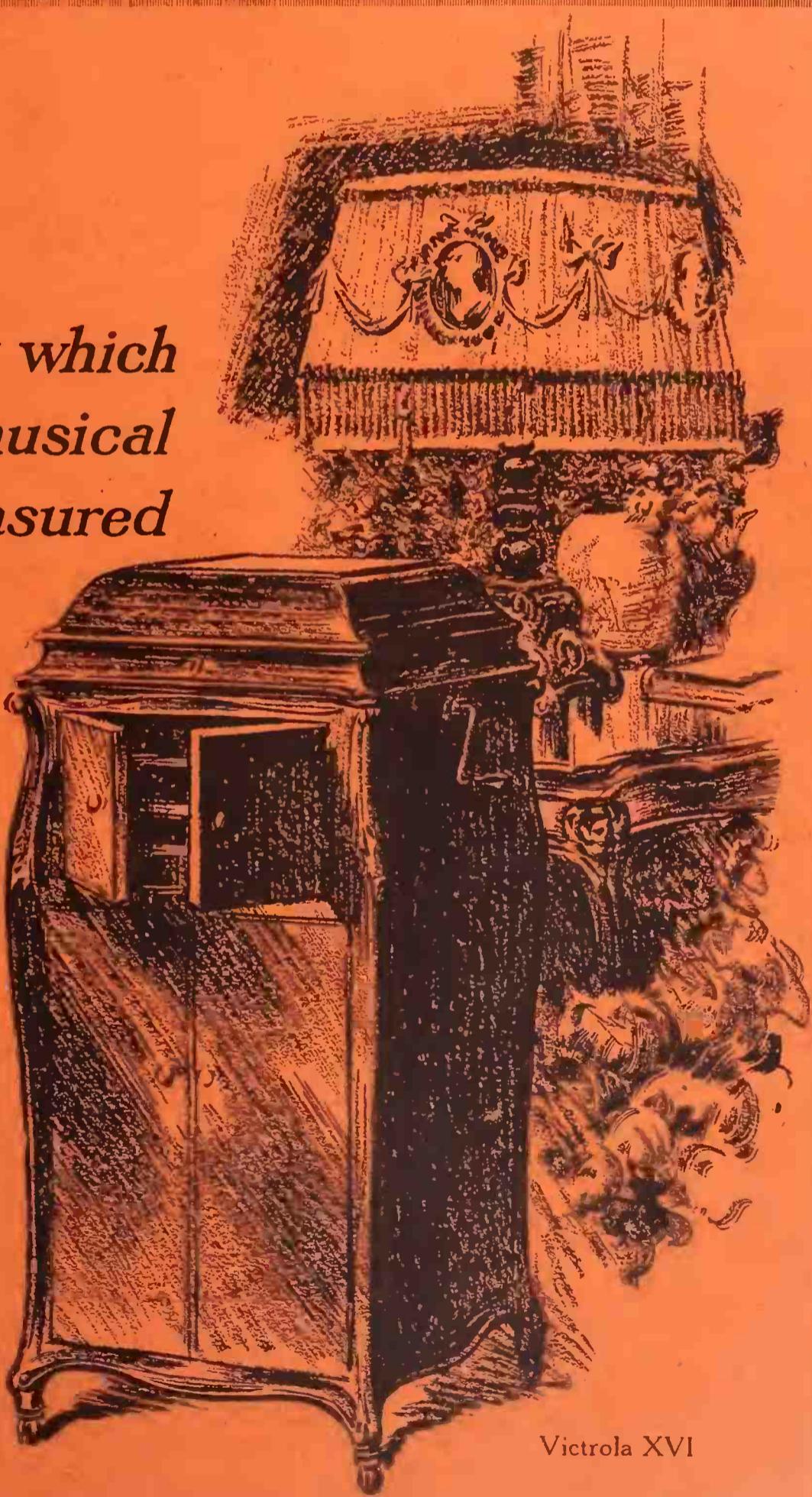


The TALKING MACHINE WORLD

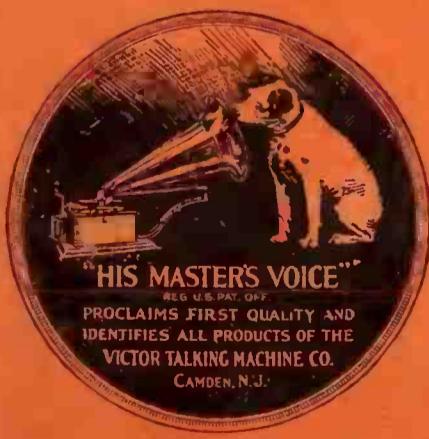
For the makers & sellers of talking machines

Published Each Month by Edward Lyman Bill, Inc., at 373 Fourth Ave., New York, January 15, 1920

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

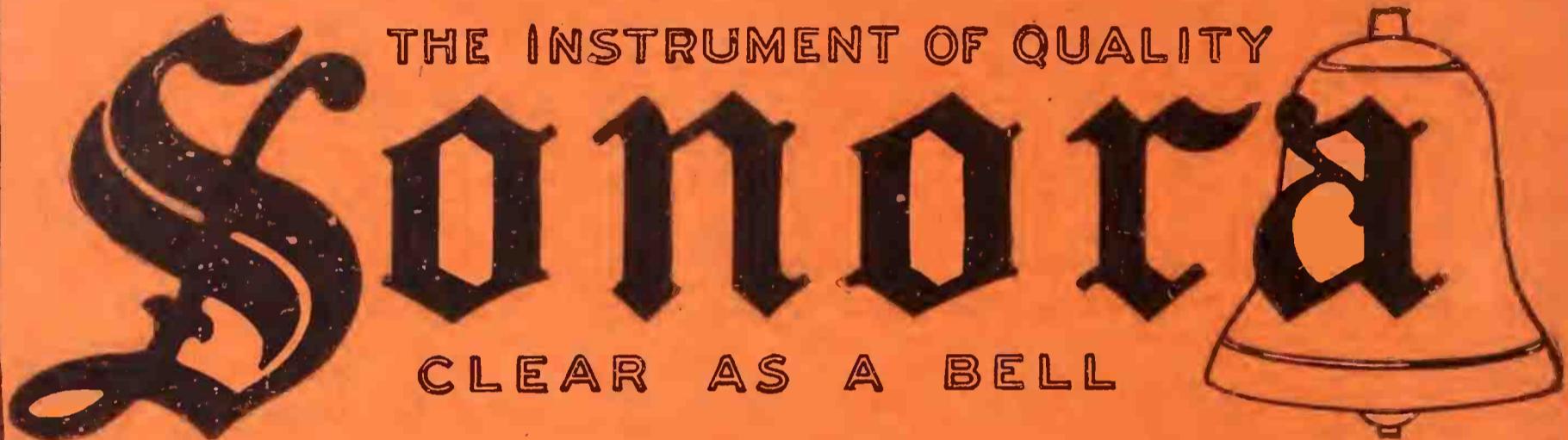


Victrola XVI



TS
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F 12

THE INSTRUMENT OF QUALITY



CLEAR AS A BELL

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



The Talking Machine World

Vol. 16. No. 1

New York, January 15, 1920

Price Twenty-five Cents

CLUBROOMS FOR DYER EMPLOYEES

W. J. Dyer & Bro., of St. Paul, Minn., Make a Most Generous Holiday Gift to Staff

ST. PAUL, MINN., January 3.—As a Christmas gift to their 150 employees, the firm of W. J. Dyer & Bro., the prominent piano and Victrola dealers and distributors of this city, opened for the use of the members of the staff a suite of four finely furnished clubrooms.

The presentation was made by W. J. Dyer, president of the company for over a half century, at a reception and dance attended by the employees and their friends. In making the presentation, Mr. Dyer recounted briefly some of the early experiences of the company, and its gradual development and expansion. M. R. Nelson, president of the Employees' Club, made fitting response, and brief addresses were made by Vice-President Johnston and various department heads.

An orchestra of eight pieces, made up of members of the Dyer organization, played for dancing, and refreshments were served later in the evening. A substantial Christmas bonus was Santa Claus' contribution to the festivities.

The clubrooms consist of a smoking room for men, a rest room for the ladies, a large dining room, with kitchen attached, and a commodious ballroom, which also serves as a display for Fotoplayers and pipe organs. The rooms, which are on the fourth floor of the Dyer Building, are furnished in most comfortable style, and will be open every business day of the year for the use of club members.

DOUBLE CAPITAL STOCK

The C. J. Lundstrom Mfg. Co., prominent talking machine cabinet makers of Little Falls, N. Y., have just increased their capital stock from \$120,000 to \$240,000, and announce that a material expansion of their business is contemplated to meet demands for their products.

Knowledge a Prerequisite in Salesmanship Success

When a salesman has a broad and thorough knowledge of his business then he is in a position to inspire the proper amount of confidence in his customers, and to avoid many of the selling troubles that would otherwise come to him should the customer perchance feel he is not quite sure of his ground. Meanwhile a "knowledge" of the business does not represent alone an understanding of the goods being sold in his particular store, or warerooms—there must be a wider viewpoint.

It must be conceded that the "knocking" of a competitor's product, under any circumstances, is reprehensible, but there frequently arise occasions when it is necessary to discuss a competitor's product in comparison with one's own, as a result of the attitude of the customer himself. If the salesman feels that he is only in a position to talk generally about the competing product, without regard for the actual facts of the case, he naturally loses prestige. If he can present a logical argument, however, to show the superiority of the product he is selling, feature by feature, and point by point, as compared with some other instrument with which the customer has been impressed, then he is apt to win confidence and hold the sale.

The understanding of a competitor's business for the purpose of argument should not be confined alone to a knowledge of the details of the instruments he sells, but should be broad enough

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Ten Months Ending October 31, 1919, Total \$4,640,052

WASHINGTON, D. C., January 6.—In the summary of exports and imports of the United States for the month of October, 1919 (the latest period for which it has been compiled), which has just been issued, the following figures on talking machines and records are presented:

The dutiable imports of talking machines and parts during October, 1919, amounted in value to \$60,489, as compared with \$30,299 worth which were imported during the same month of 1918. The ten months total ending October, 1919, showed importations valued at \$445,922, as compared with \$280,874 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 7,113 valued at \$262,954, were exported in October, 1919, as compared with 3,286 talking machines, valued at \$91,277, sent abroad in the same period of 1918. The ten months total showed that we exported 52,336 talking machines, valued at \$1,817,399 as against 54,675 talking machines, valued at \$1,627,243 in 1918, and 74,594 talking machines, valued at \$1,925,609, in 1917.

The total exports of records and supplies for October, 1919, were valued at \$292,054, as compared with \$181,108 in October, 1918. For the ten months ending October, 1919, records and accessories were exported, valued at \$2,822,653; in 1918, \$1,842,752, and in 1917, \$1,490,037.

TO MIX BUSINESS AND PLEASURE

The talking machine dealers of San Francisco have found it a very successful plan to make their meetings more attractive by having dances in connection with the regular routine of business. The Tri-State Victor Dealers' Association of St. Louis also has taken kindly to this idea and plans a dinner dance occasionally.

to cover his selling methods and his advertising. If the customer comes in and says that the Blank Co. has offered a \$250 instrument at \$10 down and \$7.50 per month, it makes a lot of difference whether the competing salesman has to swallow the statement over a protest, because he cannot successfully contradict it, or whether he knows that the minimum terms ever offered by the Blank Co. on a \$250 instrument are \$25 or \$50 down and \$10 or \$15 a month. If he can call the customer's bluff he has that much better chance of selling his own instrument at his own terms.

The local advertising should be studied each day to see what is being offered by his own house, as well as by competitors, for the purpose of attracting the public. The salesman does, or should know whether the values are real or fictitious, and whether he can offer a proposition equally attractive.

Summed up, the requisites of the salesman are not simply the ability to demonstrate and the gift of gab. He must give a certain attention to studying the conditions and developments in his field, in order that he may understand them thoroughly and be able to talk intelligently regarding them when the necessity arises. In short, he has to keep at least one jump ahead of the "wise" customer and what his competitors have to offer, if he expects to be successful.

SCHMELZER ARMS CO. TO EXPAND

Wholesale Department of Company to Remove to Large 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 separation of the three major 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 retail store will continue in the large buildings at 1214-22 Grand avenue. The wholesale departments are to be moved to 2015-23 Grand avenue, where two more floors are to be added to the present six-story Waggener Building, a further expansion being provided in the acquisition of a vacant fifty-foot lot to the south. The manufacturing departments soon will be housed in a building to be erected on a site, 130x143 feet, recently acquired at the northwest corner of Fourteenth and Wyandotte streets.

The building now occupied by the Waggener 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 shown further by the acquisition 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 the building on the seventy-five-foot 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 successively 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 wholesale 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 sin-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 Lichy 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 Lichy house prior to his assuming control of the business.

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

By W. B. Stoddard

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.

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 Faire?"

"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 parallel columns are the names 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 waiting 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 either 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 day,
they had to go;
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 pa-

pers, 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 part of the city on St. Valentine Day.

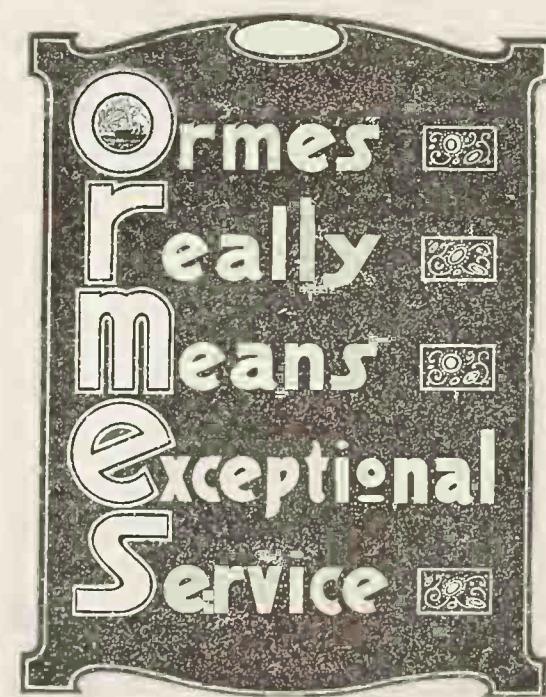
Careful attention given to mail orders. Select the records you wish sent and we will attend to the packing and mailing of them.

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 cords, on which were strung red cardboard hearts. Hung to the pillars were cards bearing in illuminated letters the names of a number of the best love 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 HER a Valentine phonograph—if not, better hurry down to STEPHENSON'S and secure one before the day is over. 'Everybody's Doing It' and you don't want to feel lonesome when SHE plays the record that another fellow sent."

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



A PREDICTION

1920 will be a successful year for Ormes Victor Dealers. Increased shipments by the Victor Company plus Ormes co-operative service assure this.

ORMES, Inc.

Wholesale Exclusively

26 East 125th Street

NEW YORK

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.

Victor Wholesalers

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

Victor Talking Machine Co.

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



Victrola VI, \$35
Mahogany or oak



Victrola IX, \$70
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut



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



"HIS MASTER'S VOICE"

REG. U. S. PAT. OFF.

ALL RECORD CUSTOMERS ARE ALBUM CUSTOMERS



MAKING THEIR SELECTION

A Place for Every Record and Every Record in its Place

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

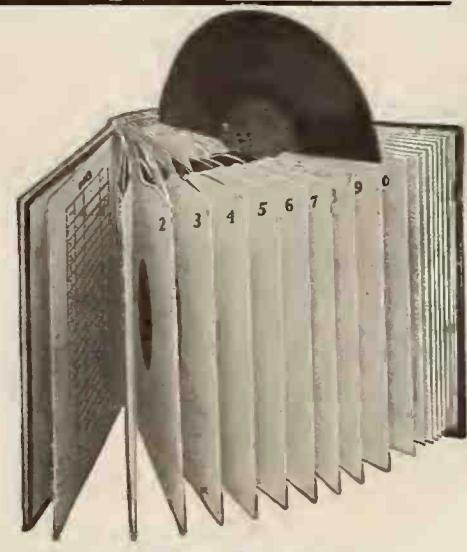
We manufacture disc Record Albums to fit cabinets of all sizes and styles. With the indexes they are a complete system for filing all disc records.

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

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

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

CHICAGO OFFICE: 508 S. Dearborn Street



THE PERFECT PLAN

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 sends grand opera, jazz and the latest Broadway song hits through the ether to his audience scattered at wide intervals around the city and suburbs. Under favorable conditions, the music 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 rec-

ords; 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 Doehter Co.

The steady growth of the talking machine industry and the greatly increased demand for Doehter products have caused the Doehter 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 Doehter 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.

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 way by throwing the album temptation in the way of each of your customers—sell one Peerless album today and twelve records tomorrow.

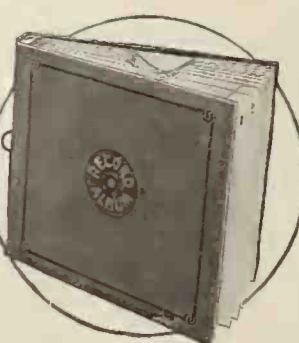
Prices and samples on request

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleecker Street

NEW YORK CITY

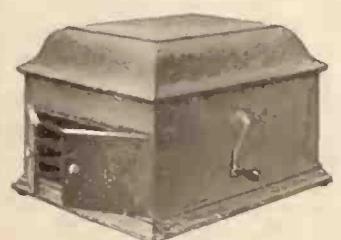


Our Standard Grade

Lowest-Priced Quality
Album on the Market

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

Representatives: BOSTON, L. W. Hough, 20 Sudbury Street;
CHICAGO, W. A. Carter, 57 E. Jackson Blvd.; SAN FRANCISCO, Walter S. Gray

Victrola IV, \$25
OakVictrola VI, \$35
Mahogany or oakVictrola VIII, \$50
OakVictrola IX, \$70
Mahogany or oakVictrola X, \$110
Mahogany or oakVictrola XI, \$130
Mahogany, oak or walnut

"HIS MASTER'S VOICE"
REG. U.S. PAT. OFF.

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.

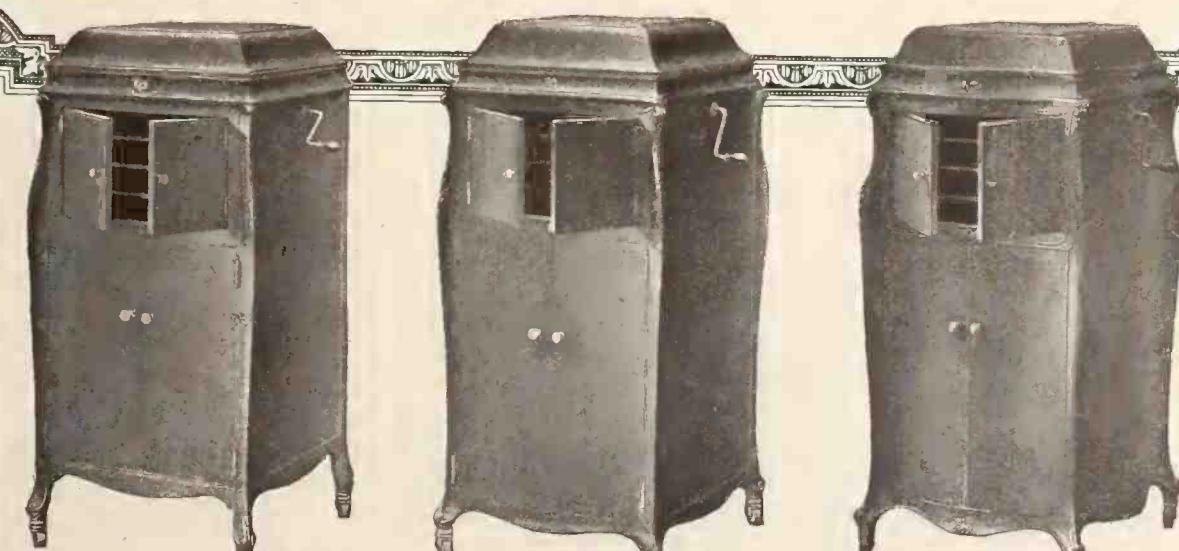
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Victor Talking Machine Co.

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

Victrola XIV, \$200
Mahogany, oak or walnutVictrola XVI, \$250
Victrola XVI, electric, \$312.50
Mahogany or oakVictrola XVII, \$300
Victrola XVII, electric, \$365
Mahogany or oak

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

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NOTICE TO ADVERTISERS.—Advertising copy should reach this office before the first of each month. By following this rule clients will greatly facilitate work at the publication headquarters.

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Cable Address: "Elbill," New York.

NEW YORK, JANUARY 15, 1920

WITHIN approximately a fortnight from the time this issue of The Talking Machine World is in the hands of its readers, the National Music Show and Festival at the Grand Central Palace, New York, of which much has been said and written, will be in full swing, and so will the Music Week celebration in connection therewith. All indications point to a glowing tribute to the art of music never before exceeded in this city. The church, the theatre, community choruses, bands, orchestras, the various clubs and even directors of industrial plants in and about New York have promised their full co-operation, and plans are being developed along lines to make that co-operation most effective.

The various divisions of the music industry will gather in New York in great numbers to attend the annual conventions of their respective national associations and the Music Show, and participate in the Music Week celebration. The talking machine trade in itself will take a prominent place in both the Show and the Music Week programs. A number of the leading talking machine manufacturers have arranged for prominent spaces at the Show, in which there will be displayed the latest models of machines, and very elaborate concert recitals will be given. Talking machine artists will appear in recital at the Show and in other public places throughout the city. With the talking machine trade as a whole bearing its burden in supporting the Music Week program it is well that every individual in the industry take pains to see that he lends his support in making the affair a real success.

Although the celebration is to be held in New York, the event will be national in scope. Music has attained a prominent place in the affairs of the world, and the success of the Music Show and Music Week will tend to greatly augment that position. Let the talking machine trade do its share in making the Music Show and Festival the greatest event in the history of musical endeavor in America.

NEVER in the history of the trade has there been a greater appreciation of the value of the window as a sales factor than to-day. It will be observed that the stores that are making progress, that are installing new equipment in the way of attractive booths and other proofs of progressiveness, are also making timely use of their window as a continuous trade promoter.

It has well been said that the window is a direct reflex of the character of the man conducting the store. The dealer indifferent

to the opportunities for advertising through this medium is usually the man who fails to succeed, who complains that the "people go next door," and who becomes pessimistic generally about the future. He forgets that this mental attitude is brought about through his blindness to opportunities that would demonstrate to the public that he is a "live wire"—that he conducts an establishment that believes in service, and who keeps the public apprised of his ideals and performances through attractively arranged windows and modern store equipment.

For years The World has been pounding away on this subject, because we believe that it is a vital one, and it is a source of satisfaction to note that throughout the country talking machine dealers are becoming more alive to the importance of conducting establishments that are up-to-date not alone in stock and sales force, but in equipment and window demonstrations.

DURING the course of the present year there will be taken the regular Federal census covering the entire country; its industries, its population, and a thousand and one details that serve to make up the history of its present standing and prosperity. It will, of course, be many months before the result of this census is made public and when that time comes the talking machine trade should find in the report an abundance of interesting, if not startling, information. Much of the history of the talking machine trade has been written during the past ten years—since the last census—and during the decade the industry has enjoyed a truly marvelous growth.

Whereas there were comparatively few concerns engaged in the manufacture of talking machines and records in 1910, for instance, the manufacturing end of the trade has developed to a point where producers are now numbered by scores. Moreover, the accessories division has grown by leaps and bounds.

The talking machine industry is comparatively young and is woefully lacking in the matter of authentic statistics. The output of only a few concerns can be stated with any degree of accuracy, and with these figures as a basis members of the trade have in some instances attempted to arrive at totals of some value. All such deductions, however, are simply to be considered as mere guesses. Even with the production of a half dozen of the largest manufacturers listed with any accuracy, there still remains the question of how many machines, for instance, are produced by the many lesser manufacturers and particularly of the scores of assemblers who may confine their efforts to the turning out of one or a dozen machines a week. The number of plants, the number of employes, the amount of capital invested, the annual turnover and dozens of other items of information are to be greatly desired as providing some basis for figuring the relative importance of the talking machine industry as compared with the other industries of the country, and the census will serve to gather this information, in part at least.

It is safe to say that the industry as a whole is more undervalued than other lines of trade. The war brought out that in the matter of capital invested and the number of people dependent upon it for a livelihood the music industry stood high in the list, but even this finding was based upon facts and figures gathered hurriedly, and not in any sense complete. It is quite probable that the census in itself will not be as accurate as could be desired, despite the amount of attention devoted to it, or the expense involved, but it at least will offer figures more accurate than those at present obtainable and give members of the industry some food for thought.

