden—Prud'Homme Sporting Goods Co.
VIRGINIA
Richmond—C. E. Haynes Co., Inc.
WISCONSIN
Milwaukee—The Phonograph Co. of Menominee
CANADA
Montreal—S. B. Williams & Sons Co., Ltd.
St. John—W. H. Thorne & Sons, Ltd.
Toronto—S. B. Williams & Sons Co., Ltd.
Vancouver—Kent Piano Co., Ltd.
Winsipeg—S. B. Williams & Sons Co., Ltd.
Barron Bros. (Amberola only).
Lyons—S. B. Williams & Sons Co., Ltd.