WITHIN the last 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 themselves 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 practically every line of endeavor. Local merchants have, 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-

tising, and a number of the leading national magazines have refused to handle mail order advertising of any character. All these factors simply offer aid to the retailer in solving the problem but do not settle it for him. In this he must depend upon himself.

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 in his store. He must impress upon the public that he personally stands sponsor for the products he sells; that they are delivered to 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.

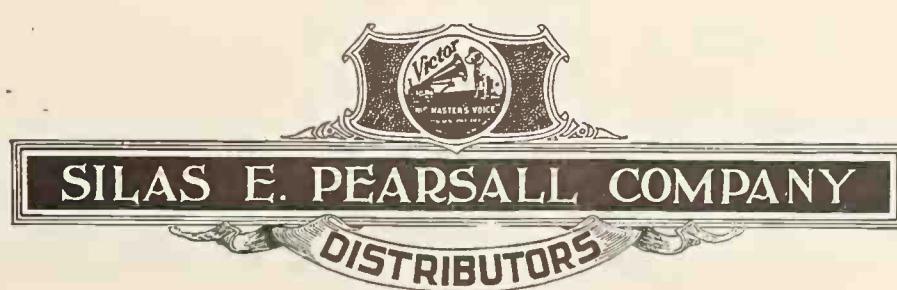
WHEN the cost of doing business has reached an abnormal point, as it has to-day, the retailer must watch every avenue of expenditure in order to check any leaks that will tend to cut down the legitimate profit to which he is entitled, and in many cases one of the principal leaks will be found in the 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."



WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

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 his tail—he gets a lot of excitement, but comparatively little results.

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

Advertising When Applied to Merchandising Gives a Momentum That Leads to Increased Sales

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.

Few will deny the advertising value of this innovation.

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 illuminated 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

STRADIVARA

"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 STRADIVARA. 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 STRADIVARA has always been synonymous with quality



THE COMPTON-PRICE COMPANY
COSHOCOTON, 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

FACTORIES: Elyria, Ohio
BRANCHES: CHICAGO

Newark, N.J. Putnam, Conn. Springfield, Mass. Kitchener, Ont.
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 lustrously clean; 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 eyes wander 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 are 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, booths, 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 else, 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; yet 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 girl clerks are employed, customers of the desirable sort will not tolerate anything that smacks of crudity or lack of good manners.

With such clerks, contrast the careless, tactless, coarse spoken kind whose lack of the es-

sential 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 Gramophone 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. Kohn.

TO RECORD "MADRIGAL OF MAY"

Claudia Muzio Will Sing Melody Theme of Successful Broadway Show

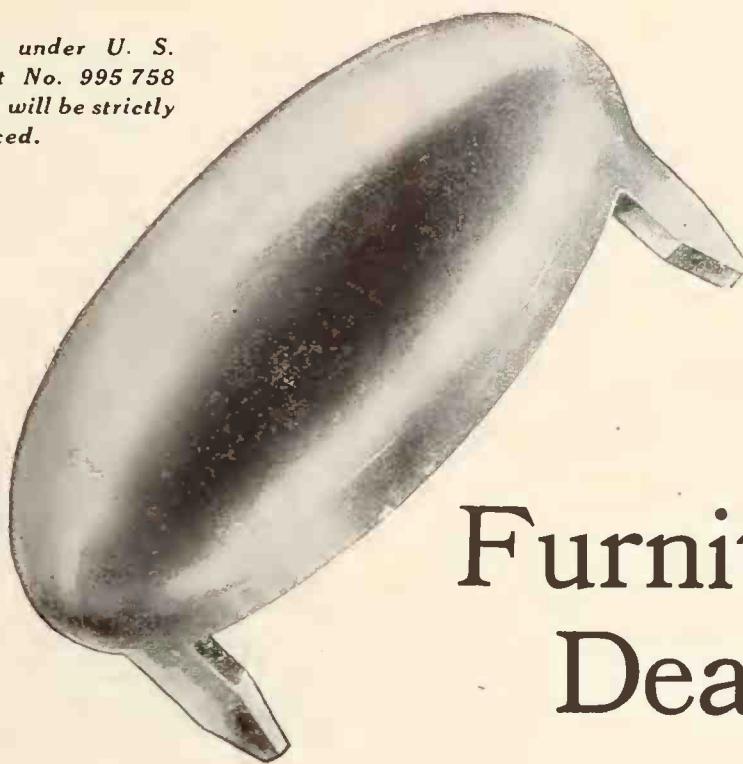
Claudia Muzio, recording exclusively for Pathé records, will shortly record "Madrigal of May," published by Joseph W. Stern & Co., and which is the melody theme of "The Jest," and sung in that play by John Barrymore. Accompaniment will be furnished by the Plymouth Trio under the direction of Maurice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

Paul Althouse, another Pathé 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

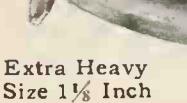
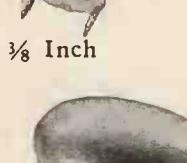
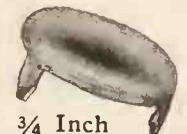
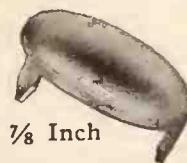
Milton M. Roemer, president of the M. M. Roemer Sales Corp., Vitanola distributors of New York City, is the proud father of a son born December 6th, 1919, at the Roemer residence, 65 Ft. Washington avenue, New York.

*Made under U. S.
Patent No. 995 758
which will be strictly
enforced.*



To Furniture Dealers

SIX SIZES



HUNDREDS of pieces of furniture annually go into your salesrooms already equipped with Domes of Silence. The remainder are either equipped by you or are left to go to the ultimate consumer without any slides at all.

Our extensive national advertising has shown people the advantage of Domes of Silence—and if you can give them furniture equipped with these slides, you will be giving them extra satisfaction—and extra saving, thereby winning permanent customers.

Manufacturers will equip all their furniture legs with Domes of Silence. They are waiting for you to specify slides when you order furniture from them. It is a mutual benefit.

Make a note of it so that you will remember to ask manufacturers to put slides—Domes of Silence—on your furniture the next time you place an order.

Domes of Silence are highest in quality and greatest in utility; the best and cheapest slides that can be produced.

Carried in stock by leading jobbers

Henry W. Peabody & Co.

17 STATE STREET

NEW YORK

This is how you can get full benefit from our advertising in the big national magazines. Labels like this furnished at no charge, ready to paste on furniture equipped with Domes of Silence. Tell your supply jobber how many you can use.



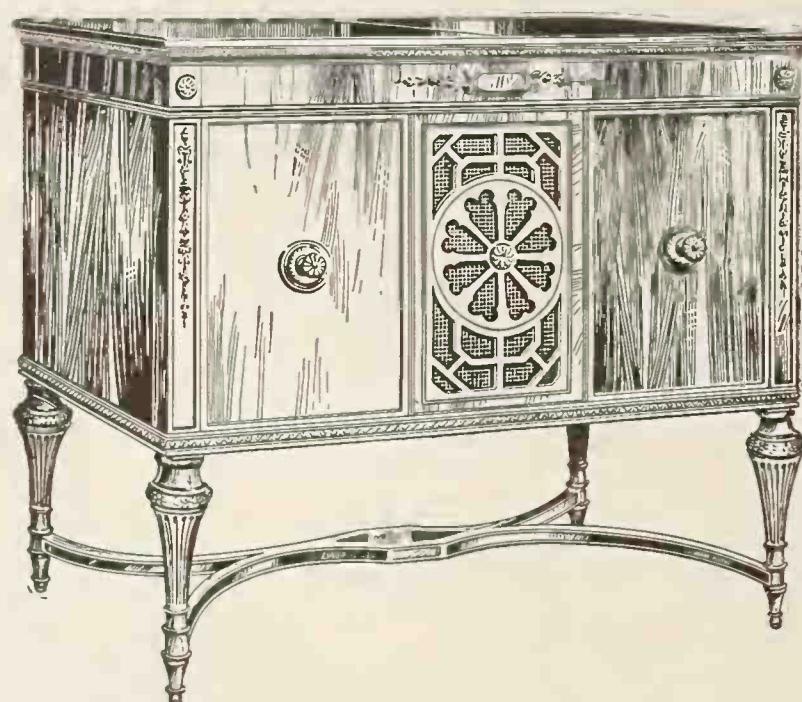
ACME-DIE

-CASTINGS-

ALUMINUM-ZINC-TIN & LEAD ALLOYS

Acme Die-Casting Corp.

Boston Rochester Brooklyn N.Y. Detroit Chicago



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 gossip—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 like. 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 jig 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 demanded 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.

Mounted Rifles. In November, 1917, he was wounded by shell fire at Passchaendaele. 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, Col. Mr. Holmes is a stepson of the well-known turfman, 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.



Howard R. Holmes

moted 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

Schmelzer Arms Co.
Kansas City, Missouri

Exclusively Wholesale
Victrolas and Victor Records

Columbia



No. 7. EXCLUSIVE COLUMBIA RECORD-SERVICE FIXTURE

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.

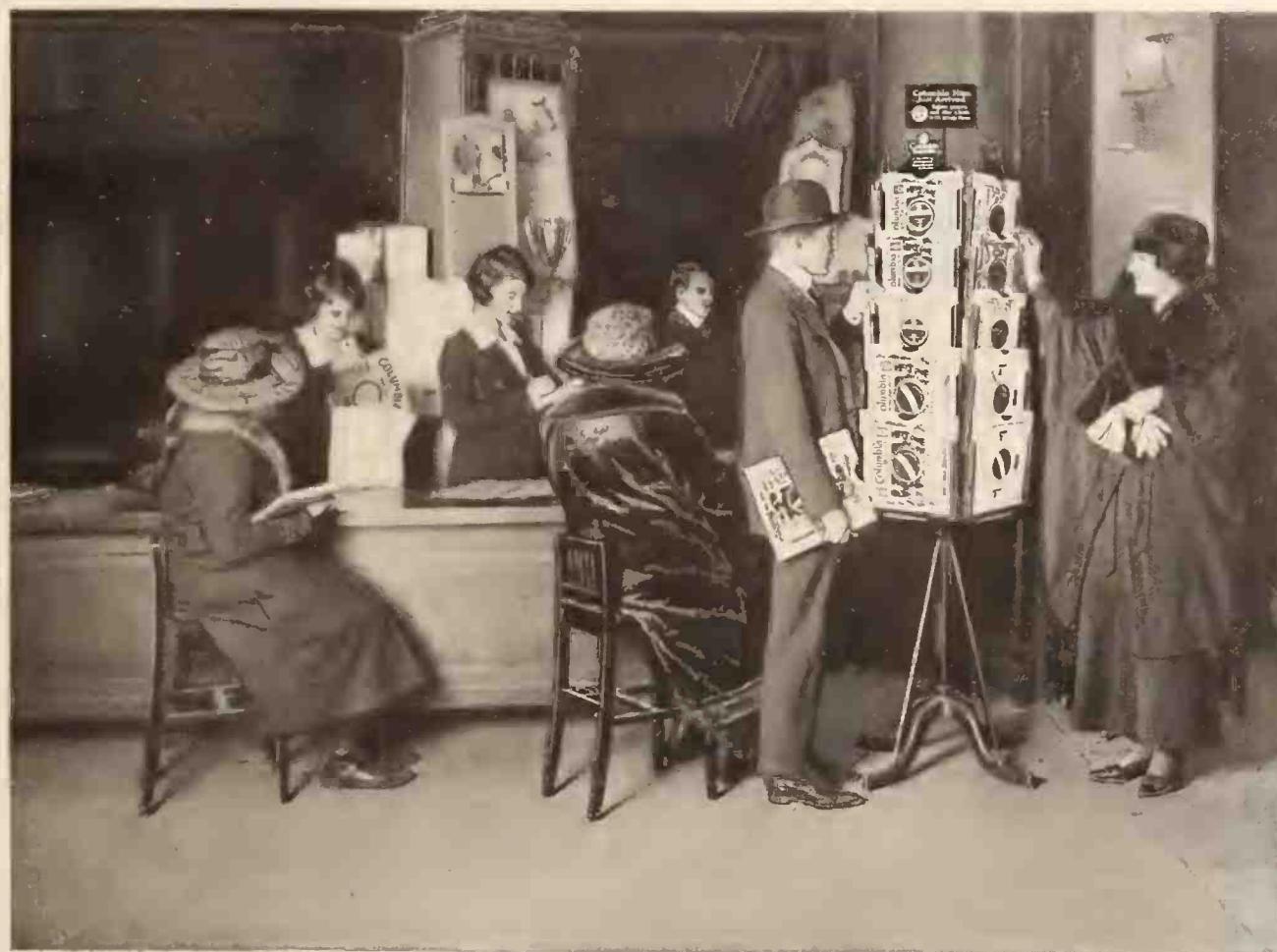
The idea was basically sound in merchandising principle and has provided dealers a means to increase their record sales substantially without proportionately enlarging their overhead selling expense.

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.

Record Service



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.

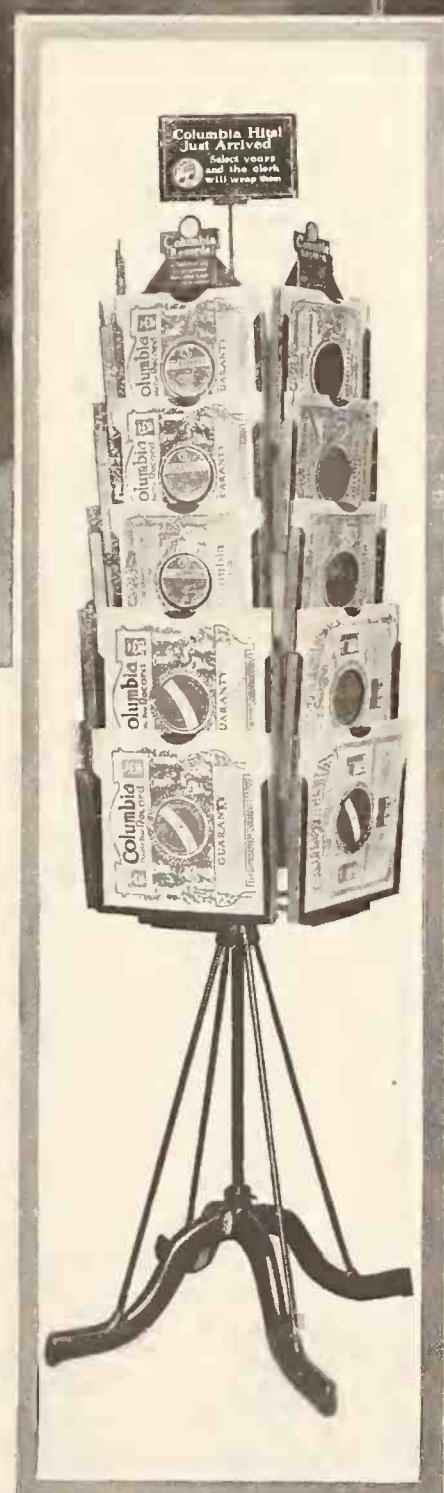
Twenty-one caption insert cards, under which any record in the Columbia Catalogue can be classified, are provided with each of these fixtures, supplying a distinct selling approach.

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.



No. 8. SALESFLOOR RECORD SERVICE FIXTURE EXCLUSIVELY COLUMBIA

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.



**COLUMBIA GRAPHOPHONE COMPANY
NEW YORK**

Canadian Factory: Toronto

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 talking machine industry is becoming quite an important item in the consumption of veneers and built-up plywood, but the present demand would seem almost negligible when the possibilities of future demand due to the growth of this industry are taken into consideration.

It may be surprising to learn that the quality of the veneer and the method of its applicability are in a large way the deciding factors in the clarity of tone of the talking machine, and this is a matter which is often entirely overlooked, both by the panel plant making a specialty of turning out talking machine stock as well as by the manufacturer of the instrument.

The production of talking machines has so increased that many piano factories, furniture factories and wood-working plants have engaged in the manufacture of cases as well as the completed article. Many factories thus engaged, however, have found that unless they had a really good, up-to-date veneering department it was better to buy the required built-up stock from the panel plant, which makes a specialty of turning out stock of this kind. The advantage is that the manufacturer knows exactly what the built-up stock for each case costs him, while if he turned them out himself the chances would be that at times he would sustain a loss.

Demand For Five-Ply Construction

The big demand is for five-ply construction, which ranks in quality with that demanded by the piano trade, calling for first-class construction of such woods as mahogany, walnut, oak, birch and gum, these woods being employed in all types of cases, including the higher grades of period designs. At the present time mahogany seems to lead in popularity and is used from the plain stock up to the fancy-striped higher-priced quality. Oak and gum follow, respectively, in the ordinary type of cases, while walnut and quartered gum are used almost ex-

clusively in the production of the period style of cases, some of which have the outward appearance of an expensive period style of buffet.

In the construction of the many cases there has been used a fret-design, sawed-out panel to replace the two small upper doors on the sound chamber. These panels are usually made to slip up and down in the case, and should never be made from stock thicker than 3/16-in., of three-ply construction. If made thicker than this it will give the front of the case a too-woody or over-heavy appearance, and instead of being attractive it will detract from the appearance. These fret panels show up exceedingly well on

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 the present styles 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 Spruce 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 a bell. Aside from this there is also the shape of the sounding chamber to take into consideration. All sounding chambers should be of tapering construction, ending in a rounding bulge at the connection to the tone arm throat. This, however, presents difficulties in veneering which have apparently not been entirely overcome, hence the majority of manufacturers are turning their instruments out with sound chambers of square, tapering construction. Next to spruce come Norway pine, hemlock, balsam fir and white pine for adaptability as sound-chamber wood.

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 $\frac{1}{8}$ -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 obtainable.

I firmly believe that in the near future, when the full importance veneer plays, both in the outside appearance and tonal qualities 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)*

The Making of High Class Talking Machines Calls for the Finest Quality of Woods and Veneers

cases where the front pilasters or standards have that bulged-out effect obtained by shaping on the automatic lathe.

The Many Improvements

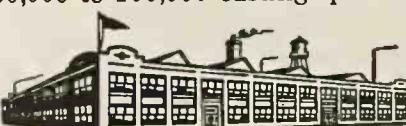
As with the improvements of the appearance of the outside case, by using only the better grades of veneers, so with regard to the inner paraphernalia. Great improvements have been made in sound reproducers, motors, needles, etc., and it may be predicted that greater possibilities of tone production and clarity of sound are possible when manufacturers eliminate every necessary part now made of metal, which can be reproduced from veneer and built-up stock. In fact, the future talking machine, with the exception of the motor and legs, will undoubtedly be a thoroughbred veneered product; this may go even 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 reproducer and the tone arm the amplifying or expansion sound chamber is of most vital importance toward the clarity of reproduction of sound. Here again veneer plays its important part. It is not so many years

Superior Die Castings will Cut Your Costs and Increase Your Sales

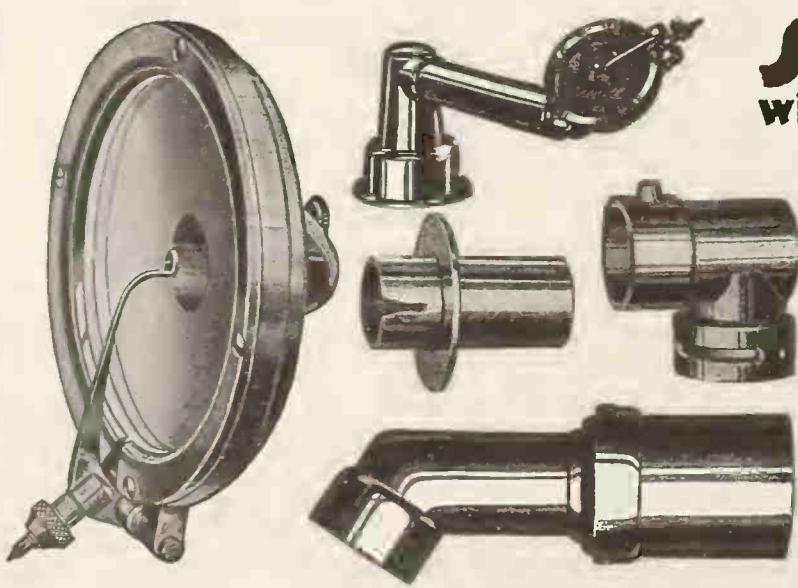
Tonearm and Reproducer Parts, Attachments, Turntable Hubs, Motor Governor Discs, Knobs, Piano Player Parts—accurately cast in Aluminum, White Brass, White Metal Alloys or Zelco Metal—ready for nickel or gold plating. We employ a large force of die makers especially skilled in this class of work and operate a large battery of die casting machines of our own design and construction with a capacity of 50,000 to 100,000 castings per day.

Write for
Samples of Work we
are doing in
this line



Send us
your Specifications
or Models for
quotations

Barnhart Brothers & Spindler
Monroe and Throop Streets □ Chicago • Illinois



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—employee 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

TRADE MARK REGISTERED

Fifth Avenue Building, New York City

Tear out and keep this page for future reference



"Eli, Eli," is Toscha Seidel's thrilling violin solo. Have you ordered a big supply? Columbia Record 49526.

Columbia Graphophone Co.
NEW YORK

TALKER TRADE LARGE VENEER USER (Continued from page 16)

like metal, and by others in putting a disk made of veneer, less than $\frac{1}{8}$ -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, sawed 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.

GIMBEL EMPLOYES HOLD DINNER

Members of Talking Machine Department Have Pleasant Evening at Peters Restaurant—Manager Max Receives Promise of Delivery From Manufacturers—Good Musical Program

A very enjoyable dinner was given late last month by the members of the talking machine department of Gimbel Bros., New York, at Peters Restaurant, 163 West Forty-ninth street, at which many men prominent in the trade were present and discussed the activities of the past year and the prospects for 1920. William J. Lewis, advertising and publicity manager for Gimbel Bros., presided as toastmaster. The musical entertainment of the evening was given by prominent artists, among them being Miss Kennedy, a clever composer and singer, who scored a big success with her numbers.

Following the dinner Manager M. Max gave a lengthy and interesting talk on the work done by his department. At the conclusion of his address the entire sales force sang a song written for the occasion and sung to the tune of "Dear Old Pal of Mine." E. A. Widmann, president of the Pathé Frères Phonograph Co., made the announcement that he would furnish a bond as security to fulfill any amount of orders that Mr. Max might place during the coming year. Lambert Friedl, of the Columbia Co., and Edward Strauss, of the Brunswick-Balke-Collender Co., made the same statement.

The music publishers of New York were well represented at the dinner and the best entertainers sang all the popular song hits of the day. Among the guests were: E. A. Widmann, of the Pathé Frères Phonograph Co.; Edward Strauss, of the Brunswick-Balke-Collender Co.; Lambert Friedl, of the Columbia Co.; Arthur Freeman, former advertising director of Gimbel Bros., and his partner, Morris M. Einson; Mr. and Mrs. M. Max, Harry R. Barron, manager of the Gimbel piano department; Manager Iannell, of the talking machine department; Mr. and Mrs. Gennis, Mr. and Mrs. Boghetti, J. J. Dowdell, Wm. J. Lewis, Misses Dickey and Riker.

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

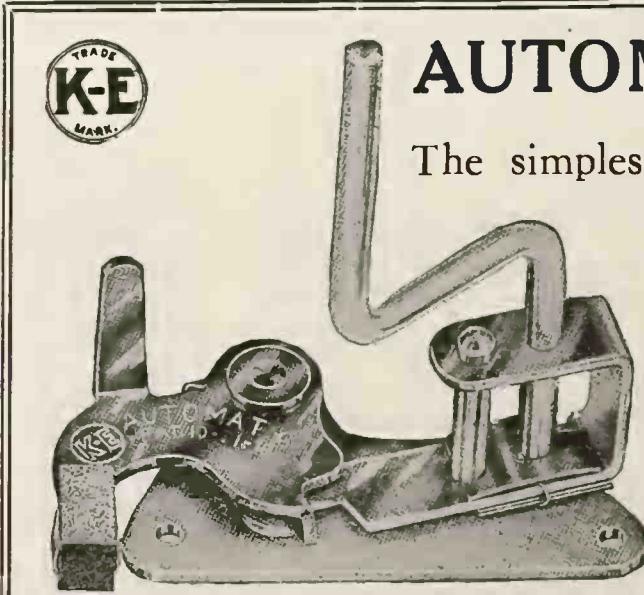
REGINA
Phonograph

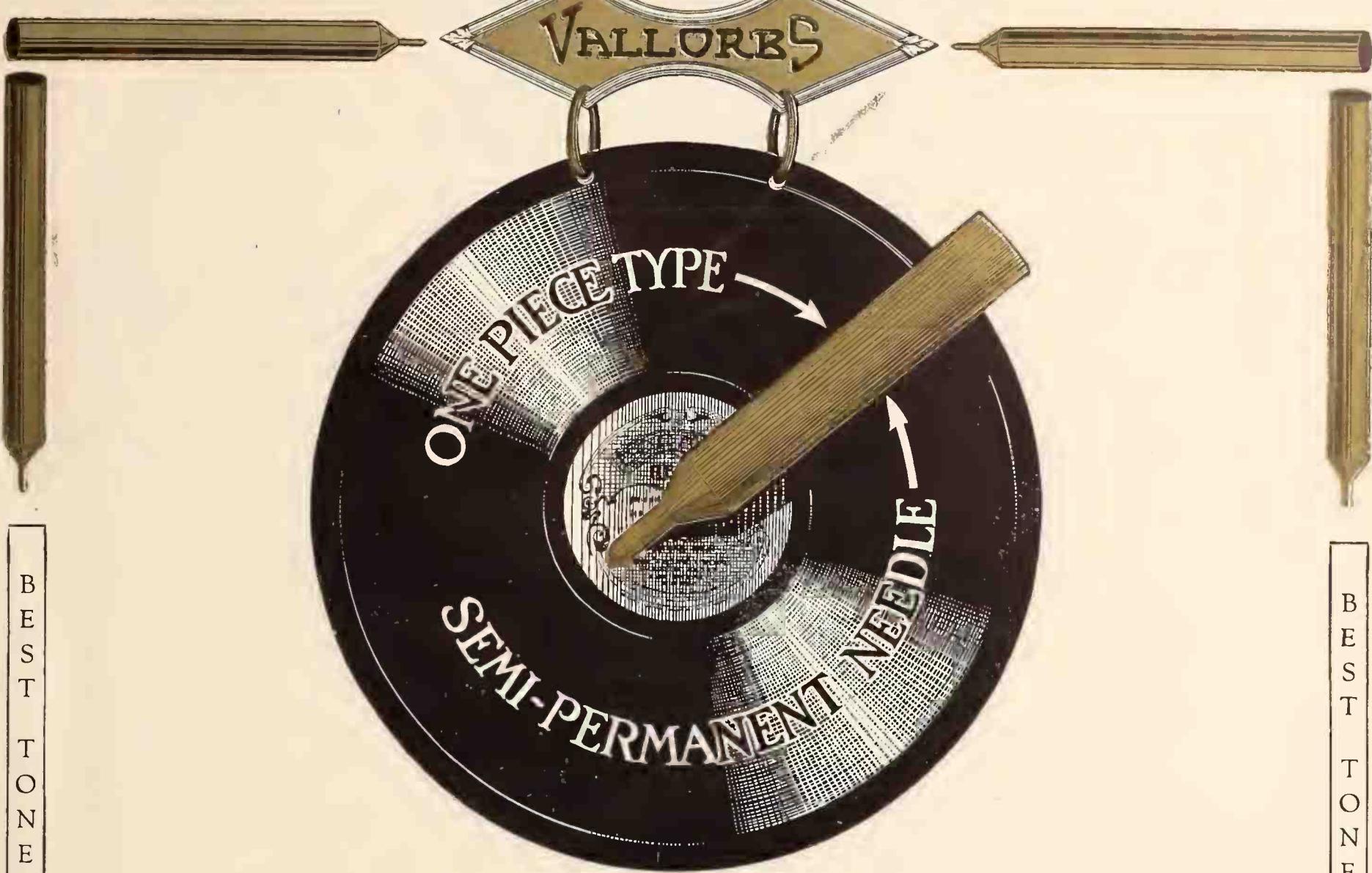


Plays all disc records with an unusual clearness, richness and beauty in tone.

Attractive Proposition for active Dealers

The REGINA Co.
47 W 34th St.,
New York
209 S. State St.,
Chicago





BEST TONE FOR THE HOME

BEST TONE FOR THE HOME

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 PATHÉ RECORDS

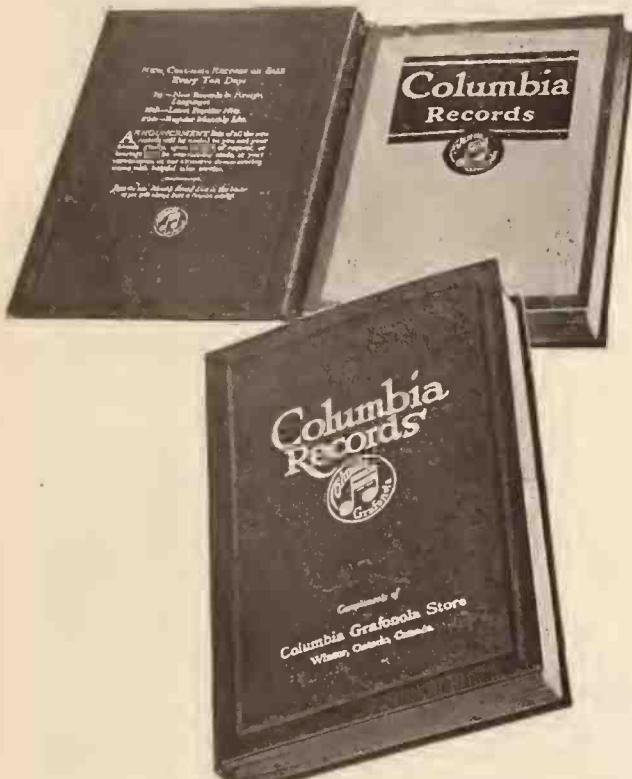
SAPPHIRE POINTS
FOR EDISON RECORDS

THE
VALLORBS
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



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 purchasing thought in the public mind. The sign is fitted with two hinged feet on which the sign



Window Sign Featuring Columbia Line 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.

NICHOLSON
Talking Machine
RECORD CABINETS
the kind that talk
VALUES and SALES

K. NICHOLSON FURNITURE CO., Chase City, Virginia
Record Cabinets, Sect. Bookcases and Ladies' Desks
Line permanently shown by E. P. Feig, 33 E. 20th St., New York, N.Y.

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

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.



Watching the Music Come Out



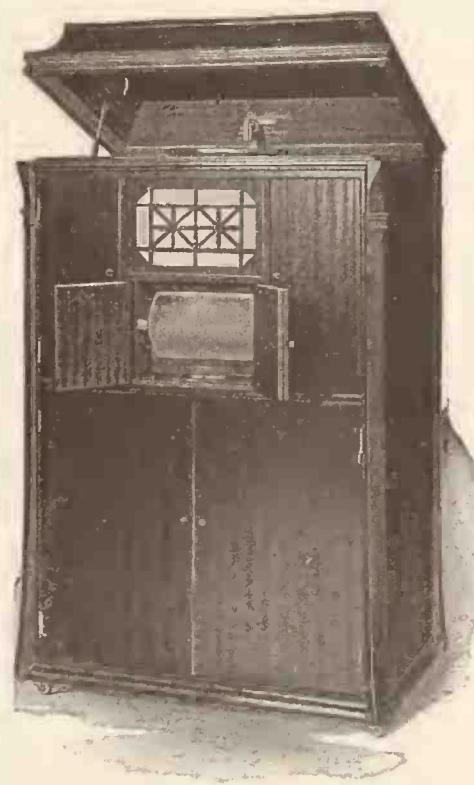
WHY Mr. Dealer

Are Your Com-
petitors Selling
So Many

Phono-Grands



Simply Because They
Know That



PHONO-GRAND

Fills a Long Felt Want

This little compact combination of a splendid Phonograph and an electrically controlled Reproducing Piano is just the thing for ice cream parlors, restaurants, cafes, etc. It fits in nicely and takes up no more room than an ordinary talking machine.

Want particulars? Write today

J. P. Seeburg Piano Co.
419 W. Erie St. Chicago, Ill.

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 in-



Manager Humphrey at His Desk

cline 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



Panorama of A. Hamburger & Sons Department Los Angeles
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



Corner of Hamburger Department
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. The accompanying photographs afford an excellent idea

of the extent of the department, and of the character of its arrangement.

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 S. GRAY
942 Market Street
San Francisco, Cal.

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

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

ELMIRA ARMS COMPANY
Elmira, N. Y.

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

MUSICAL MERCHANT-
DISE SALES CO., Ltd.
819 Yonge Street
Toronto, Canada

BOURGETTE & WOODS
16 McGill College Ave.
Montreal, Canada

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

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.

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 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

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



Second Floor of Paul Talking Machine Shop what is perhaps the largest local retail business in the higher priced machines. This floor also is equipped with a complete stock of records and the salesman is never required to leave his customer to secure records from another floor. The basement offers the surprise of the shop. Here is the largest room of the shop used as a display room. The basement has been so divided as to house a commodious office and a large repair room and a complete stock of records. The ceiling is in pearl gray with buff walls, and the woodwork



Third Floor of Paul Talking Machine Shop in old ivory. The furniture is of the hand-painted artcraft style especially executed to blend with the decorations.

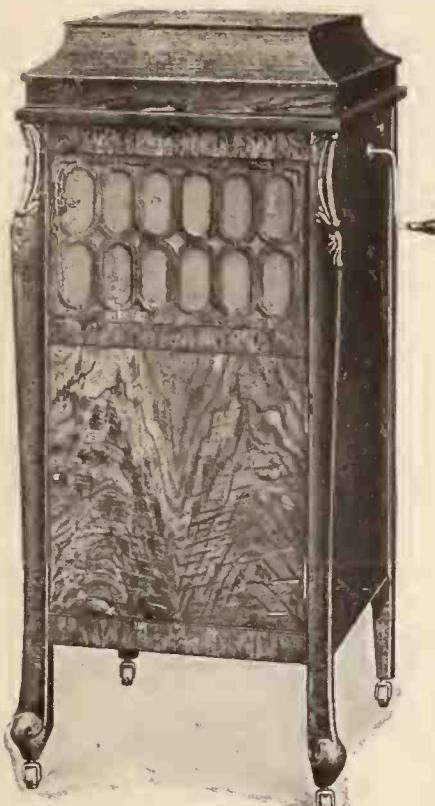
The second and third floors have been finished with ceilings of buff and walls of blue tapestry and woodwork of Adam brown. The furniture of both floors is of a most expensive and attractive variety. A large Chinese hand-painted chair almost tempts the visitor to stop and sit for a while on the first 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. Miedke, 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.



Style A

Dulcitone

Dulcitone Figured Walnut, Rich Mahogany, red or brown

Dulcitone

Superiority of Finish Unquestioned

It is not only necessary that a Phonograph should have tone, proper reproductive 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.

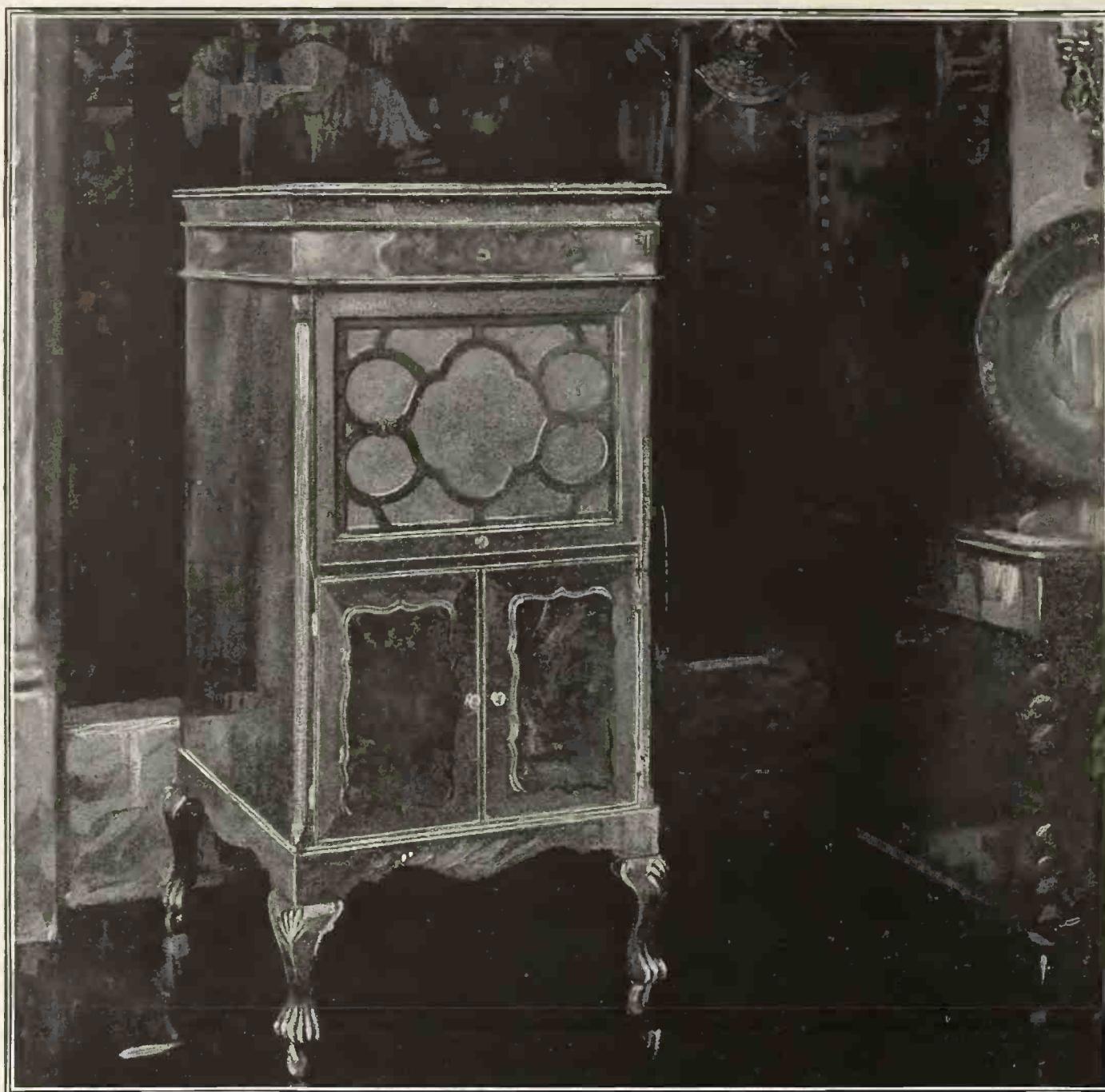
Dulcitone Finish both appeals and satisfies. Years of specializing in the selection and matching of veneers enables us to produce a finish that for beauty is absolutely not duplicated.

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

*In The National Magazines***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

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.

C H E N E Y T A L K I N G M A C H I N E C O M P A N Y - C H I C A G O

The
CHENEY

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

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 reached 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 had 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.

1920

DITSON VICTOR SERVICE

*The Sort of Service That Meets
the Situation—Honestly*

OLIVER DITSON CO. - BOSTON

CHAS. H. DITSON & CO. - NEW YORK

TALKING MACHINES EXCLUSIVELY

Denver Music Co., Widely Known Piano House, Closes Out Piano Stock—President Albert Giesecke Retires From Business—Victor, Columbia and Brunswicks Will Be Carried

DENVER, COLO., January 2.—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 music industry of this city, will retire from active business and his stock has been taken over by certain of the stockholders. The stock of pianos and small musical instruments was closed out in a special Christmas sale. In the future the house will carry Victor, Columbia and Brunswick machines.

E. A. Cox, C. E. Wallick and John C. Kraus,

all of whom have been associated with the Denver Music Co. and Albert Giesecke for many years, will hereafter carry on the talking machine business in the same location and along the same excellent lines established by the Denver Music Co. in its long and successful career. Repairs are being made to bring the store equipment up to the highest point of efficiency and in a short time the new establishment will open as one of the best talking machine houses in this section of the country.

INCORPORATED IN ATLANTA, GA.

I. M. and R. D. Bame, Atlanta, Ga., have incorporated their business under the name of Bame's, Inc., and are capitalized at \$25,000. I. M. Bame is president and R. D. Bame is secretary and treasurer. One of the features of their business is the sale of Record Lites, which are very popular in their territory.

A live dealer finds it worth while to know and keep in touch with the people who have charge of the musical activities of his community.

ILSLEY'S GRAPHITE PHONO SPRING LUBRICANT

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

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

EUREKA NOISELESS TALKING MACHINE LUBRICANT

Write for special proposition to jobbers.

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

APPOINTED AEOLIAN CO. TREASURER

Frank W. Hessian Receives Well-deserved Promotion—Over Twenty Years With Company—Alec. McDonnell Named Assistant Treasurer

One of the most important appointments announced by the Aeolian Co. is that of Frank W. Hessian as treasurer of the company, a position which he is well qualified by experience to fill. Mr. Hessian joined the Aeolian Co. forces in 1897 as bookkeeper, and subsequently became manager of the Vocalion organ department. He was later chosen general manager of the Aeolian branch in Berlin, Germany, organized in 1901, and when the war broke out was seized by the Germans and held for three years in the prison camp at Ruhleben.

Shortly after his release from the camp Mr. Hessian returned to the United States and was appointed assistant treasurer of the Aeolian Co., with headquarters at the Hall. His recent advancement to the office of treasurer comes as final recognition of his ability.

Mr. Hessian 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 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.

ROTTEN STONE

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

KEYSTONE MINERALS CO.

41 Union Square, New York City

FAULTLESS

PIVOT BEARING

CASTERS

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

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

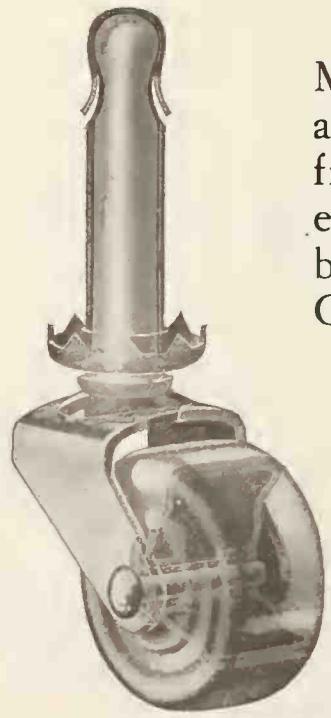
Silent—neat appearing—a real necessity to YOUR talking machine, these FAULTLESS CASTERS.

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

**FAULTLESS
CASTER COMPANY**
EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:
Geo. Mittleman, 487 Broadway, N. Y.



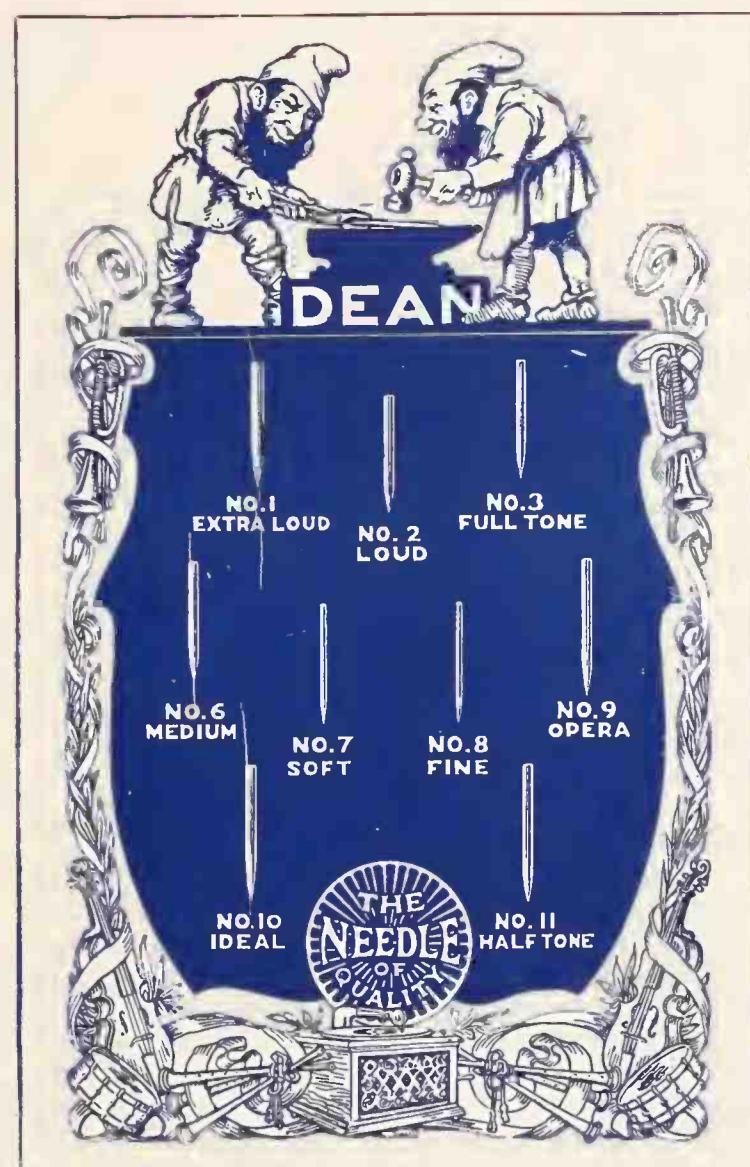
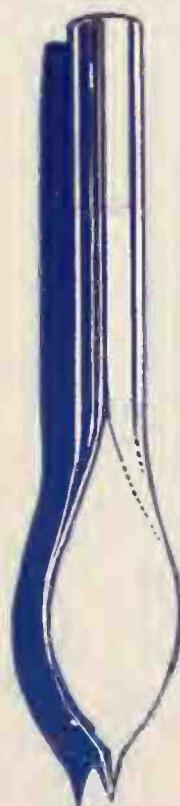
Full Size—C-65

DEAN

For nearly a quarter of a century this name has stood for the highest quality of Phonograph Steel Needle.

*One Needle with three different tones
LOUD—MEDIUM—SOFT*

Petmecky Multitone Steel Needle



Petmecky Multitone Steel Needle Plays Ten Records Perfectly

Three Different Tones

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

GENERAL PHONOGRAPH CORPORATION

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N. Y.

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

BRANCH OFFICES: Chicago, Ill. San Francisco, Cal. Toronto, Can.

**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 Aeolian-Vocalion, 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 duo-tone ink, and tends to give 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 Aeolian-Vocalion, 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 Aeolian 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 Melbourne, Australia. The last pages are given over to illustrations of several of the leading Vocalion styles, including styles 430, 820 and the distinguished Chinese-Chippendale model, known as style 1511.

With a view to giving permanence to the new volume and making it available for use for some years to come the complete series of Aeolian-Vocalion models are illustrated and described on separate sheets and placed in an envelope attached to the back cover. By this method illustrations of new models may be inserted in the envelope as issued and the illustrations of discontinued styles removed, so that as a catalog the volume can be kept up to date at all times. From gold embossed front cover to the last page this new Vocalion catalog is a volume that should prove of exceptional value to retailers.

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.

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.

DOEHLER EMPLOYES ENROLL

Doebler employes responded generously to the recent Red Cross roll call campaign. Five hundred and forty-two employes 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.

JOINS 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 MASTER KEY
Dusonto
TO ALL PHONOGRAPH
DISC RECORDS
Phonograph **Immediate**
Delivery

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



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 prizefighter 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 "trophy," traces its lineage 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, printed, painted 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

was but a step, and the artist naturally took artistic liberties with the shield, twisting it into graceful conformations to harmonize with the

likened it to beaten metal, and as all these pleasing forms evolved the true decorative value of the shield as a shield was seen, and it merged into the cartouche, which is quite a different decorative motif, and will be considered in another paper of this series.

The clever designer of talking machine cabinets can find many ways for adapting one of the several shield designs in a way that will add to the effectiveness of his product. They prove most satisfactory in filling in the open spaces in panels, and properly executed provide a corner finish that is complete and satisfying.

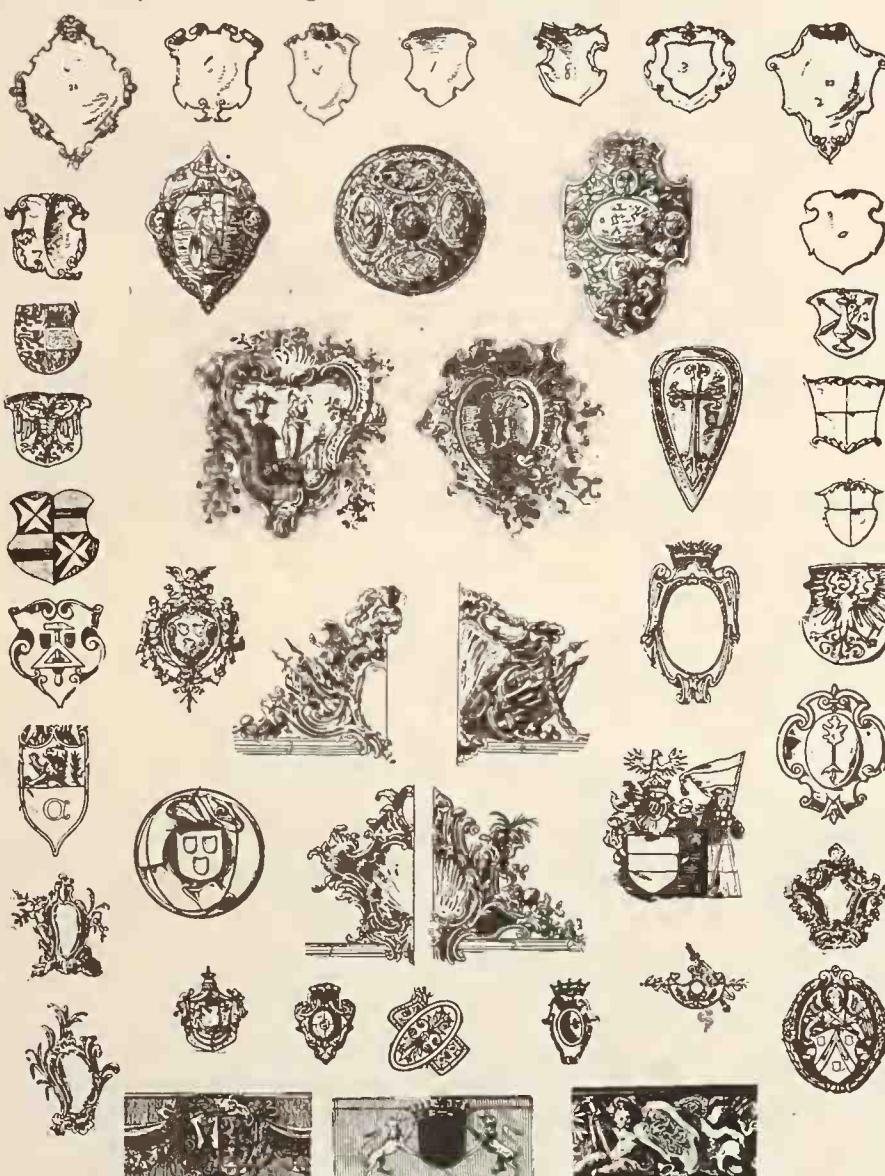
A FIRM BELIEVER IN ADVERTISING

Hazleton Victor Dealer Declares Advertising Is the Shortest Route to Prospects

HAZLETON, PA., January 2.—Harry Michlosky, manager of the Landau Victor Stores in Wilkes-Barre and this city, is an ardent enthusiast regarding advertising. In an interview with the World, Mr. Michlosky said in part: "I would as soon think of trying to do business without windows, display cases and electric lights as I would try to do business these days without using newspaper space. Newspaper advertising is no longer an experiment in business. It has been and will continue to be the shortest, quickest, most direct and most positive means by which the dealer may reach the prospect in his locality." Mr. Michlosky practices what he preaches as this firm has spent over \$11,000 for newspaper publicity during the past year.

The new store in this city which was recently equipped with Van Veen "Bed Set" demonstration booths, is proving very popular. It is said that this firm in both stores will have sold about 1,000 Victrolas and close to 50,000 records by the end of the year.

Treating one customer badly will do more harm than many favors can correct, and a salesman cannot be too careful in his attitude toward store visitors.



Some Examples of the Shield Idea

period in which he was working. In Louis XV days it took rococo forms; Chippendale handled it in much the same way; the barocco Germans

Manufacturers 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.

Catches
Sockets
Pulls

Knobs
Escutcheons
Sliding Shoes
Automatic Stops

Lid Supports
Tone Rods
Needle Cups

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.

PROPOSITION No. 1

On orders for a minimum of five gross @ \$15.84 per gross we will have labels made as below indicated.

Made Expressly for
Your Name

Your Address

PROPOSITION No. 2

If You Prefer to be Introduced First:

If you desire a sample Shipment, fill out the coupon on the right, and we will send you $\frac{1}{4}$ gross REFLEXO Polish, together with our display material, at a cost to you of \$5.76.

Each bottle is
individually
packaged in
Display Boxes
containing
one dozen



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 _____

(together with display Advertising material)
for which we agree to pay \$15.84 per Gross
upon receipt of goods and invoice.

Name _____

Address _____

**REFLEXO
PRODUCTS
CO., INC.**

**MARBRIDGE BUILDING
NEW YORK CITY**

PROPOSITION No. 2

Reflexo Products Co., Inc.
Marbridge Bldg., New York City

Send us $\frac{1}{4}$ gross REFLEXO POLISH
(with Display Advertising Material)
for which we agree to pay \$5.76 upon
receipt of goods and invoice.

Name _____

Address _____

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 trademark. 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 trademark.

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 trademark 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 disposes 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 is it 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 arbit-

ers 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.

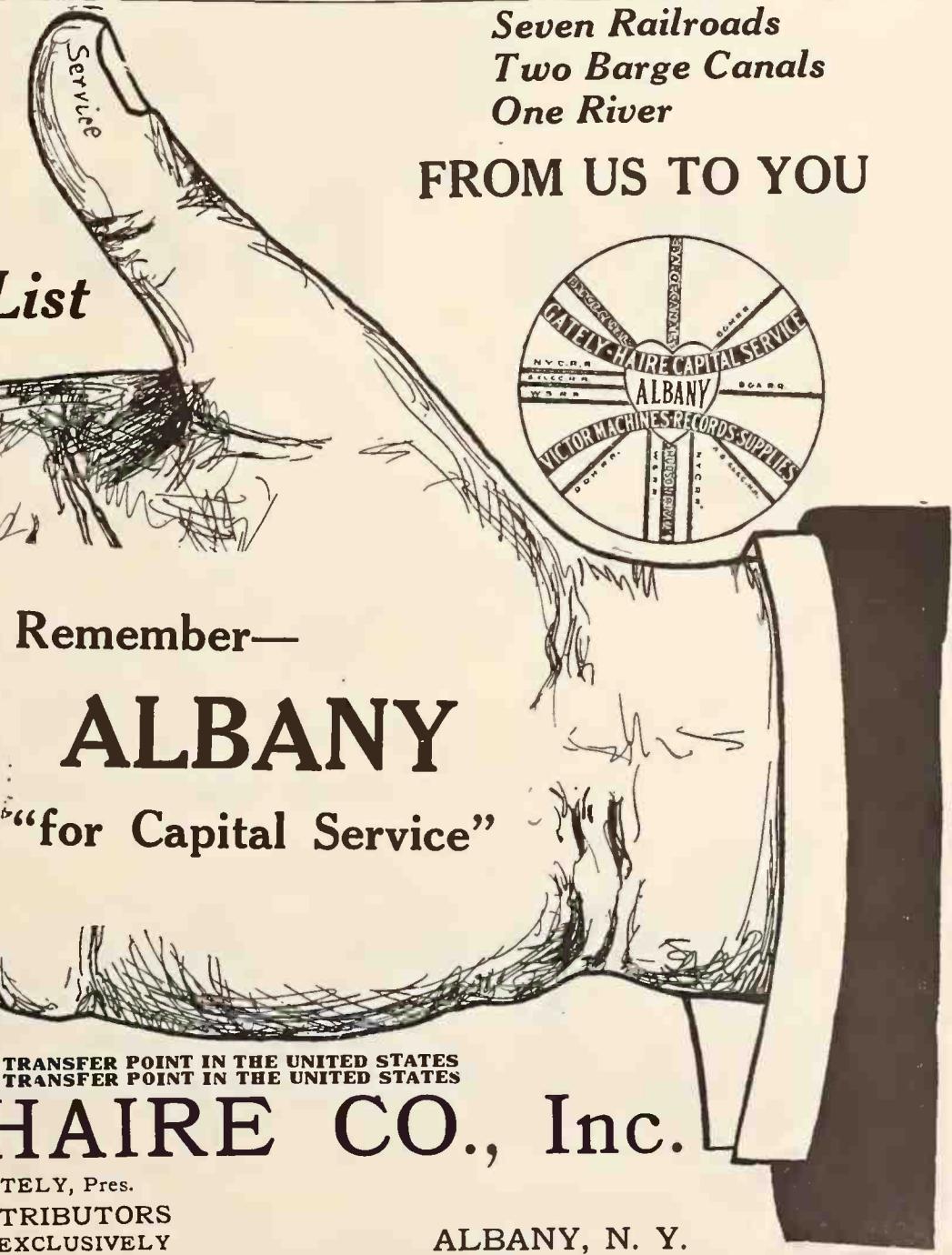
There is in some quarters an erroneous impression to the effect that a slogan if ineligible to registration as a trade-mark, because "collective" in character or otherwise unethical, may nevertheless gain copyright entry at the Patent Office as a label or an advertising print. This, however, is a futile 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



THE GATELY-HAIRE CO., Inc.

356-358 BROADWAY

JOHN L. GATELY, Pres.
VICTOR DISTRIBUTORS
WHOLESALE EXCLUSIVELY

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



Cohen & Hughes' Washington Headquarters
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 handsomely equipped offices, a reception room at the disposal of the dealer and spacious display rooms. At the rear is located the large receiving and shipping departments,

connected with the upper floors by elevators. On the second floor will be kept their large record and accessory stock, with ample facilities. The model and fully equipped repair department will also be found on this floor. The entire third 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

MERIDEN, 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 City 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.

WELTE VICTROLA SALON OPENED

Handsome Quarters for Display and Sale of Victrolas and Records Opened in Connection With the Welte Studio on Fifth Avenue

There has recently been opened in the Welte Studio, at 667 Fifth avenue, in the elite shopping district of Fifth avenue, several commodious sections for the display and demonstration of Victrolas and Victor records. These new Victor salons are in the nature of an establishment in themselves, quite apart from the piano salon.

It is felt that the innovation will prove most interesting and satisfactory to those who are already patrons of the Welte Studio, as well as those who do their buying generally in the upper Fifth avenue district, where they are free from the hustle and bustle of the mid-town section and can make their selections at leisure.

The new Victrola salon is elaborately equipped with every facility for the successful exploitation of talking machines and records, and for the comfort and convenience of patrons. Full lines of machines and records have been installed, and a trained sales force organized. Special attention will be given to telephone orders for records and a separate department has been installed to take care of this business. President George W. Gittins, of M. Welte & Sons, is confident that the new salon is destined to prove in its way as popular as the Welte Studios themselves.

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.

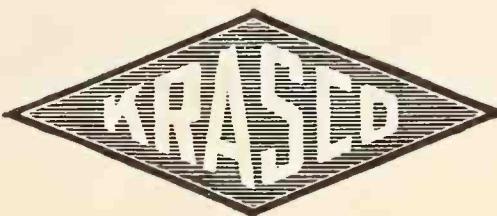
MICA HOUSE, LONDON, ENGLAND

WILLIAM SNYDER, AMERICAN REPRESENTATIVE

1545-1547 BROADWAY, NEW YORK

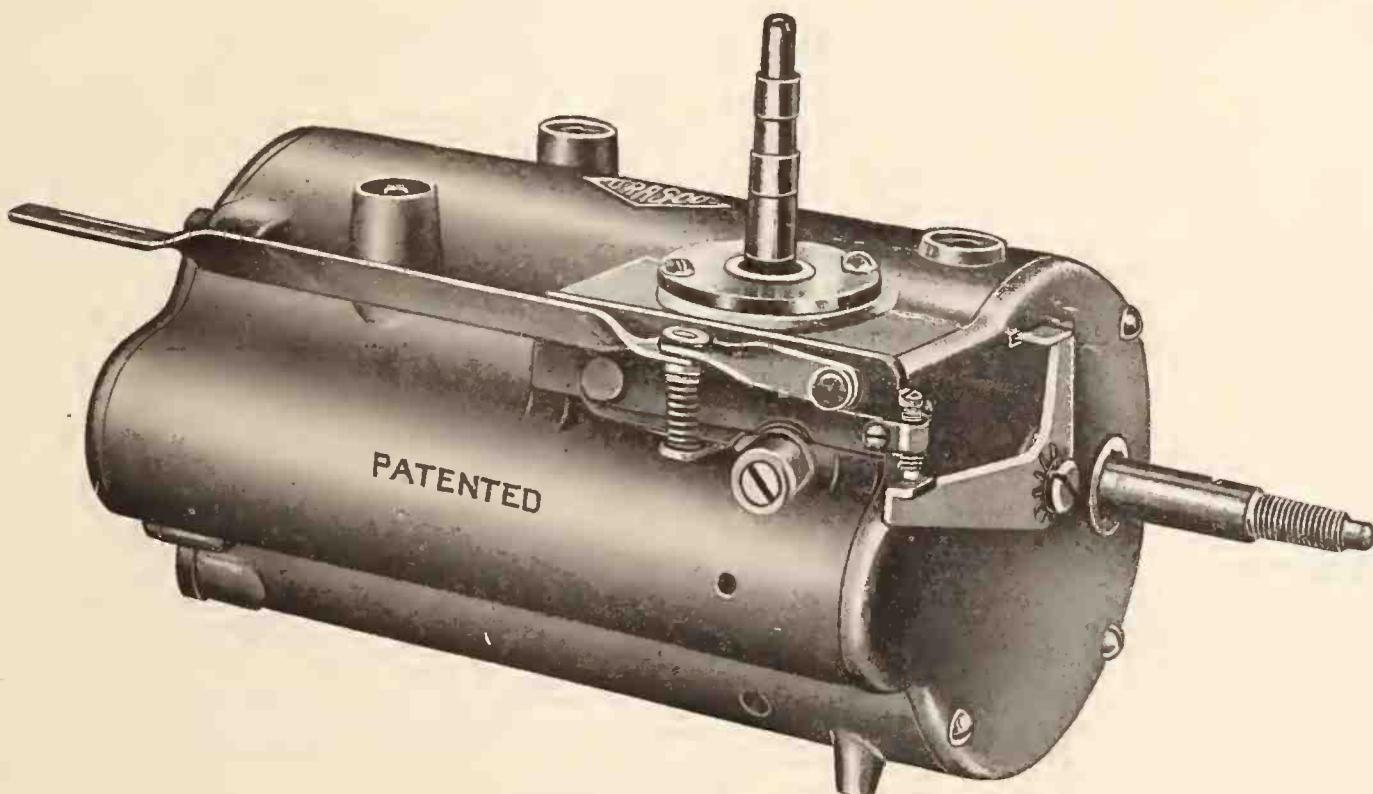
ANNOUNCING

THE NEW



ENCLOSED

KRASCO MOTOR



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 liveliest 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.

Krasberg



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

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 invoicing 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 down-town when one took the other into his confidence.

"I wish my wife were more domestic. She doesn't seem to care a thing about our house. Indeed, she is out most of the time."

"That reminds me!" exclaimed the other. "Excuse me a moment; I must run in here."

A moment later he reappeared, placing a small packet in his pocket. "Just remembered that

my wife asked me to get her a package of needles. Lucky your talk reminded me."

"I wish my wife would ask for needles," continued 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 Philips, 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 Edison 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, Cheney, 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 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**

Thomas A. Edison

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.

FIRST

From the Inside

To your ear, the new Edison's Re-Creation of an artist's voice is exactly the same as listening to that artist's living voice. Public tone-tests, proving this, have been given before two million people.

Hear the new Edison's Re-Creation of Lazzari's voice in "Oft in the Still Night." Listen to the tremendous, dreamy longing in those plaintive passages. You feel that the phonograph is expressing all the wistfulness of an overflowing soul. And so it is—expressing Lazzari's soul.

Lazzari herself has appeared in this test before 10,000 people. In these tests, she sang. Then she suddenly ceased to sing, and the New Edison took up the same song alone. There was no difference! Only by watching Miss Lazzari's lips was the audience able to tell when she had ceased to sing.

The Re-Creation records of the New 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 can well afford to buy for cash, take the partial-payment plan; they feel that this accommodation is a worth-while privilege. Some dispose of the cost with a few large payments. Others make the payments small, and spread them out.

Plenty of Re-Creations

Edison Re-Creations of living voices and of instrumental playing are here in ample quantity and down-to-the-minute.

(The New Edison Shop, Second Floor, Central)



JOHN WANAMAKER
One of the Wanamaker Edison Ads

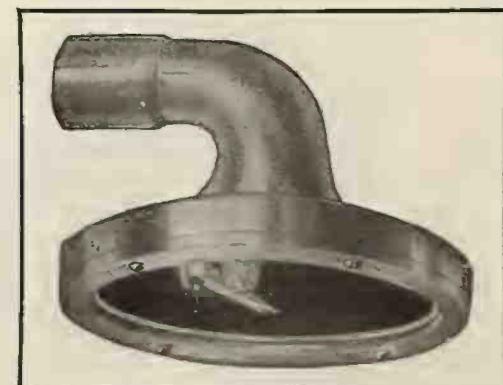
Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer (MODEL A)

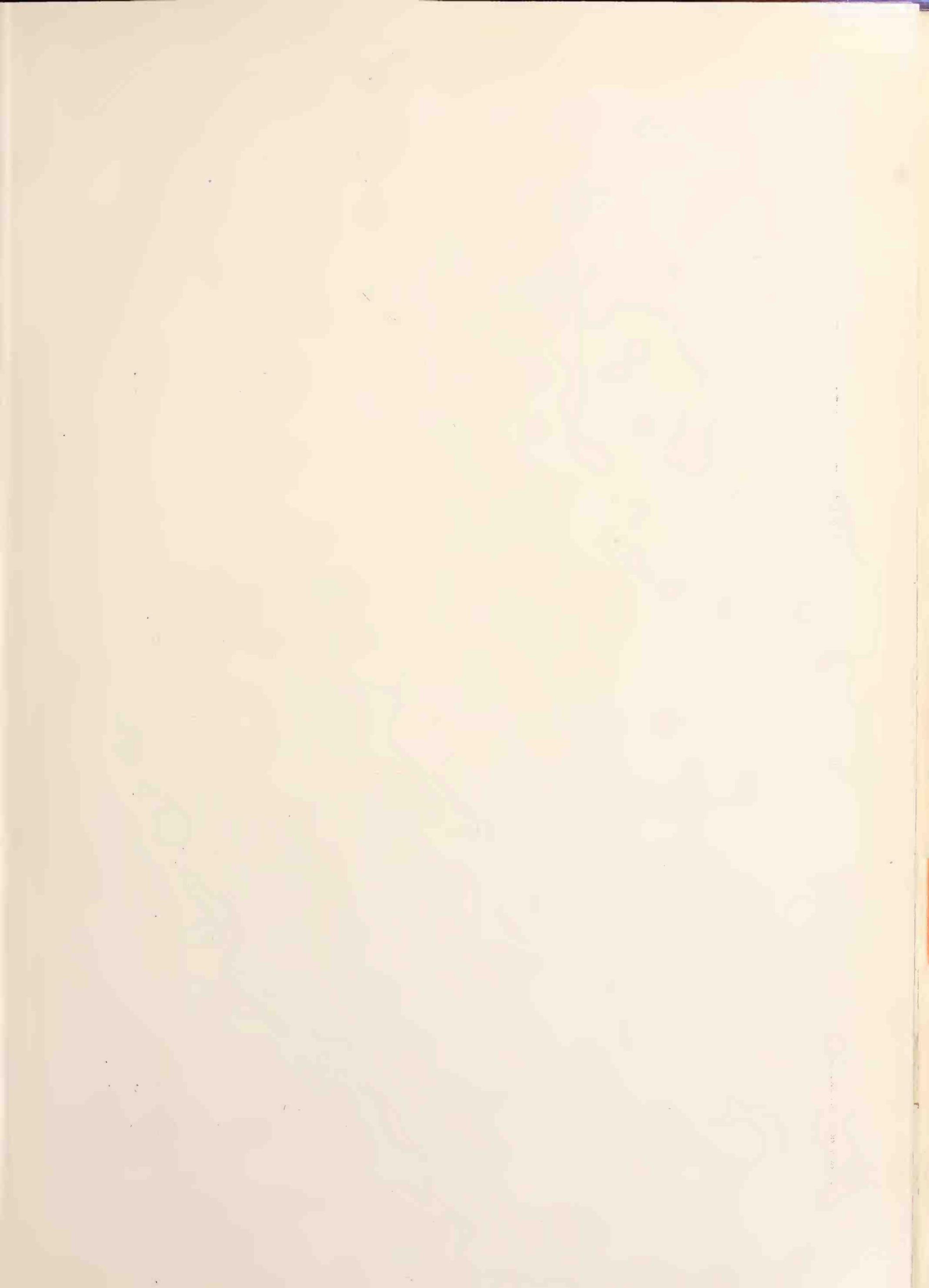
Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

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



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





Reproduces All Tonal Beauties

Brunswick
PHONOGRAFS AND RECORDS

PHONOGRAFS

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.

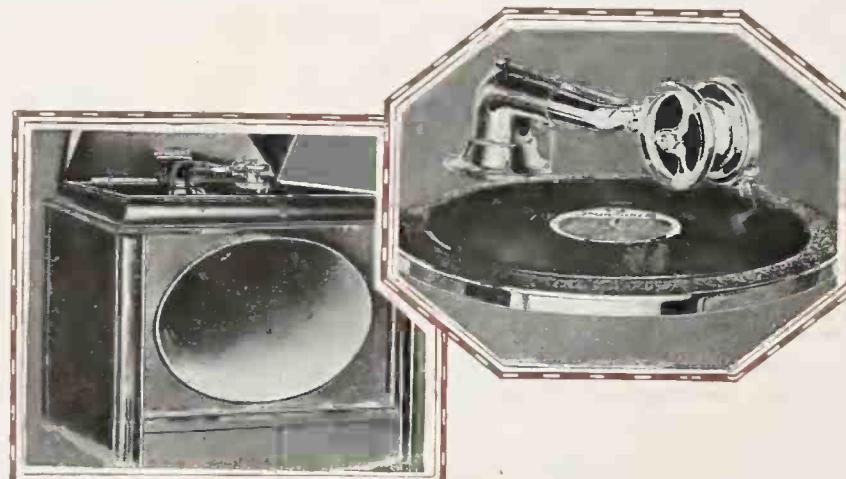
This outstanding advantage, now acknowledged by many thousands of phonograph enthusiasts, has made The Brunswick the greatest factor in sales success.

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

Brunswick
PHONOGRAHS AND RECORDS

RECORDS

The Greatest Record Idea

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.

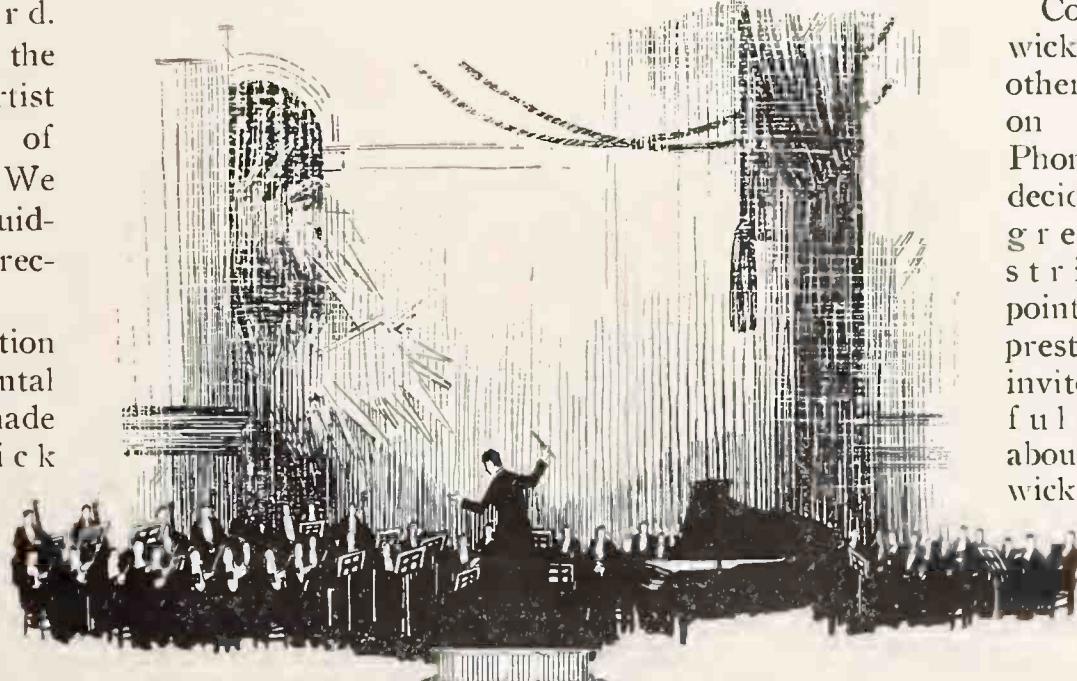
Thus we unite the talent of the artist with the genius of the composer. We bring a new guiding hand into record making.

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.



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General Offices: 623-633 South Wabash Avenue, CHICAGO

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TREAT THE CASUAL VISITOR WELL

This is a Practice Which Every "Live" Talking Machine Merchant Should Observe

How is the casual visitor treated in your store? Is he sized up the moment he enters the store with a view to determining whether or not he may be a prospective customer and then treated accordingly, or is an effort made to handle every one courteously whether a real live prospect or not? This is a question that apparently does not receive overmuch attention just so long as the possible customer is not offended.

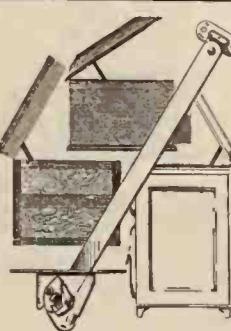
There come into every showroom in the course of a day, especially in such showrooms as are located in business centres, numerous people who have no intention of buying—in fact, who come in to sell rather than to buy. These people take up the time of the salesman and the manager and quite frequently prove annoying. The natural tendency is to give such visitors scant attention and get rid of them quickly, but just how this is to be done is a question.

There are many people who ask for the manager, for instance, and when business is active the manager cannot see all those who would like to interview him. In such a case there should be someone with authority to speak and act for the manager, not simply be empowered to say that the head man is out. Even where it is definitely ascertained that the visitor has no intention of buying an instrument but has come in connection with some other business proposition, regarding the merits of which he desires to convince the manager, it does not pay to be discourteous, for one of the fundamental principles of the music business is to build up good will in anticipation of future sales.

There is no man, however poor or humble his position in life may be, but has some influence, some friends. There are very few men in menial positions but have some friends who stand higher in the social or business world than they do, and with these friends they have a certain amount of influence.

Another thing, a man may come to you one day, while in a business entirely foreign to the selling or buying of talking machines, and at the same time he may be a possible customer. If he is not he has friends who are. If he is treated nicely, even if no business is done with him, the store gains a friend. He looks upon the salesman as a gentleman. It is but natural, if the occasion requires, for him to speak well of the house. If your competitor is a man who snubs everybody from whom he cannot make a dollar the time may come, as it often has, when the man to whom you have been kind and whom he has snubbed will want to buy a talking machine.

There is another reason why a little time and attention and a pleasant word should be given to the man who has nothing but his own interests in view on entering the showroom, and it is this—by making it a rule to treat everyone kindly and with consideration it becomes second nature with a salesman to treat customers better and stand higher in their estimation. No man can snub one visitor and then turn around and be a perfect gentleman to the next caller, for being uncivil becomes a habit if persisted in long enough, and this habit will certainly not increase the salesman's efficiency nor add to his sales totals.

**New Automatic Cover Support**

Practical—Inexpensive
 Fool Proof

Made in two different styles

- No. 1 Fit Cover at any angle
- No. 2 Hinge Plate bent to Fit Cover

Samples on Request
Quantity Discount

AUTOMATIC COVER SUPPORT MFG. CO.
77-81 MILL STREET BLOOMFIELD, N. J.

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.

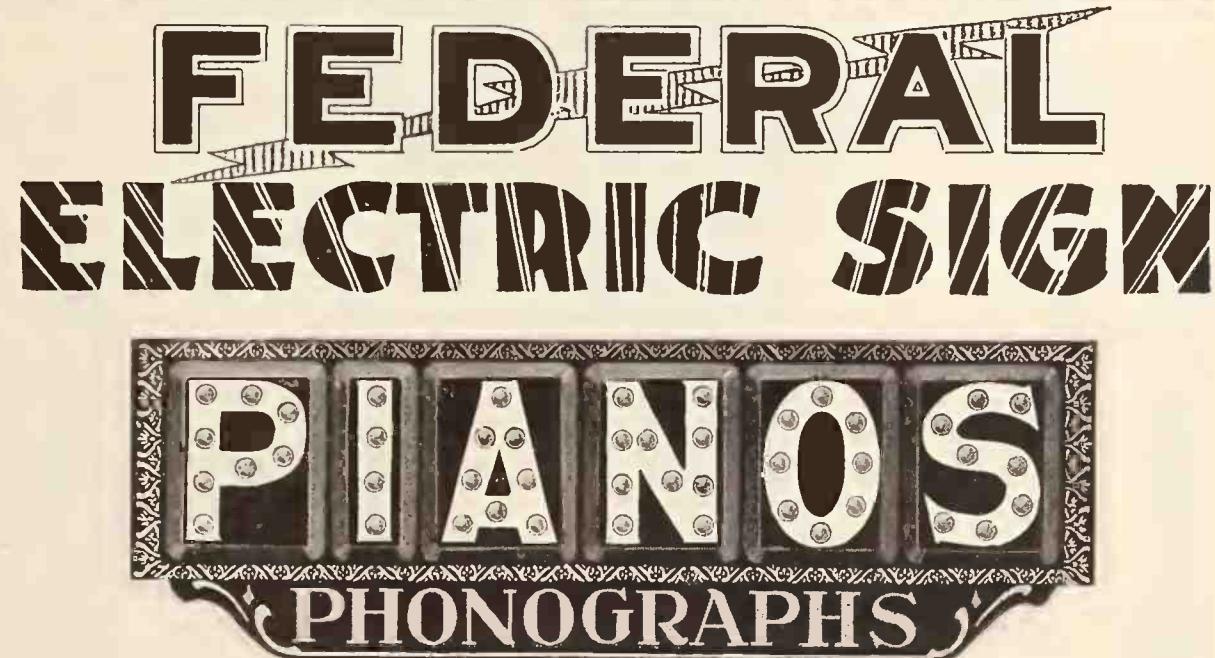
In Massachusetts the methods shown by Mrs. Kaharl have been used with great success in many of the cities and towns, and it is the desire of supervisors of this State to institute the system here. The situation that exists at present, not only among children but adults as well, was neatly expressed by 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.



"Credit the Sign for that
Last Sale, Joe!"

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 represents so much profit lost, not 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 refinishing. 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-enameded Steel Sign for my business. Explain your 12-months-to-pay Plan.

Name City State

Street and No. Business

Store Frontage No. of Floors (T.M.W.-I.)

TRADE HAPPENINGS IN TOLEDO

Talking Machine Dealers Close Record Year in Sales—Toledo T. M. Co. Looking for New Quarters—All Dealers Optimistic

TOLEDO, O., January 2.—The talking machine dealers of this city have just experienced the greatest holiday business in their history, and all dealers report depleted stocks of machines and records. W. W. Smith, of the J. W. Greene Co., states that the past year was the greatest in the firm's history. They are completely cleaned up, both in their Victrola and piano departments.

Credit for the splendid showing made by the Victrola department of the Lion Store is due to the untiring efforts of Arthur Pete, manager, who has labored in season and out of season to acquire a sufficient stock of merchandise to tide them over the holiday period.

Manager Wooster, of the talking machine department of the La Salle & Koch Co., is of the opinion that the coming year will show a number of radical changes in his department, all

of which will tend for better and greater business.

Grinnells are expecting a much greater volume of business during 1920 than in the past year. This is based upon favorable reports which they get from the Victor Co., as well as from their wholesale house in Detroit.

The Cable Piano Co. report a splendid business, and a large increase in 1919 over 1918. Manager Maag, of the Victrola department, is at the present time confined to his home by illness.

The Wm. B. Duck Co., The People's Outfitting Co. and the Talking Machine Shop, all make favorable reports. Mr. Frame, of this city, who manufactures the Victor Co.'s trade-mark into watch fobs, reports a splendid holiday business for his merchandise.

"Be an optimist" is the password of The Toledo Talking Machine Co. these days. Chas. H. Womeldorf, manager of this company, is firmly of the belief that the Victor Talking Machine Co. will do greater things this year than their distributors and dealers even dare hope for. Up to the present time, The Toledo



The Best Oil For Any Talking Machine

In refining, Nyoil is given the same care as our famous watch oil receives. All gums and impurities are removed, leaving it

Colorless, Odorless and Stainless.

Housekeepers say they would not be without Nyoil because it is best for phonographs and sewing machines—for polishing furniture and wood-work and is odorless and will not stain. It is free from acid and will not gum, chill or become rancid. Sportsmen find it best for guns because it prevents rust.

NYOIL is put up in 1-oz., 3½-oz. and 8-oz. Bottles and in Quart and Gallon Cans.

For Sale by all Talking Machine Supplies Dealers

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

Talking Machine Co. have not found a suitable building for their new quarters. They, however, have several locations under consideration.

Warren L. Kellogg expects to start the new year by making an early visit to all of his friends and dealers, and there is no question but what he is exceedingly optimistic as to what the year 1920 will bring forth.

All dealers, Brunswick, Edison, Pathé, Sonora, etc., report a good business. An exclusive Pathé Shop has been opened on Jefferson avenue.

INTRODUCING MISS BAERWALD

Eastern Sales Manager of General Phonograph Corp. Now a Proud Father

Paul L. Baerwald, the popular Eastern sales manager of the General Phonograph Corp., was the host at an informal luncheon given at the Hotel Astor recently to celebrate the arrival at the Baerwald home of a baby heiress.

Mr. Baerwald has always been known as an exceptionally genial host, but at this luncheon he surpassed all previous efforts, especially as he had received congratulations from his personal and business friends in all parts of the country. Among the executives of the General Phonograph Corp. who were present were Otto Heineman, president; Adolf Heineman, W. L. Pilgrim, Jacob Schechter, W. C. Fuhr, M. Schechter, John M. Dean and Messrs. Budlong, Ackerman, Burnham and Sampter. R. Kanarek, head of the Independent Talking Machine Co. and one of Mr. Baerwald's closest friends, was also a guest at the luncheon.

BIG YEAR IN SALES OF MOTROLAS

Jones-Motrola, Inc., of New York, report that 1919 was an exceptional big year in the sale of Motrolas. Every facility has been used to catch up with the tremendous orders that were received for this electrical winding device. Although production has not yet caught up with the demand, manufacturing facilities have been so increased that a very large quantity production has been secured and it is expected that within a few weeks all orders will be delivered promptly. With the continuance of this strong demand and the attainment of greatly increased production, this company looks forward with the greatest optimism to increasing business during the year just opened.

SEND FOR ILLUSTRATED PRICE LIST
AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM
ON PHONOGRAHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.

JERSEY CITY, N. J.



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-Marsh Mahogany Co.
Astoria Veneer Mills and Dock Co.
F. W. Kirch, Inc.

Mills and Yards, Long Island City, New York

BRANCHES:

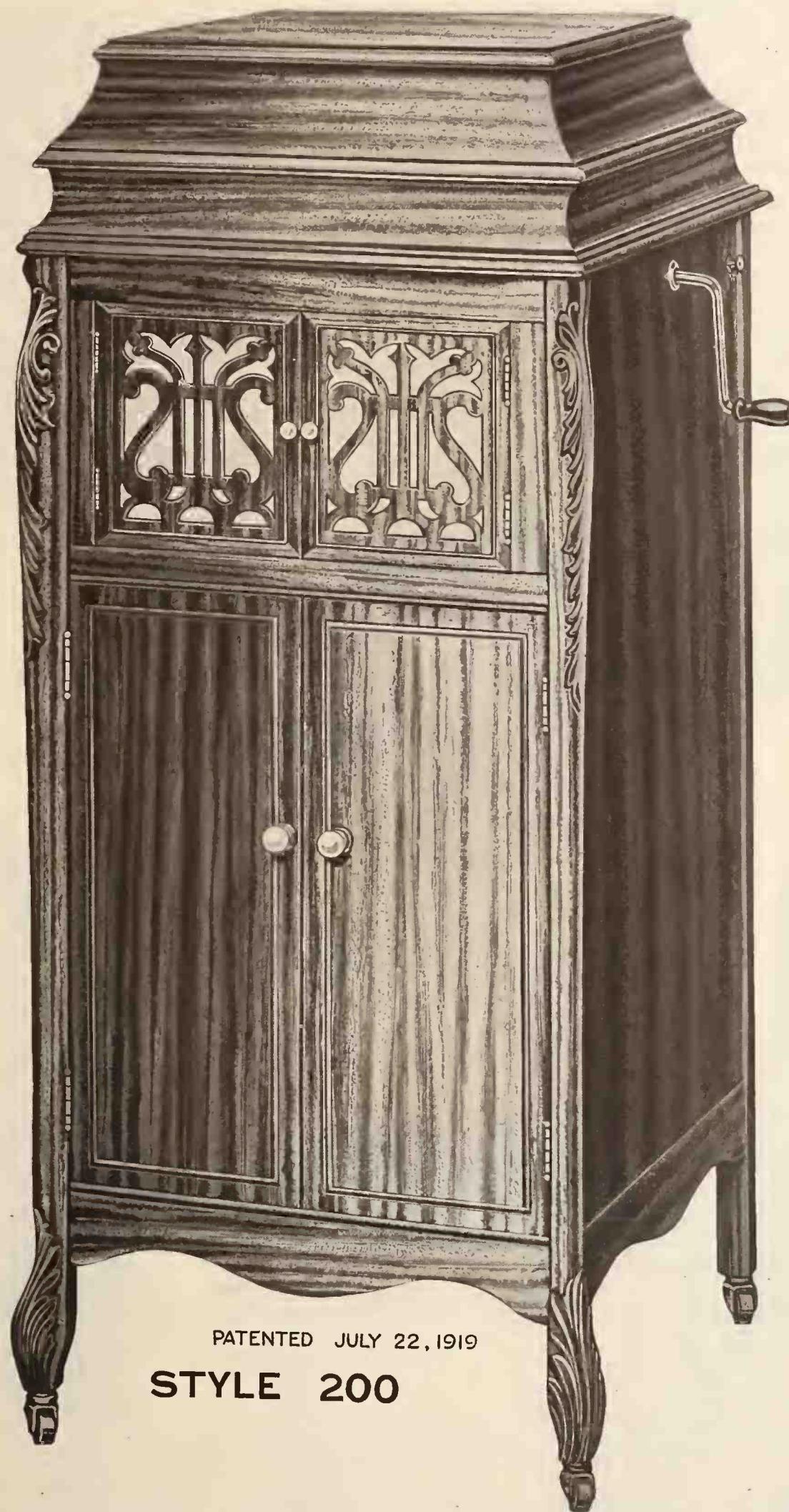
44 North Market Avenue
Grand Rapids, Mich.

2256 Lumber Street
Chicago, Ill.

One of the 250 Machines Turned Out DAILY by the

WORLD PHONOGRAPH CO.

Manufactured by This Company Under Exclusive Patents



PATENTED JULY 22, 1919

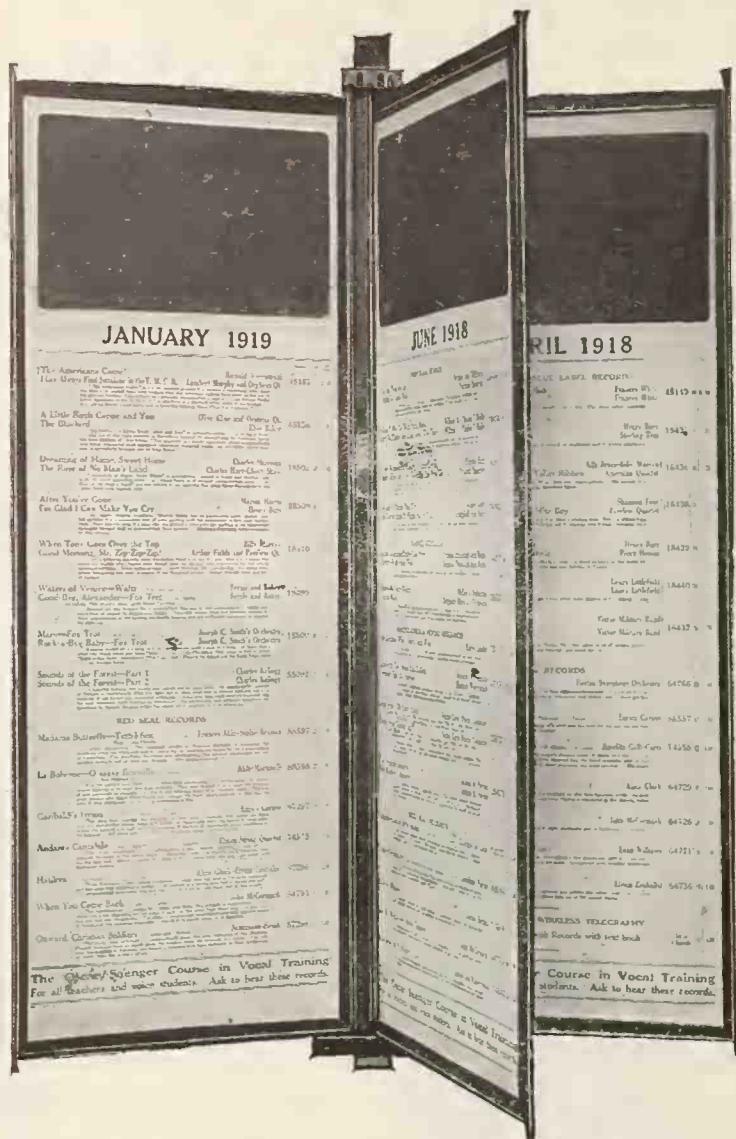
STYLE 200

"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 PHONOGRAPH CO. 736 TILDEN ST., CHICAGO

Universal Displayors FOR THE Talking Machine and Music Trade



No. 558, Universal Three Wing Bulletin Displayor

We
Manufacture
30
Different
Numbers
for
Your
Business



No. 528, Universal Self-Service Record Displayor

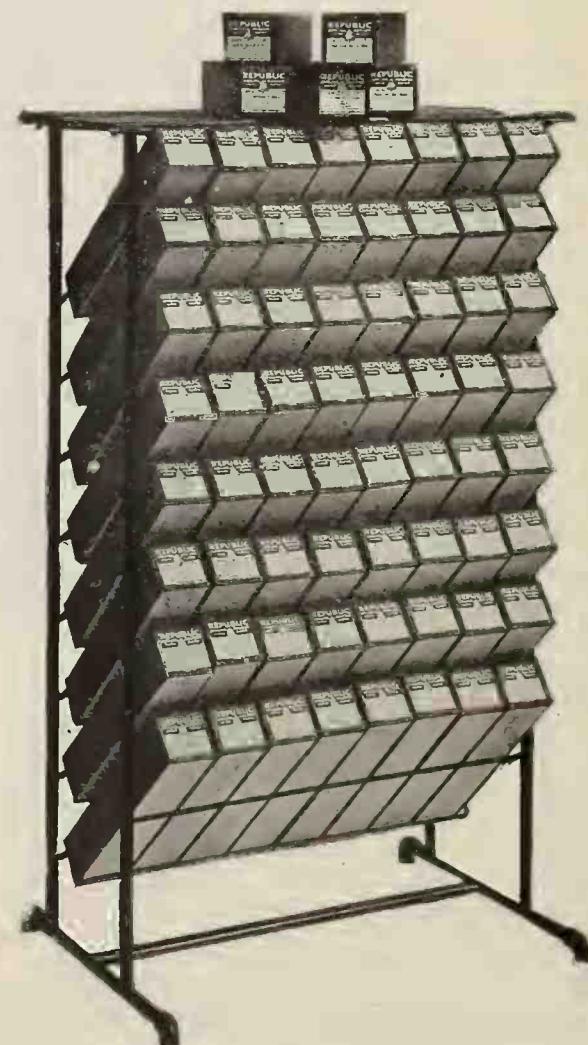
*Ask for Catalogue
Order Through Your Distributer*



No. 517, Revolving Hexagonal Floor Sheet Music Displayor

*Distributers Handling Our
Complete Line*

BIRMINGHAM, ALA. Birmingham Talking Machine Company	OGOEN, UTAH Proudfoot Sporting Goods Company
BOSTON, MASS. Oliver Ditson Company	OKLAHOMA CITY, OKLA. Alexander Drug Company
Eastern Talking Machine Company	Harhour, Longmire Phonograph Company
HENDERSON, F. C. Phonograph Supply Company	OMAHA, NEBR. Hospe Company, A.
Steinert & Sons Company, M.	Mickel Bros. Company
BUFFALO, N. Y. Andrews, W. D. & C. N. Buffalo Talking Machine Company	PHILADELPHIA, PA. Emerson Company
BURLINGTON, VT. American Phonograph Company	Girard Phonograph Company
CAMDEN, N. J. Victor Talking Machine Company	Grafonola Shop, Inc.
CHICAGO, ILL. Butler Bros. Chicago Talking Machine Company	Penn Phonograph Company
Empire Talking Machine Company	PITTSBURGH, PA. Buehn Phonograph Company
Rudolph Wurlitzer Company	Emerson Company
CINCINNATI, OHIO Rudolph Wurlitzer Company	Frederick Piano Company, W. F.
CLEVELAND, OHIO Cleveland Talking Machine Company	Reed Company, Inc.
O'ALLAS, TEXAS Harbour, Longmire Company	Standard Talking Machine Company
ELMIRA, N. Y. Elmira Arms Company	PORTLAND, ME. Cressey & Allen
HOUSTON, TEXAS The Talking Machine Company of Texas	PORLTAND, ORE. Sherman, Clay & Company
INDIANOLA More	RICHMOND, INO. Starr Piano Company
KANSAS CITY, MO. Jenkins Sons' Music Co., J. W. The Phonograph Company	RICHMOND, VA. The Corley Company
SCHNEIDER ARMS COMPANY	Crafts Starr Phonograph Company
MILWAUKEE, WIS. Badger Talking Machine Company	Haynes & Company, C. J.
MINNEAPOLIS, MINN. Beckwith, O'Neill Company	Roundtree Cherry Corporation
NEW HAVEN, CONN. Horton, Gallo Creamer Company	SALT LAKE CITY, UTAH Columbia Stores Company
NEW ORLEANS, LA. Werlein, Ltd., Phillip	The John Elliott Clark Company
Diamond Phonograph Company	SAN FRANCISCO, CAL. Sherman, Clay & Company
NEW YORK CITY, N. Y. The Aeolian Company	SEATTLE, WASH. Sherman, Clay & Company
Brown, McManus Company	ST. PAUL, MINN. Dyer & Bro., W. J.
Cabinet & Accessories Company	SYRACUSE, N. Y. Andrews Company, W. D.
Century Music Publishing Company	TORONTO, CANADA His Master's Voice, Ltd.
Crown Music Company	WASHINGTON, D. C. Cohen & Hughes, Inc.
Columbia Graphophone Company	Droop & Sons, E. F.
Ditson & Company, Chas. H.	Rogers Company, Robert C.
Enterprise Music Supply Company	WINNIPEG, CANADA Western Gramophone Company
Knickerbocker Talking Machine Company	
Plaza Music Company	



No. 525, Single Upright Music Roll Displayor

Universal Fixture Corporation

**133 WEST 23rd STREET
NEW YORK**

A NEW METHOD FOR PRIVATE RECORD DEMONSTRATION

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.

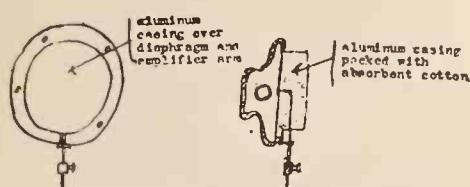
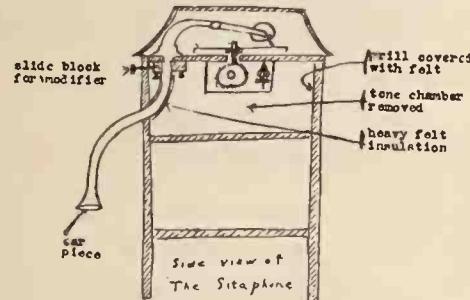
With Mr. Kieselhorst's "Sitaphone" in operation, the record customer sits alongside the machine, and alone enjoys the reproduction of the record, without inflicting the music upon

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 enuncia-



Detailed Diagram of the Sitaphone

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



The Kieselhorst "Sitaphones" in Operation

tion 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 to 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 ragtime "Paderewski."

The device was tried out for the first time recently. From one o'clock to closing time, six o'clock, there were \$175 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 Naches Phonograph Co., Beaumont, Tex., has been incorporated with a capital stock of \$5,000, by A. J. Szafir, H. L. Williams and C. B. Megarity.

HERE IT IS

The

FLETCHER UNIVERSAL

TONE ARM and REPRODUCER

Gives Proper Playing Weights for all Records. No Adjustment Screws or Springs.

SAMPLES \$8.00

Specify 8½" or 9½" arm

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

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

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



J. M. Alter

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

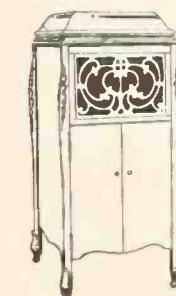
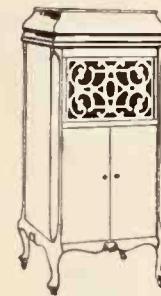
MORE PHONOGRAPHS SALES IN 1920

IF YOU HANDLE THE

CHORISTER



PERFECT TONE AND MECHANISM



SUPERB CABINET WORKMANSHIP



"LEADER OF THEM ALL"

WRITE NOW FOR PRICES AND ILLUSTRATIONS

CHORISTER PHONOGRAPHS CO.

336-38 WEST 63rd STREET
CHICAGO

TELEPHONE ENGLEWOOD 1979

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.

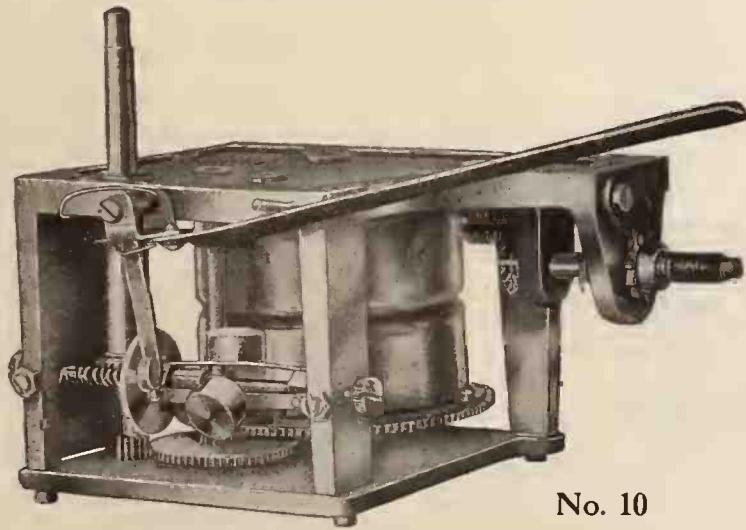
BROADENING OUT THEIR BUSINESS

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.

A Motor of Superior Quality—No. 10

Silent Running

Immediate Deliveries in Large and Small Quantities



No. 10

Read the Specifications and Order—NOW

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



No. 5
Height—40 in.
Width—17½ in.
Depth—18½ in.

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.



No. 9
Height—45 in.
Width—20 in.
Depth—21 in.

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.

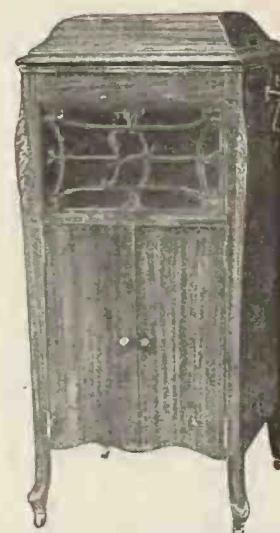
Write for our 1920 catalog. Handle a line that it is a pleasure to sell and which carries with it a good profit.

American Phonograph Co.

17 N. Ionia Ave., Grand Rapids, Mich.



No. 8
Height—43 in.
Width—19 in.
Depth—20 in.



No. 10
Height—48 in.
Width—20½ in.
Depth—22 in.



No. 11
Height—51 in.
Width—23 in.
Depth—24 in.



No. 14
Height—46½ in.
Width—19½ in.
Depth—20½ in.



No. 22
Height—50 in.
Width—22 in.
Depth—23½ in.

ATTENTION

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

Arto Rolls

Emerson 7 inch Disc Records

Wall Kane Needles

Complete line always on hand

Write for monthly bulletin, catalog and prices

Enterprise Music Supply Co.

145 West 45th St., New York City

MAURICE RICHMOND, Gen'l Mgr.

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

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

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.

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
Gram. Brakes, Needle Cups, Needle Rests, Cover Supports, Crank Handle Escutcheons (with fibre washer), Modifier Rod Escutcheons, Stylus Arms and on any Special Parts.

AND

We Will Talk Price

Immediate Deliveries

H.K. Lorentzen

Phonograph Hardware Specialties Manufacturers
GRAND STREET & WEST BROADWAY
NEW YORK CITY



FOURTH SUPPLEMENT

OKeh Records

4039	Mutt and Jeff in Mexico—Descriptive Monologue	Frank Kennedy & Co.	4025	A Pretty Girl Is Like a Melody (From "Ziegfeld's Follies")—Tenor Sam Ash
85c	Bringing Up Father in Prohibition—Descriptive Monologue	Frank Kennedy & Co.	85c	Smilin' Through—Tenor Carroll Shannon
4024	My Baby's Arms (From "Ziegfeld's Follies")—(Fox-trot Instrumental)	All Star Trio	4042	You'd Be Surprised—Tenor Billy Murray
85c	Some One-Step—(One-step Instrumental), Conway's Band		85c	All the Quakers Are Shoulder Shakers Down in Quakertown—Baritone Bert Harvey
4040	Now I Know (Fox-trot Instrumental), Joseph Knecht's Waldorf-Astoria Dance Orch.		4043	Oh! What a Girl—Tenor Sam Ash
85c	On Miami Shore (Waltz Instrumental), Joseph Knecht's Waldorf-Astoria Dance Orch.		85c	I Never Knew—Vocal Duet Burr and Meyers
4041	Where the Lanterns Glow (Fox-trot Instrumental)	All Star Trio	4044	Oh! What a Pal Was Mary—Tenor Sam Ash
85c	I'm Forever Blowing Bubbles (Waltz Instrumental)	Okeh Dance Orchestra	85c	Bless My Swanee River Home—Tenor Sam Ash
			6002	Love, Here Is My Heart—Tenor, Forrest Lamont
			\$1.00	A Dream—Tenor Forrest Lamont
			6003	Somewhere a Voice Is Calling—Tenor Forrest Lamont
			\$1.00	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





Phonographic Entertainment for Employes Increases Individual Efficiency :: By Archer Gibbons

Entertainment supplied by the New Edison phonograph during certain hours of every working day has increased the individual efficiency of employes in the transcribing department of Thomas A. Edison, Inc. How this was accomplished is told by Archer Gibbons, manager, general office service department, Thomas A. Edison Industries, in an article entitled "Why It Pays to Keep Employes Happy," which appeared in the December issue of "100%," the efficiency magazine, as follows:

"During recent years, individual output of factory operatives and office employes 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 very close 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 employe 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 having 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 employes' 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 co-operation."

STEWART EXPANDS SERVICE IDEA

"Man Friday" Multiplied—Repair Service Department Opened to Indianapolis Dealers—Novel Yet Practical Plan of Operation

INDIANAPOLIS, IND., January 8.—Victor dealers in this city have just received from the Stewart Talking Machine Co. proof of a sort of dealer co-operation that actually offers to remove a heavy portion of the retail service burden. It



One of the Stewart Co.'s Service Wagons is in the shape of a large map of the city of Indianapolis, laid out in zones, with a schedule of prices based on actual cost upon which the expert Stewart repair men will take care of any kind of repair work that may come up in any part of the city. It is a most welcome form of service to the dealer who does not maintain a large repair department.

There is no hindrance or condition placed upon this service. It opens the door to a large corps of thoroughly capable Victor repair men, and any Victor dealer in the city may consider them as his own. Motor trucks will carry workmen from the force anywhere upon a moment's notice. Two light trucks, added to the Stewart fleet to help in this plan, have interior work-

benches over which hang high-powered waist lamps. The workman-driver can make any ordinary repair in this portable workshop, saving hauling time and impressing the customer with punctuality. Nine-tenths of the repairs can be handled in this fashion. The outside of each truck top blazons forth the Victor emblem with the text, "The best-known trade-mark in the world."

The men have been thoroughly schooled in the most difficult kind of repair work. Cabinets broken by rough handling can be restored so that the injury is beyond detection. Annoying pieces of work like crating and uncrating Victrolas will be done at actual cost by this force, and charges for truck hauls are much lower than those made by the commercial hauling companies of Indianapolis, for they are computed without any idea of profit.

1897 MODEL MACHINE STILL PLAYS

Crude Forerunner of Modern Talking Machine Can Still Play Its Wax Records

A talking machine enthusiast writes us about a machine which he purchased back in 1897, and which was one of the first types to be placed on the market. A dozen or more of the wax cylinder records remain and still give forth their uncertain tunes almost as well as they did over twenty years ago. The mechanism of this machine is exposed to view and more resembles the internal workings of a clock than a talking machine. Yet the original model still performs its duties when called upon to do so. It looks crude when compared to the modern instruments and gives a good idea of the great advance which has been made in the industry during the past two decades.

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

BEACON

PHONOGRAPH

This 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.

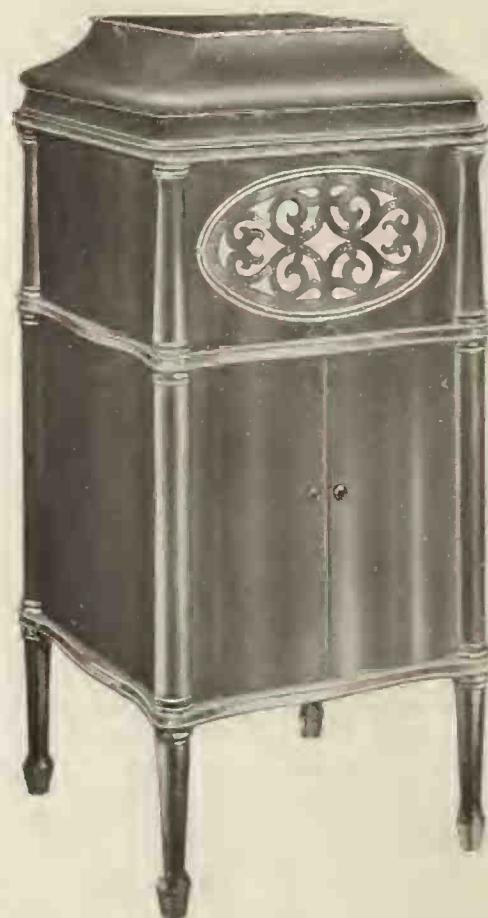
PERIOD MODELS from \$375 up

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

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.



Patents Pending

Model No. 6, Price \$110.00

Mahogany, Oak and Walnut

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 1665 First avenue, New York, has learned. According to a newspaper story Johnson was passing the music store of Peter Elisio, 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 his nerves loudly 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 warble 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 lacerated hands and wrists drew his attention from his singing and gave him a trip to the Harlem Hospital in charge of Policeman 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, exporting 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 f. a. s., 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.

CLASSES TO BE RESUMED

Victor Record Salesmanship Classes to Resume Sessions on February 2nd, at Camden, N. J.—Open to Victor Dealers or Their Employes

Monday, February 2nd, has been fixed as the date for the beginning of the next class in Victor record salesmanship, to be conducted at the laboratories of the Victor Talking Machine Co., at Camden, N. J. Registration in these classes has been eagerly sought by Victor dealers and their sales representatives throughout the whole of the United States. Under the direct tuition of the Victor Co.'s own experts, the classes are taught the work of record analysis and interpretation and the various essentials of Victor retail salesmanship.

The earlier classes have attested the value of the course in their increased musical knowledge, their swifter and more accurate judgments of individual taste in music and their knowledge of modern scientific sales methods. The classes are for men and women alternately. They extend over a period of two weeks and they employ intensive methods of instruction. The only qualification necessary for admittance is to be a Victor dealer or to be in the employ of one.

NEW CONCERN IN ZANESVILLE

The Spence Music Co. has been formed in Zanesville, O., by E. G. Callander, Eli E. Palmer, C. T. Marshall, H. E. Callander and Charles Spence. The capital stock of the new music house is given as \$40,000.

The "Motrola" way is the only way

to wind your phonograph

Hence the reason why the following phonograph jobbers are acting as Motrola Distributors

VICTOR DISTRIBUTORS

Cohen & Hughes, Washington, D. C.
Florida Talking Machine Co., Jacksonville, Fla.
Collings & Price Co., Newark, N. J.
Horton, Gallo, Creamer Co., New Haven, Conn.
Lyon & Healy, Chicago, Ill.
Cohen & Hughes, Baltimore, Md.
E. F. Droop & Sons Co., Baltimore, Md.
Eastern Talking Machine Co., Boston, Mass.
Beckwith, O'Neill Co., Minneapolis, Minn.
J. W. Jenkins' Sons Music Co., Kansas City, Mo.
Schmelzer Arms Co., Kansas City, Mo.
W. D. & C. N. Andrews, Buffalo, N. Y.
Perry B. Whitsit Co., Columbus, Ohio.
Penn Phonograph Co., Philadelphia, Pa.
Badger Talking Machine Co., Milwaukee, Wis.
Stewart Talking Machine Co., Indianapolis, Ind.
Eclipse Musical Co., Cleveland, Ohio.
Reynolds Music House, Mobile, Ala.
Talking Machine Co., Birmingham, Ala.
H. A. Weymann & Son, Philadelphia, Pa.
Geo. D. Ornstein Co., Philadelphia, Pa.
Cleveland Talking Machine Co., Cleveland, Ohio.
Rudolph Wurlitzer Co., Chicago, Ill.
W. J. Dyer & Bro., St. Paul, Minn.
Knickbocker Talking Machine Co., New York City.
W. D. Andrews Co., Syracuse, N. Y.
J. Samuels & Bro., Inc., Providence, R. I.

EDISON DISTRIBUTORS

Denver Dry Goods Co., Denver, Colo.
Pardee Ellenberger Co., New Haven, Conn.
Phonographs, Inc., Atlanta, Ga.
Diamond Music Co., New Orleans, La.

CANADIAN DISTRIBUTOR—His Master's Voice, Ltd., Toronto, Canada

29 W. 35th St.
New York

JONES-MOTROLA, Inc.

57 E. Jackson Blvd., Chicago

Jobbers—Write us—We have a wonderful proposition to offer you

315 So. Broadway,
Los Angeles

STARR PIANO COMPANY—All Branches and Distributors**BRUNSWICK DISTRIBUTORS**

Kraft, Bates & Spencer, Inc., Boston, Mass.
Butler Bros., Chicago, Ill.
Brunswick Balke Collender Co., Seattle, Wash.

Wallace Brown, Inc., Detroit, Mich.

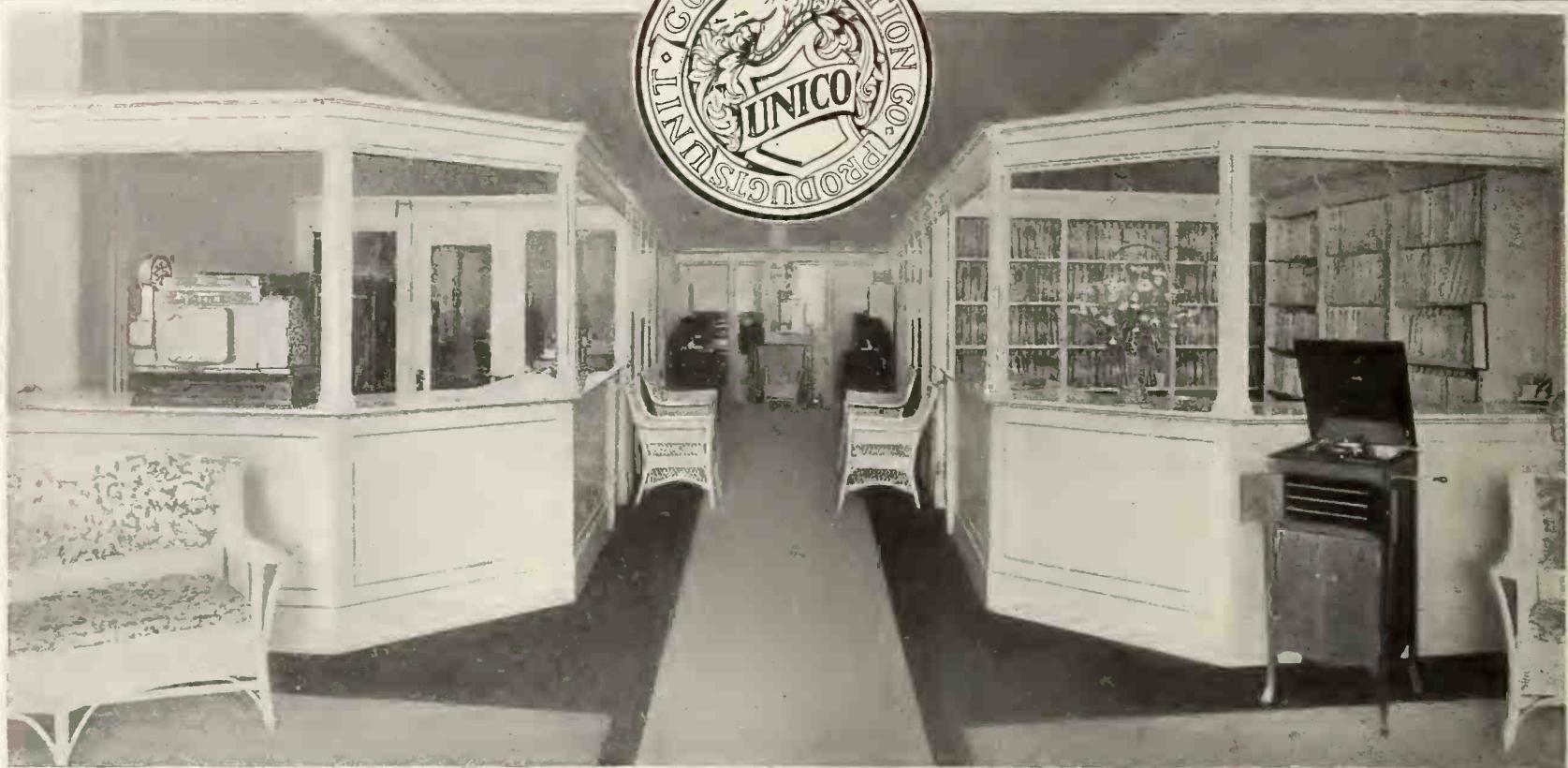
SONORA DISTRIBUTORS

Western Jobbing & Trading Co., Los Angeles, Cal.
Minneapolis Drug Co., Minneapolis, Minn.
Smith, Kline & French Co., Philadelphia, Pa.
Yahr & Lange Drug Co., Milwaukee, Wis.
Hessig Ellis Drug Co., Memphis, Tenn.
Strevell-Paterson Hardware Co., Salt Lake City, Utah.

MISCELLANEOUS

A. C. Becker Co., Chicago, Ill.
Empire Talking Machine Co., Chicago, Ill.
F. C. Henderson Co., Boston, Mass.
National Phonograph Co., Pittsburgh, Pa.
Hoeffler Piano Co., Milwaukee, Wis.
American Phonograph Co., Burlington, Vt.
E. R. Godfrey & Sons Co., Milwaukee, Wis.
Gilbert Bros. Mfg. Co., Wichita, Kansas.
Associated Furniture Manufacturers, St. Louis, Mo.
Wiley B. Allen Co., San Francisco, Cal., and branches.
Pacific Accessory & Supply Co., Portland, Oregon.
Cabinet & Accessories Co., New York City.
Plaza Music Company, New York City.
New Orleans Furniture Co., New Orleans, La.

BROOKS MFG. CO., SAGINAW, MICH.



Unico Department of Gregory's Music House, Saginaw, Michigan

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.

Unico Construction is Patented
BOSTON
85 Essex Street

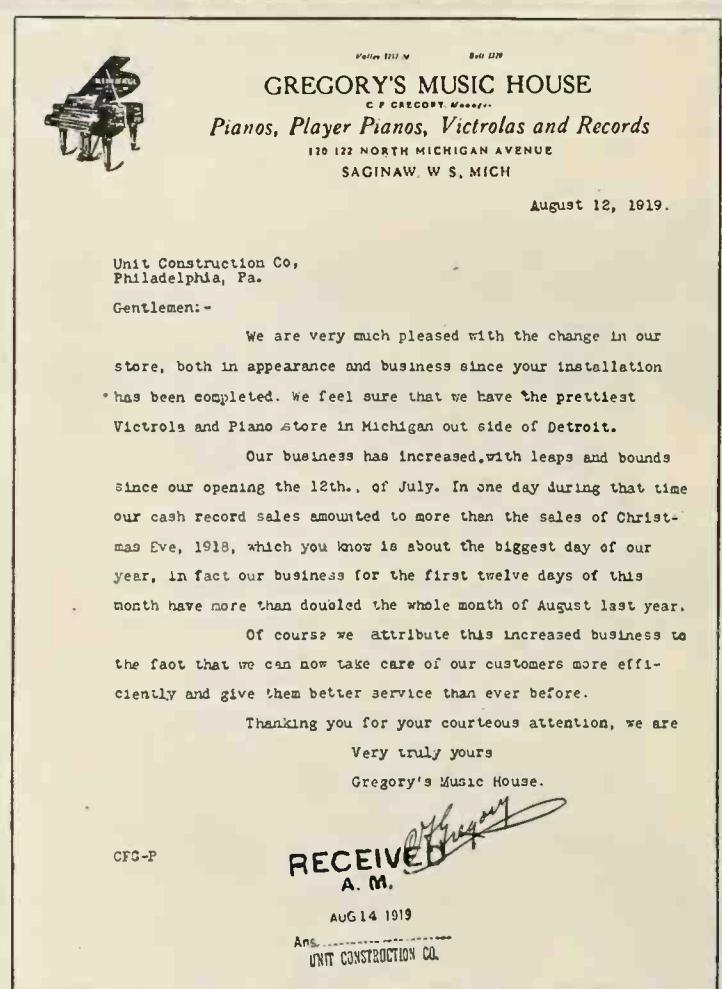
UNIT CONSTRUCTION COMPANY
Rayburn Clark Smith, President

NEW YORK
299 Madison Ave.
Corner 41st St.

58th Street & Grays Avenue
PHILADELPHIA

CHICAGO
Lyon & Healy
Building

Unico Designs are Patented
San Francisco
Holbrook Building



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

Address our nearest office.

• UNICO •

TABLE FOR CALCULATING COSTS

Necessary Addition to Cost Price 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 enabled him to tell at a glance just what he wanted to know in this respect. The table follows:

Addition to Cost	Profit on Selling Price
8½ per cent.....	7 per cent
10 per cent.....	9 per cent
12½ per cent.....	11½ per cent
15 per cent.....	13 per cent
16 per cent.....	14½ per cent
17½ per cent.....	15 per cent
20 per cent.....	16½ per cent
25 per cent.....	20 per cent
30 per cent.....	23 per cent
33½ per cent.....	25 per cent
35 per cent.....	26 per cent
37½ per cent.....	27½ per cent
40 per cent.....	28½ per cent
45 per cent.....	31 per cent
50 per cent.....	33½ per cent
55 per cent.....	35½ per cent
60 per cent.....	37½ per cent
65 per cent.....	39½ per cent
66½ per cent.....	40 per cent
70 per cent.....	41 per cent
75 per cent.....	42½ per cent
80 per cent.....	44½ per cent
85 per cent.....	46 per cent
90 per cent.....	47½ per cent
100 per cent.....	50 per cent

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 Grafonolas and records.

NEW JACOBS NOVELTY CO. STORE

Wisconsin House Expands and Adds Second Talking Machine Shop Next Door

STEVENS 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 reaching large figures, and a big production is being planned for 1920. The Cabinet & Accessories Co. are also now constructing in their factory an attractive cabinet for the Victrola IX. It will be a low model with casters 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 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.



No. 1415
[Horizontal Shelves]
For Victrola IX-A

Height, 31 in. Width, 19 in. Depth, 22 in.
Mahogany. Quartered Oak. Holds 5 Victor albums. Average weight, crated, 60 pounds.

[If vertical interior is desired, order No. 415.]

[When felt interior is wanted, order No. 415F.]

The Udell Works
1205 W. 28th St., Indianapolis, Ind.

Portable Machines



Open View



Closed View

THE SEASON'S BIGGEST SELLER
THE PORTROLA

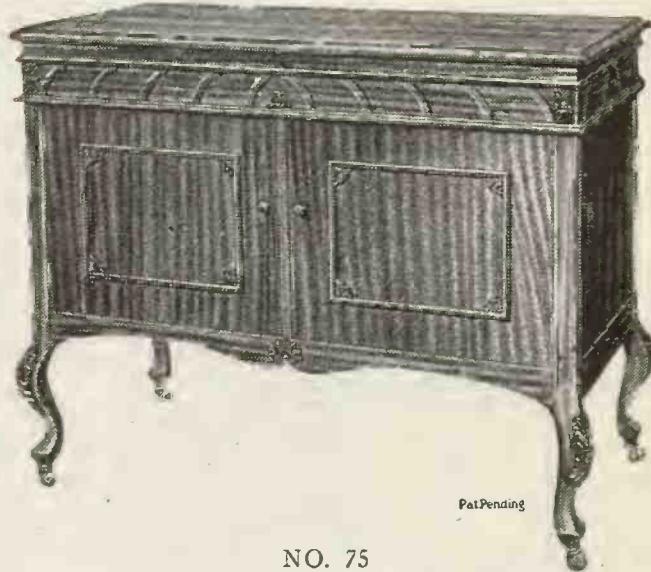
Plays All Records

Size 13½x13½x10¾ 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



Pat Pending

NO. 75

Height 34 inches, width 45 inches, depth 24 inches. Georgian Design, Mahogany. The grace and charm, the refined richness characteristic of the Georgian period of furniture and decorative design, live again in this superb World art model. The cabinet work, in design and execution, is true to the finest traditions of old world craftsmanship. The beautiful selected woods used in the cabinet enhance its artistic appearance. For Gold Trimmings add \$10.00 to net price. Price \$375.00 including War Tax. Add \$30.00 to net price for Electric Motor.

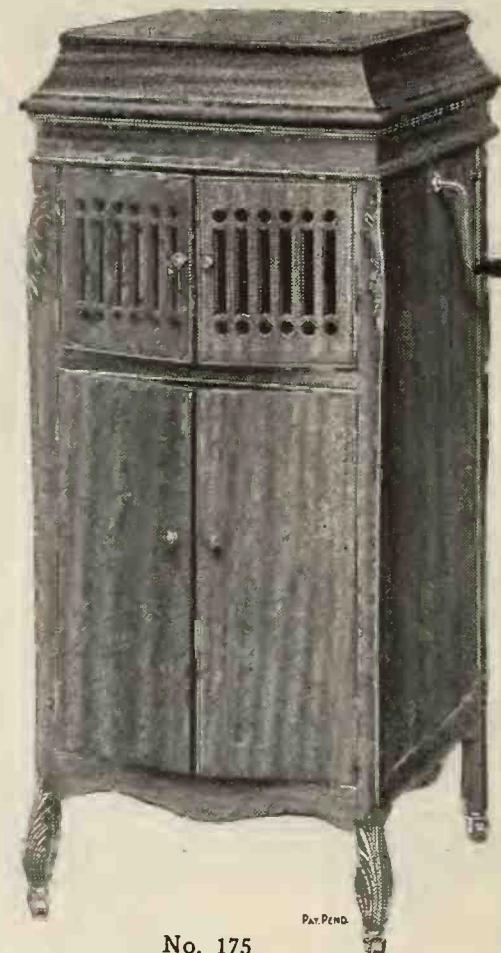
Add \$15.00 to list price for Six Albums.

WRITE FOR DEALERS' DISCOUNTS

Chicago
JobbersOKEH
RecordsCOMPLETE
STOCK

Lateral-Cut

and

Hill-and-Dale
NumbersWRITE FOR OUR NEW
CATALOGUE

No. 175

Height 50 inches, width 21½ inches, depth 22½ inches. Made in Brown Mahogany, Fumed and Golden Oak and Walnut finishes. Equipped with World Patented Horn and the World Improved Motor—Multiple-spring constant-speed and non-vibrating and mounted free from contact with resonating parts. Adam Brown Mahogany finish furnished unless otherwise specified. 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

No. 225

Height 47 inches, width 22 inches, depth 23 inches. Mahogany, Walnut, also Fumed or Golden Oak finishes. MOTOR—Multiple-spring constant-speed non-vibrating and mounted free from contact with resonating parts. Equipped with World Patented Horn and the World Improved Tone Arm and Sound Box. For Gold Trimmings add \$10.00 to net price. Price \$225.00 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

Wade Talking Machine Co.
WHOLESALE DISTRIBUTORS.

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 ac-



Wiley B. Allen Co.'s Brunswick Display companying picture shows a recent display in which the Brunswick phonograph was featured most successfully with the "Brunswick Girl" in silhouette utilized to distinct advantage. The Wiley B. Allen Co. is doing well with the Brunswick in Portland and vicinity.

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.

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
1202 Dime Bank Building, Detroit**

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

Plant No. 1
833 Broad Street
Telephone 2896 Market
NEWARK, N. J.

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

Plant No. 2
54½ Franklin St.
NEWARK, N. J.

Manufacturer of

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

CLEVELAND STARTS THE NEW YEAR AUSPICIOUSLY

Prospects for Business in 1920 Very Cheering—Talking Machine Men Most Optimistic—Dealers' Association Grows—Large Pre-holiday Advertising—Wurlitzer Expansion

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 outrun 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. Half the advertising space of big retail emporiums is often devoted to featuring 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 helped to stimulate interest in records.

Higher grade advertising will probably be used by Cleveland's musical instrument retailers. The Better Business Men's Commission of the Cleve-

"A Million A Year" WHAT'S YOUR SHARE OF MICA DIAPHRAGMS OF BEAUTY

—Phonographically Speaking—They Talk for Themselves—
Manufactured for over ten years for the larger consumers by the

INTERNATIONAL MICA COMPANY

Factory and { 37th & Brandywine Sts.
Sales Dept. { W. Philadelphia, Pa.

Mines, Executive { 1228 Filbert St.,
Amelia Co., Va. Dept. { Philadelphia, Pa.

Send for samples and quotations now and eliminate your diaphragm difficulties

Immediate delivery of small quantities can be made in the following districts.

SAN FRANCISCO, CALIF.—WALTER S. GRAY

MONTREAL, CAN.—ARTHUR K. KEMPTON

CHICAGO, ILL.—LAKESIDE SUPPLY COMPANY

land Advertising Club is in close touch with A. L. Maresh, secretary of the Cleveland Music Trades Association, and ad censor 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.

The Talking Machine Dealers' Association of Northern Ohio now has the following individual and firm members: The Bailey Co., Anton Belsan, the Buescher Co., the Caldwell Piano Co., Frank Cerne, the Cleveland Talking Machine Co., the Clifton Furniture Co., the Collister & Sayle Co., Hubert Day & Sons, Elyria; the Day Drug Co., Akron; P. E. Dietrick & Sons, the B. Dreher's Sons Co., the Eclipse Musical Co., the Euclid Music Co., H. Fraiberg & Sons, the Harmony Music Shoppe, A. J. Heiman, Barberton, O.; the

Hillard & Curry Co., Wadsworth, O.; the Huey Jewelry Co., the Lakewood Music Co., C. C. Lipstreu & Sons, the McMillan Music Co., the May Co., the A. L. Maresh Piano Co., L. Meier & Sons, the O'Neil Co., Akron, O.; B. Ptka, Joe Phillips, F. W. Roae, W. E. Shay, Elyria, O.; A. Smerda Music House, R. Svehla, the William Taylor Sons & Co., F. J. Weigand, Barberton, O.; the Wickens Co., Lorain, O.; the Wolfe Music Co., and Young's Furniture Stores.

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. Bueschers' 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 ready for 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. The Eclipse Musical Co., distributors and retailers of Victor machines, had unique window displays and devoted much space in the newspapers to advertising holiday bargains. The B. Dreher's Sons Co., the Wurlitzer Co., the Wolfe Music Co., the Harmony Music Shoppe Co., the Collister & Sayle Co., Bueschers' store, the Starr Piano Co., the A. L. Maresh Piano Co., the Caldwell Piano Co., branch of the Wurlitzer concern—these and others all made big drives successfully for record-breaking sales of merchandise.

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 band 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 inviting. Talking machines were conspicuously displayed and the public was invited to inspect the firm's big display of stock.

Plans for attending the big 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.

INTERNATIONAL MOTOR

is the silent running motor, built in Canada, on the right principles, best of material and correct workmanship. It is not a cheap imitation but a high-class production, manufactured by

INTERNATIONAL MACHINE & MFG. CO., LTD.
111 Adelaide St. W. Toronto, Canada

Ward's Khaki Moving Covers

Distributors

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

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

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

BECKWITH-O'NEILL CO.
Minneapolis, Minn.

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

OHIO SALES CO.
Beckman Bldg., Cleveland, Ohio

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

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

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

THE C. E. WARD CO.
(Well-Known Lodge Regalia House)

101 William St., New London, Ohio
Also Manufacturers of Rubberized Covers
and Dust Covers for the Wareroom



Grade "D" Cover with No. 3 Straps.

COTTON FLOCKS

.. FOR ..

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

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.

EFFICIENCY
ELECTRIC
CORPORATION

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.

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





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 ex-

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.

BOSTON



WHOLESALE HEADQUARTERS

NEW YEAR'S GREETINGS

Our resolution for 1920—To continue serving our patrons faithfully and well, as we have in the past, in **deeds not words.**

pand 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,

(Continued on page 54)

The Eastern Talking Machine Co.

VICTOR DISTRIBUTORS

Now Wholesaling Exclusively

85 ESSEX STREET

BOSTON

Fifty Years of Needle Making

HIFTY 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



WALTER H. BAGSHAW

W. H. BAGSHAW
COMPANY
LOWELL, MASS.

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

eastern part of Massachusetts, Rhode Island and Connecticut. 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 McKennon, 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 very 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.

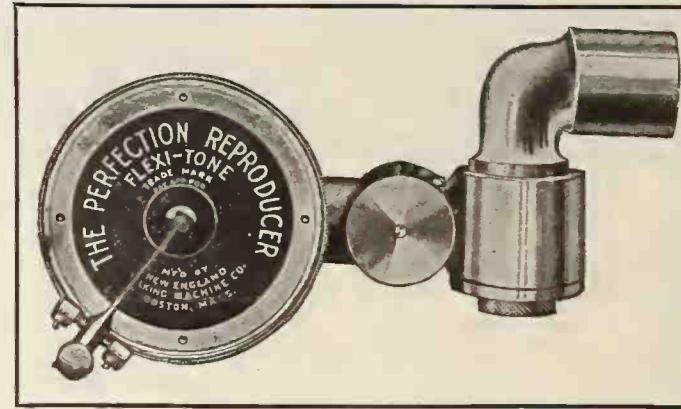
Alexander Steinert, head of the M. Steinert & Sons Co., spent New Year's with friends in New York, later going over to Atlantic City for a few days' visit. En route Mr. Steinert visited the Victor factory at Camden.

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



Manufacturers— Jobbers— Dealers—

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

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

WRITE FOR QUANTITY PRICES

*Manufactured by***New England Talking Machine Co.**

Largest Manufacturers of Phonograph Accessories

16-18 BEACH STREET**BOSTON, MASS.**

Pacific Coast Distributor: WALTER S. GRAY

942 Market St., San Francisco, Cal.

Phoenix Trading Co., 1265 Broadway, New York

Eastern and Export Office

strument during this year, and in March it is the present purpose of the company to erect a new factory, which, in conjunction with the two

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,

Send for Descriptive Circular

Curry DEMONSTRATION BOOTHS
AND RECORD CASES
IN STOCK OR TO ORDER

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

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

MICA DIAPHRAGMS

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

CRESSEY & ALLEN

Portland
Conn.
New England

Our New "1920" Model
SERVICE

Is 100 Per Cent. Efficient
The Service That Really Serves

CRESSEY & ALLEN PORTLAND, MAINE

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.

Edgerton and Burke With Beacon Co.

A new man to join the Beacon Phonograph Co. is Charles G. Edgerton, 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. Edgerton 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

KRAFT, BATES & SPENCER
156 BOYLSTON STREET, BOSTON
NEW ENGLAND HEADQUARTERS for ACCESSORIES

Record Cabinets, Steel Needles, Albums, Display Booths, Jewel Needles, Polish, Record Brushes, Repair Parts and Supplies

- ¶ **JONES MOTROLA** is a big seller, for the "Motrola" way is the only way to wind phonographs.
- ¶ **TONOFONE NEEDLES** will play 50 Records without a change. An easy selling specialty.
- ¶ **VICTROLENE** is the perfect polish for talking machines and pianos. Scientifically compounded.

The
Brunswick
ALL PHONOGRAFS IN ONE

associated himself with a large cereal concern for which he will travel through New England.

Roy Ott Still in the West

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)



Distributors for New England

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

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

Hallet & Davis Piano Co.

146 BOYLSTON STREET

BOSTON, MASS.



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



Miss Grace Barr

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, there has been a big advance in conditions ever since he took hold of 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.

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

STEINERT'S NEW SERV-
ICE 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



M. Steinert & Sons' New Service Department

& Sons Co. 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 other things which the company always has for the dealers' needs. The counter is of the latest type with individual drop compartments

for delivery bags, record envelopes, etc., while at the sides are separate compartments for needles and other accessories. Special attention has been given to the showcase, which is rearranged each week, for it is Manager Reed's belief that too much attention cannot be given to the appearance of such a case in an establishment of the standing of the Steinert house. The rest of the display is given over to the various forms of the Victor free advertising features such as street car and window cards,



Miss Alice Dunn, credit department



James Graham, traveling representative



H. Fleischman, traveling representative



Kenneth E. Reed, Wholesale Manager

tract business. Manager Reed also will make

a feature of the best newspaper advertisements

appearing from time to time in order that all



Miss E. Samuels, Emmet Ryan, city
service department representative Charles Von Euw,
record stock room
the help possible may be given the smaller dealer
who has not always the facilities at hand for
doing just what he would like.

James Frye, who represents the Victor interests in the Greater Boston territory, has been spending the holidays at his old home in Hickory, N. C. He planned to stop at the Victor factory on his way back to Boston.

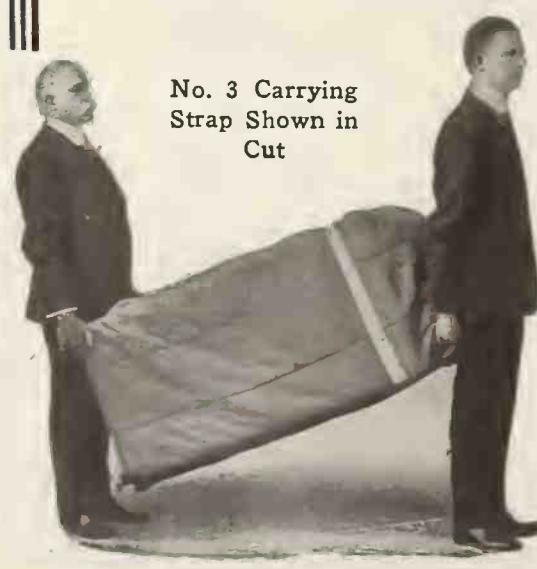
The agency in Memphis, Tenn., for the Dallion talking machine has been taken by the William R. Moore Dry Goods Co., Monroe avenue and Third street.

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



No. 3 Carrying Strap Shown in Cut

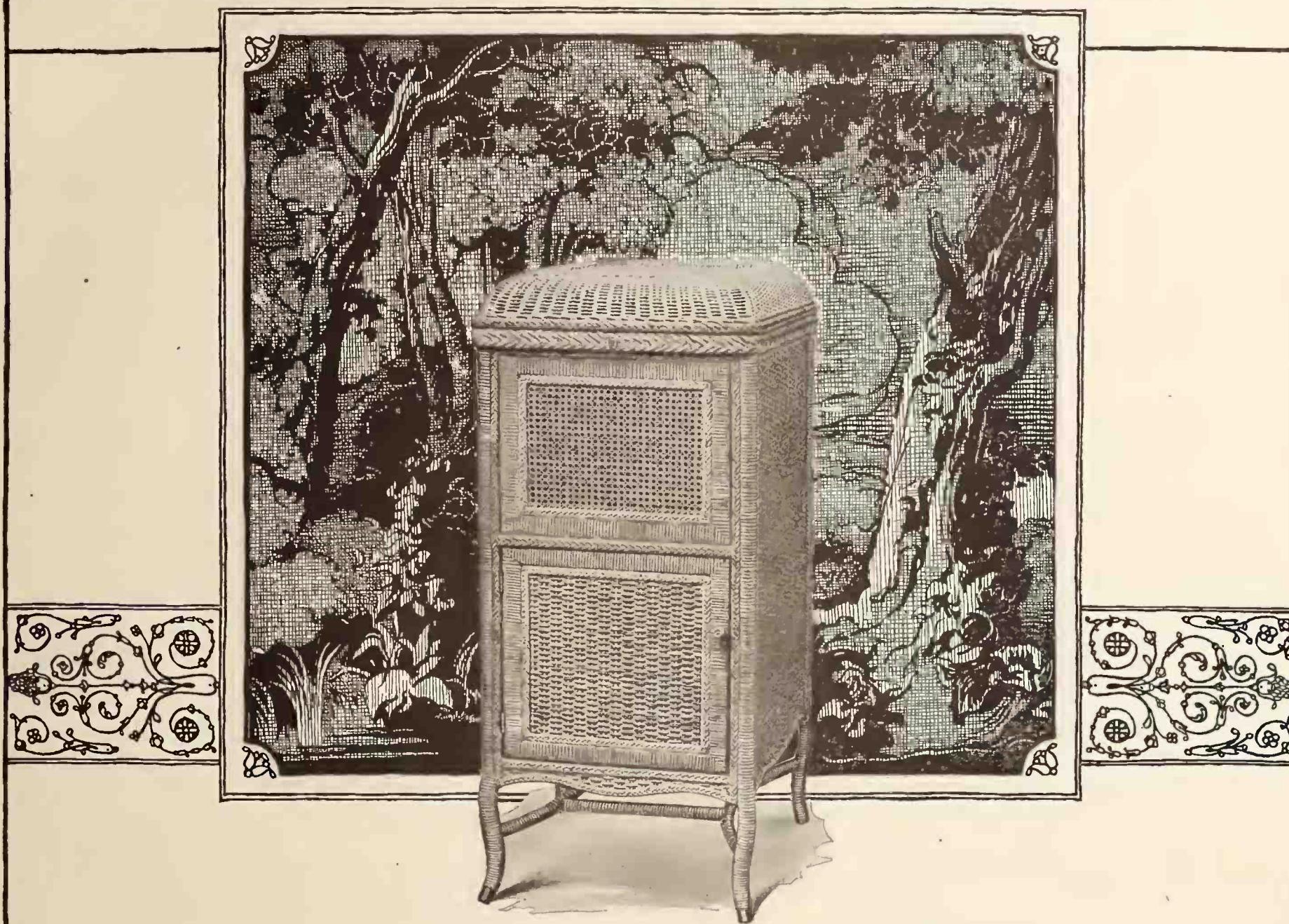
These covers are made of Government Khaki, interlined with heavy felt in Grade A, or cotton in Grade B, fleece lined, quilted and properly manufactured under the personal supervision of E. H. Lansing, the originator of the Talking Machine Cover for protection in moving. Made in two grades.

Write for prices and descriptive catalogue

E. H. LANSING
611 Washington St., BOSTON

San Francisco Representative: WALTER S. GRAY
942 Market Street
PHOENIX TRADING COMPANY
1265-69 Broadway, New York

The HEYWOOD-WAKEFIELD



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:

First: the reed and wicker cabinets. Second: the cushioned reproducer of non-resonant, non-metallic construction. Third: a *perfected* electric motor.

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

New York Philadelphia Boston Baltimore Buffalo Chicago Portland, Ore. San Francisco Los Angeles
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 1127 Chestnut Street

GOLDEN JUBILEE FOR BAGSHAW CO.

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, of its plant, 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 heartiest 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 Admirers 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



The Late "Cal" Stewart

Cal Stewart, who passed away a few weeks ago. As "Uncle Josh" Mr. Stewart had endeared himself to phonograph owners in all part of the country, and his inimitable "Uncle Josh" records have been for many years among the best selling humorous records in the catalogs.

From the time he first played a part in the "Old Front Street Theatre" in Baltimore, and through the days when he appeared with every important minstrel company and with the "Old Homestead" production, up to recent years when

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 PATHÉ JOBBERS

Chas. H. Huesgen, of Herbert & Huesgen, Leaves on Three Months' Trip—Will Introduce the Hustylus Throughout the Country

Chas. H. Huesgen, of the well-known firm of Herbert & Huesgen, New York, Pathé 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 Pathé jobber throughout the country.

Mr. Huesgen is making this extensive trip for the purpose of officially introducing to Pathé jobbers the Hustylus, a new device which plays Pathé 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.

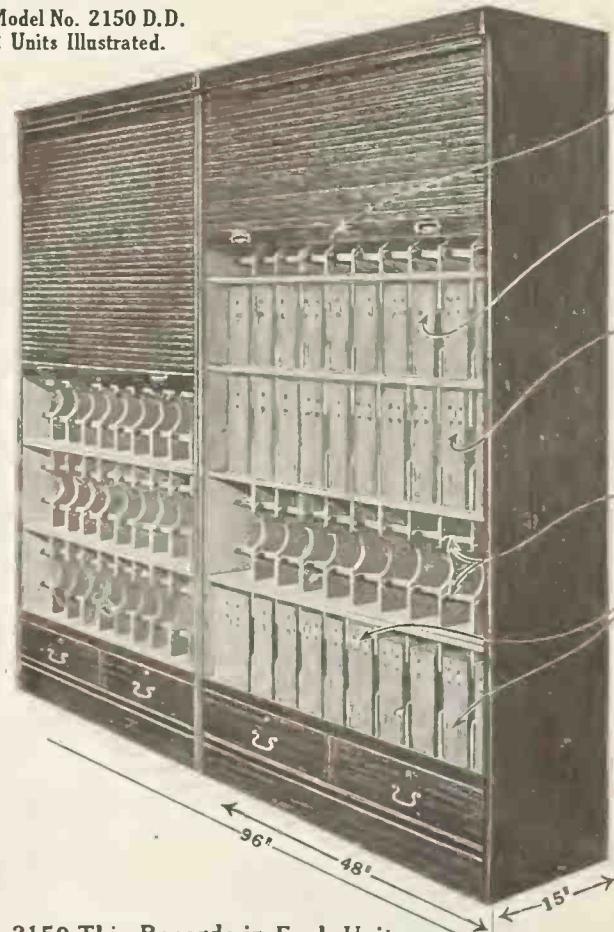
A new model of the Hustylus was perfected a few weeks ago, and has already won the enthusiastic commendation and approval of Pathé jobbers and dealers, and the officials of Pathé Freres Phonograph Co. It represents radical improvements over the former model, and Mr. Huesgen has every reason to believe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

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

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

GUARANTEED

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



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

WRITE FOR CATALOGUE

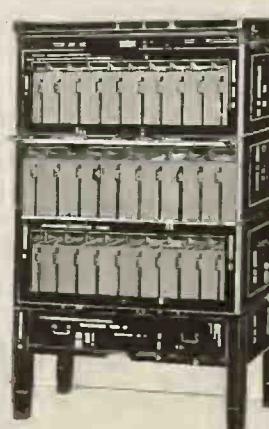
Ogden Sectional Cabinet Co., Inc.
LYNCHBURG, VA.

Prices Models No. 2 and 62

(CAP. 300 10 and 12" RECORDS)

Sections	Oak \$6.75, Mah. \$7.00
Base	Oak 5.50, Mah. 5.75
Top	Oak 3.00, Mah. 3.25
Roll Curtain for complete Unit,	3.00

Sectional Models Fit Any Size Stock
and Help You Grow.



Models No. 1 and 31

The Ogden Sales System Is Equivalent to an Extra Clerk
and Increases Sales. Prices \$2.25 to \$9.75 a Section.

The Year 1919
By the Birth of

"Tonofone"

Marks a New Epoch
In the World of Music

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

Pittsburgh, Pa., THE REED COMPANY, Inc., 237 Fifth Ave.
Philadelphia, Pa., M. D. SWISHER, 115 S. Tenth St.
Boston, Mass., KRAFT-BATES & SPENCER, Inc., 156 Boylston St.
San Francisco, Calif., WALTER S. GRAY COMPANY, 942 Market St.
Los Angeles, Calif., THE STARR PIANO CO., 630 South Hill St.
Milwaukee, Wis., E. R. GODFREY & SONS CO.
Milwaukee, Wis., HOEFFLER PIANO MFG. CO., 304 W. Water St.
Chicago, Ill., WADE TALKING MACHINE CO., 14 N. Michigan Ave.
Chicago, Ill., MCKINLEY MUSIC CO., 1507 E. 55th St.
Chicago, Ill., BUTLER BROTHERS, Randolph Bridge.
Chicago, Ill., JAMES I. LYONS, 17 W. Lake St.
Chicago, Ill., CONSOL'TED TALKING MACHINE CO., 229 W. Washington St.
Chicago, Ill., LAKESIDE SUPPLY CO., 416 S. Dearborn St.
Chicago, Ill., EVERTON PHONOGRAPH CO., 3018 E. 91st St.
Chicago, Ill., WORLD PHONOGRAPH CO., 736 Tilden St.
Jacksonville, Fla., THE STARR PIANO CO., 15 Ocean St.
Omaha, Neb., CARPENTER PAPER CO.
Richmond, Va., ROUNTREE CORPORATION, 111-115 W. Broad St.
Roanoke, Va., ROANOKE CYCLE CO., 103 Campbell Ave.
Baltimore, Md., CLARK MUSICAL SALES CO., 322 N. Howard St.
Kansas City, Mo., RICHARDS & CONOVER HARDWARE CO.
Kansas City, Mo., THE STARR PIANO CO., 1025 Grand Ave.
Ogden, Utah, GEO. A. LOWE CO., 2326 Washington Ave.
Nashville, Tenn., BOND'S GRAPHOPHONE SHOP, 38 Arcade.
Nashville, Tenn., THE STARR PIANO CO., 240 Fifth Ave. N.
Oklahoma City, Okla., ALEXANDER DRUG CO.
Oklahoma City, Okla., COLLIER BROTHERS.
Mt. Vernon, Ohio, THE L. C. PENN CO.
Columbus, Ohio, C. C. BAKER, 43 South High St.
Akron, Ohio, THE DAY DRUG CO., 35 South Howard St.
Toledo, Ohio, RAE & MAXWELL, 711 Jefferson Ave.
Cincinnati, Ohio, THE KRUSE & BAHLMANN HARDWARE CO.
Celina, Ohio, THE HARPONOLA CO.
Buffalo, N. Y., IROQUOIS SALES CORP., 10-14 N. Division St.
Rochester, N. Y., LEVIS MUSIC STORE, 39 South Ave.
New York, N. Y., PLAZA MUSIC CO., 18 W. 20th St.
Minneapolis, Minn., STONE PIANO CO., 826 Nicollet Ave.
Fargo, N. D., STONE PIANO CO.
Detroit, Mich., THE STARR PIANO CO., 110 Broadway.
Saginaw, Mich., MORLEY BROS.
Flint, Mich., THE BRUNSWICK SHOP, 125 E. Kearsley St.
Lansing, Mich., LANSING PHONOGRAPH CO.
Washington, D. C., J. REIMERS & SON, 3205 Georgia Ave. N. W.
Indianapolis, Ind., THE STARR PIANO CO.
Richmond, Ind., THE STARR PIANO CO.
St. Louis, Mo., LYRE-OLA MFG. COMPANY, Inc., 1504 Pine St.
St. Louis, Mo., SHAPLEIGH HARDWARE CO.
Birmingham, Ala., THE STARR PIANO CO.
Montgomery, Ala., JESSE FRENCH & SONS PIANO CO.
Monroe, La., MONROE FURNITURE CO.
Louisville, Ky., ROE-BROWN COMPANY, 662 S. Fourth St.
Huntington, W. Va., J. W. POOL MUSIC CO.
Hartford, Conn., THE PATHÉ ACTUELLE CO., 236 Trumbull St.
Charleston, S. C., SOUTHERN FURNITURE CO., 212-14 King St.
Dallas, Texas, W. L. WEAVER, Sumpter Bldg.
Portland, Ore., M. SELLER & CO., Fifth and Pine Sts.
Atlanta, Ga., ATLANTA HIAWATHA PHONOGRAPH CO.
Montreal, Canada, ARTHUR K. KEMPTON, 205 Drummond Bldg.

Foreign Distributors

London, W. C. 2, HERMAN DAREWSKI, Ltd., 142 Charing Cross Road.
Milan, Italy, GARISCH & CO., Via Lazaretto No. 2.
Paris, France, BERNARD DESOUCHES, 148 Avenue Malakoff.
Sydney, Australia, A. TARTIKOVER, P. O. Box 2318.
Havana, Cuba, QUEVEDO & CABARGA, 5 O'Reilly.
Havana, Cuba, HAVANA TRADING CO., 19 Obrapia.
Paris, France, M. I. BENDERSKI, 15 Rue de la Reynie.
Milan, Italy, GIOVANNI ALBERTINI, 10 Via Carducci.
Tampico, Mexico, WILLIAM JOEL, Apartado 230.
Tampico, Mexico, ALFREDO KRAUS, Apartado 573.
Mexico City, Mexico, NICHOLAS OUDIE, Apartado 2020.
Oporto, Portugal, ARNALDO SALGUEIRO, Rua Dr. Souza Viterbo 42-20.
Barcelona, Spain, PEDRO SUNER RAFART, Alta San Pedro, 59.
Johannesburg, South Africa, PHILIP GOODMAN, 1-2-3 Anglo African Bldgs.
Buenos Aires, Argentina, JOSE A. AEDO, Avenida de Mayo, 560.
Georgetown, Demerara, British Guiana, JOHN S. DE FREITAS & CO.
Bogota, Colombia, S. A., ANTONIO PUERTO, P. O. Box 331.
Rio de Janeiro, Brazil, HENRY PETTENCOURT.
Shanghai, China, CONNELL BROS. COMPANY.
Barranquilla, Colombia, COLOMBIA TRADING CO.
Cartagena, Colombia, COLOMBIA TRADING CO.
San Juan, Porto Rico, LOUIS VELAZQUEZ.
Santiago, Chile, CASA EFRAIN BAND, Casilla 1344.

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 PHONOGRAPH

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 elasticum 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.



STYLE NO. 150

Height 51 in., Width 22½ in., Depth 24 in.
Finish: Mahogany, Golden or Fumed Oak.
Latest style Tone Arm and Reproducer.
Spruce Wood Tone Chamber.
Three spring "Krasco" motor.

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.



STYLE NO. 95

Height 45 in., Width 19 in., Depth 21 in.
Mahogany, Fumed or Golden Oak Finish.
Has our Special Double Spring Motor.
Universal Tone Arm.

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.



Otto Heineman's Private Office on His Birthday

West Forty-fifth street, New York, for the employing another milestone in his very busy and successful career.

Wholesale

Victor

Service

BUFFALO TALKING MACHINE CO., INC.

BUFFALO, N. Y.

HIS MASTER'S VOICE
REG. U. S. PAT. OFF.



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

' THE TRADE IN PHILADELPHIA AND LOCALITY

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.

Victrolas 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

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

scnt 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)

*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-towners.

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, thrummed, 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.

Good Prospects for 1920

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.

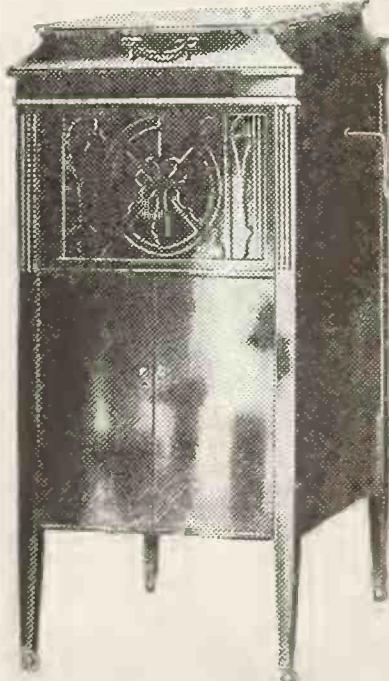
"No reason to feel disturbed or excited if one's promises to dealers have been fulfilled. Ours have, and while no one received a sufficient amount of goods, they have all expressed the thought in one way or another that they have been given a square deal. That, after all, is the most satisfactory remuneration 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 a 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
Philadelphia, Pa., and Lititz, Pa.

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 64)

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 Penn 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 Victrolas from the factory which came in at the last minute made possible the great volume of business done just before Christmas and shows 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 Victrolas 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 L'Artiste phonograph—the Philadelphia Show Case Co.—have been located at 127 North Thirteenth street to which place they moved from their recent quarters on Walnut street. They have appointed Mr. Cummin to cover New Jersey, Maryland and Delaware, and the middle of the month he 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. W. R. Keech, who was formerly in charge of the retail Sonora store, will go with the wholesale department as assistant to E. S. White.

Changes in Columbia Staff

The Columbia Co. has had a visitor the past week, Mr. Dorey, the traveling representative of the educational department, who came here in the interest of the educational campaign being

made by this firm, and attended the sessions of the educational convention which was held here. H. L. Tuers, of the dealers' service department, was also here. The Columbia has added to this department at their local offices as assistant to W. A. Schreiner, J. T. Callahan, who was formerly in the receiving department of the Columbia. B. W. Jennings, the assistant manager of the Columbia, will go to New York for a few days this week. C. E. Sheppard, who was formerly connected with the Columbia, but who for some time has been at the Boston branch, has again joined the Columbia forces here as head of the Columbia dealers' service department and extends to all the Columbia dealers in this territory an invitation to visit the model shop which has been put there for their benefit.

Attractive Holiday Window

R. L. Perritt, the manager of the Widener Columbia store, had a most attractive holiday window, and the interior of his place was beautifully decorated. He said he enjoyed a splendid holiday business. Joseph Murphy, who has been connected with this store ever since its start, a number of years ago, was made the happy father of a boy as a Christmas gift, which he will call Joseph Murphy, Jr.

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 all the Cheney machines they were able to get, and they secured many more than was originally promised them. The final holiday days were devoted to selling the remainder of their stock of Columbias and Franklins. Mr. Blake, who is the United States distributor for the Haag filing cabinets, which are made in this city at 248 North Merriam 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.

Talking Machine Co. to Enlarge

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 to build up our business at least 200 per cent next year. 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. Hippel, 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. F. Droop & Sons Co., Inc.
Birmingham, Ala....	Talking Machine Co.
Boston, Mass.	Oliver Ditson Co. Eastern Talking Machine Co. The M. Steinert & Sons Co.
Butte, Mont.	Orton Bros.
Chicago, Ill.	Lyon & Healy
Cleveland, O.	The W. H. Buescher & Sons Co. The Eclipse Music al Co.
Denver, Colo.	The Knight-Campbell Music Co.
Honolulu, T. H.	Bergstrom Music Co., Ltd.
Kansas City, Mo. ...	J. W. Jenkins Music Co.
Milwaukee, Wis. ...	Badger Talking Machine Co.
Minneapolis, Minn.	Beckwith-O'Neill Co.
Mobile, Ala.	Wm. H. Reynolds.
Newark, N. J.	Collings & Price Co.
New York City	Knickerbocker Talking Machine Co. New York Talking Machine Co.
New Orleans, La.	Philip Werlein, Ltd.
Pittsburgh, Pa.	W. F. Frederick Piano Co.
Portland, Me.	Cressey & Allen, Inc.
San Francisco, Cal.	Walter S. Gray
Washington, D. C.	Cohen & Hughes E. F. Droop & Sons Co. Robt. C. Rogers Co.

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

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.

Always
Specify
Penn-Victor
Dog

Penn Phonograph Company

913 Arch Street, Philadelphia, Pa.

Victor Distributors

Wholesale Only



Half Size

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 65)

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 employe 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 Norristown, 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 Bridgeport, 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.

NEW PENN DISTRIBUTORS

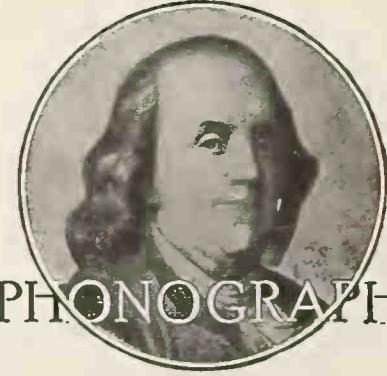
PHILADELPHIA, PA., January 2.—The Penn Phonograph Co., Inc., of this city, producers of the Penn Victor Dog, announce three new names added to the list of distributors of this novelty. They are: the J. W. Jenkins Sons Music Co., Kansas City, Mo.; New York Talking Machine Co., New York City, and the Eastern Talking Machine Co., Boston, Mass.

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.

The Franklin

THE PHONOGRAPH THAT
MAKES GOOD

STYLE LOUIS XVI

The Franklin*Is Different*FRANKLIN PHONOGRAPH COMPANY
INCORPORATED

10th and Columbia Ave.

PHILADELPHIA, PA.

DECALCOMANIA

Name Plates for Talking Machines, Pianos, etc.

High Class Workmanship

Write us for further information

National Decalcomania Co.
220-230 N. 60th St., Philadelphia, Pa.

UNICO TRAVELERS HOLD MEETING

BIGGEST DECEMBER IN HISTORY REPORTED BY UNIT CONSTRUCTION CO.

PHILADELPHIA, PA., January 2.—Rayburn Clark Smith, president of the Unit Construction Co., reports that December business was the biggest month's business in the history of the company. December is usually a dull month for the installation of demonstration rooms and fixtures, due to concentration on holiday trade on the part of the dealer, but this year has been an exception.

Fifteen of the Unico travelers from various parts of the country met in convention at the main offices and plant of the company at Fifty-eighth and Grays avenue recently. Great optimism for the business outlook for 1920 prevailed.

NOVEL INTERSTATE XMAS CARD

PHILADELPHIA, PA., January 2.—The Interstate Phonograph Co., Inc., Pathé distributors of this city, mailed to their many dealers an entirely original Christmas card, entitled "Crowing About the Wonderful Results Accomplished Within This Year." The Pathé rooster trademark appears in color and the card forms a very novel greeting. The Interstate Phonograph Co., Inc., have much to "crow about," for they have closed one of the greatest years in their history. Through their efforts, directed by Walter Eckhardt, head of the organization, Pathé phonographs and records have been well represented in their territory.

REMOVE TO NEW LOCATION

PHILADELPHIA, PA., January 2.—The Cirola Phonograph Corp. of this city has moved its offices from 1227 Germantown avenue to a more central location at Thirteenth and Market streets. The entire building located at 1227 Germantown avenue is now devoted to manufacturing purposes, which is indicative of largely increased production for 1920.

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 11½ inches.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison
Sapphire needles for Edison
Sapphire needles for Pathé
in stock ready for delivery

MERMOD & CO., 874 Broadway, N. Y.



General Phonograph Corporation

25 West 45th Street

OTTO HEINEMAN, Pres.

New York City, N.Y.

FACTORIES: NEWARK, N.J.
SPRINGFIELD, MASS.

ELYRIA, O.
PUTNAM, CONN.
KITCHENER, ONT.

Branch Offices: Chicago, Ill.

San Francisco, Cal.

Toronto, Can.

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

Tone Arms

Sound Boxes

Meisselbach Motors

Okeh Records

Dean Needles

Will be there for your inspection

GENERAL PHONOGRAPH CORPORATION

OTTO HEINEMAN, Pres.

25 WEST 45th STREET, NEW YORK

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

BRANCHES:

CHICAGO

SAN FRANCISCO

TORONTO, CAN.



The Russian Balalaika Orchestra plays the Columbia Novelty Record. Order big. Build up your novelty business. E-4440.

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



"The Sunshine"

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.

"WHAT ARE YOU SHORT?"
Get in touch with us. We have everything in the phonograph line—Needles, Tone Arms, Motors, Cabinets, all kinds of accessories and repair parts. We specialize on Main Springs, Bettertone Phonographs. Let us do your repairs.

PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

ALMA GLUCK'S GENEROUS GIFT

The Zionist Organization of America has announced the receipt of a check for \$2,770 from Alma Gluck for its \$10,000,000 Palestine Restoration Fund. This check, Mme. Gluck wrote, represented royalties on her talking machine record, "Hatikveh," the Jewish national anthem, which she made a year ago.

NEW QUARTERS IN TRAER, IOWA

TRAER, IOWA, January 8.—The Leland Q. Selzer Music Co. of this city has just moved into its new location and an informal reception was held to celebrate the opening of the new store. The warerooms have been completely remodeled and the store is undoubtedly one of the finest equipped music establishments in this part of the state.

The man who reads a business paper is in a dollar and cents mood.

DONALD HANNA'S NEW POST

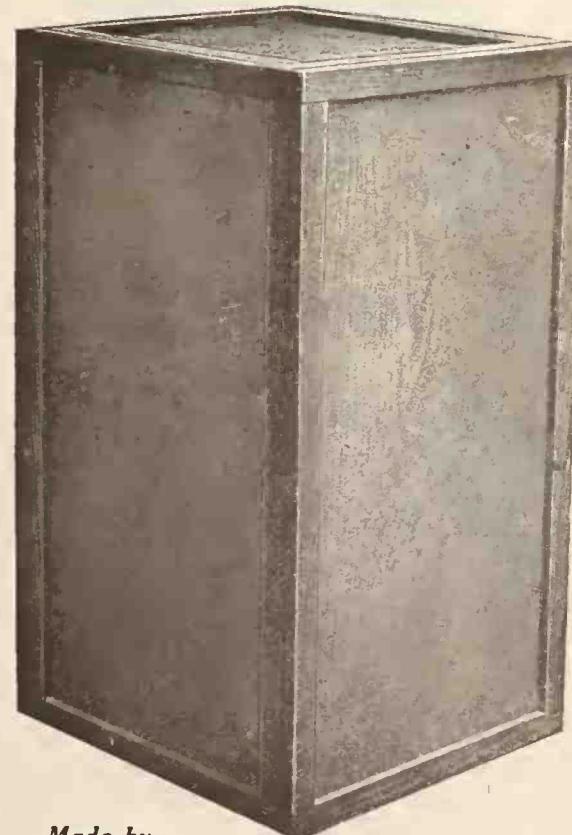
Becomes Manager of the Sonora Phonograph Department of the Hillman Phonograph Co., Inc., Jobbers, of Wheeling, W. Va.

Donald Hanna, formerly head of the dealers' service department of the Sonora Phonograph Sales Co., Inc., has been appointed manager of the phonograph department of the Hillman Phonograph Co., Wheeling, W. Va. This company handles the Sonora line exclusively as a jobber, and has been successful in establishing an extensive dealer representation for this instrument in its territory. Mr. Hanna has already assumed his new duties, and his previous experience will enable him to give valuable co-operation to Sonora dealers served by the Hillman Phonograph Co.

Mr. Hanna is succeeded as head of the Sonora dealer service department by Kenneth Perkins, who is working out the details of an intensive campaign in behalf of his department.

PHONOGRAPH CASES

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



Made by

PLYWOOD CORPORATION

GOLDSBORO, N. C.

Mills in Va., N. C., and S. C.
Chicago Office, 111 Monroe St.

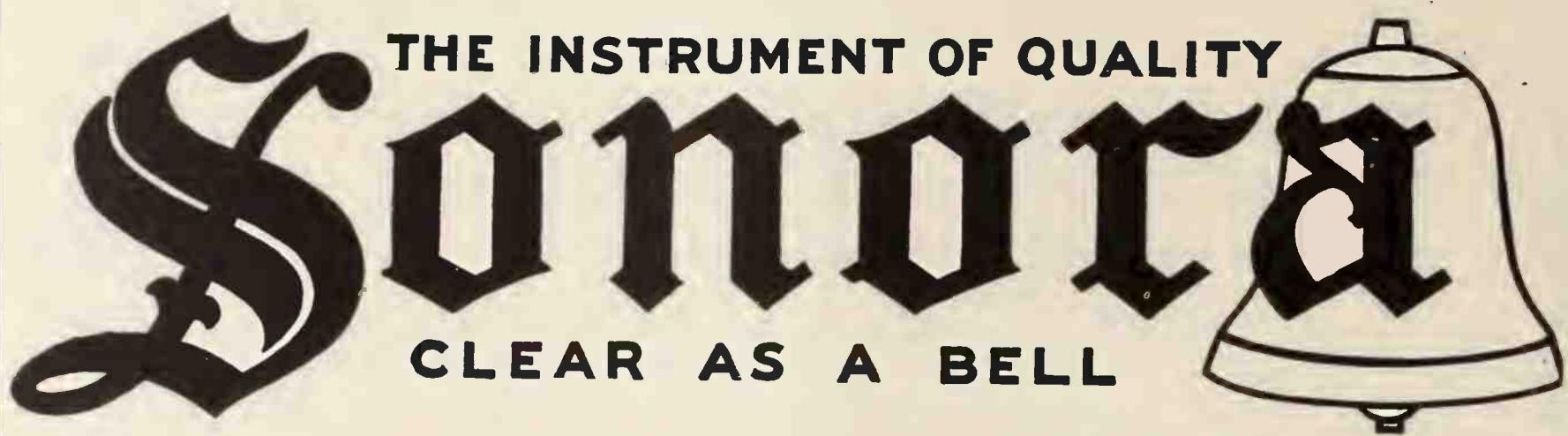
and
Plywood
Cases

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.

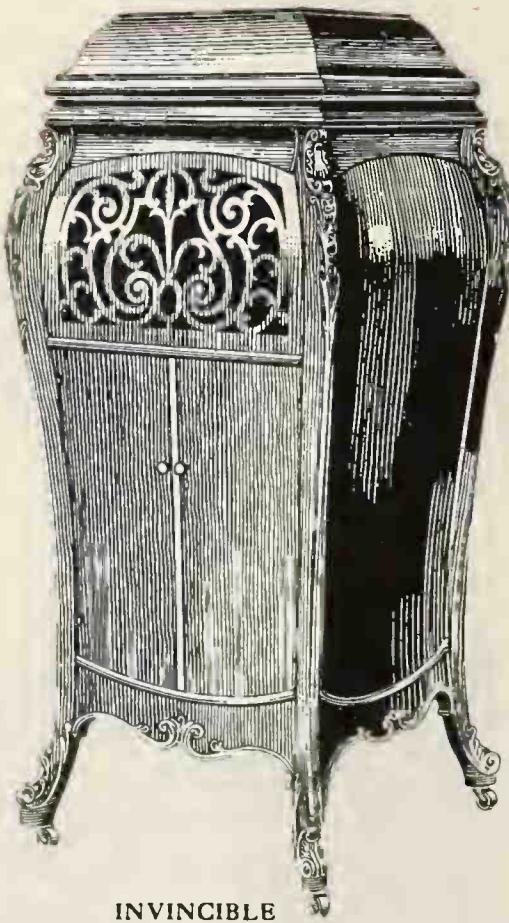
Let us figure on your requirements.



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 manufac-
ture, 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 Sonoras will be available this year than ever before.



There are now ready magnificent upright and period designs at prices from \$60 to \$1000.

The only possibility that you may have of handling the Sonora this year is for you to make your application without delay.

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, Minnesota.

I. MONTAGNES & CO.,

Ryrie Bldg., Toronto, Canada.

Canada

M S & 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.

YAHR & LANGE DRUG CO.,

Milwaukee, Wis.

Wisconsin, Upper Michigan.

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.,

Philadelphia, Pa.

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 PHONOGRAPH SALES CO., INC.,

279 Broadway, New York

Distributors for Greater New York.

SOUTHERN DRUG CO.,

Houston, Texas.

Southeastern part of Texas.

SOUTHERN SONORA PHONOGRAPH CO.,

Selma, Ala.

Alabama, Georgia and Florida.

SOUTHWESTERN DRUG CO.,

Wichita, Kans.

Southern part of Kansas, Oklahoma (except five Northeastern counties) and Texas Panhandle.

STREVELL-PATERSON HARDWARE CO.,

Salt Lake City, Utah.

Entire States of Utah, Colorado, Wyoming, New Mexico and Southern Idaho.

C. J. VAN HOUTEN & ZOON,

Marquette Bldg., Chicago, Ill.

Illinois, Kentucky and Iowa.

WALTHALL MUSIC CO.,

Dallas, Texas.

Western Part of Texas.

**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

All Talking Machine Dealers Look for Great Business in 1920—Beckwith-O'Neill Co. to Have New Home—New Brunswick Accounts

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 the initial stock of records and they are doing it to the taste of the dealers.

The trade was interested last week to learn that the Beckwith-O'Neill Co., distributors of Victor goods in the Northwest, has obtained a lease from the Sol Smith Russell estate of the five-story building, 16-18 South Fifth street, Minneapolis. The present lease expires in February, and when the new one becomes effective the entire building will be remodeled into what 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 kindest 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 headquarters 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 Heineman, 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 Sampson, who is doing excellent work in this position and is making plans for increased business during the coming year.

ATTRACTIVE 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 forepart 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



**"Do it Electrically"
and
"Why Crank your Phonograph"**

Are two phrases that will be seen and heard everywhere within the next year.

National Advertising—newspaper Advertising — and Billboards will carry the "Electrical Idea" direct to millions of receptive people; AND THE ELECTRIC TALKING MACHINE WILL HAVE ARRIVED

Progressive manufacturers are aware of this and are taking advantage of it.

So when you, Mr. Manufacturer, decide to equip your instrument with electrically driven motors—remember that

**THE JOHNSON
ELECTRIC MOTOR**

is the most satisfactory driving power ever devised for Talking Machines.
**THE MOTOR OF CONTINUOUS
EFFICIENCY**

You, Mr. Dealer, can profitably replace spring motors with the

JOHNSON ELECTRIC

The installation is simple, requiring no mechanical skill. Ask us for significant facts.

Johnson Motor Co.

341 N. Crawford Avenue
Chicago, Ill.

HAVE A MODEL ESTABLISHMENT

New Home of Collings & Price Co., Victor Wholesalers, of Newark, N. J., Arranged for Needs of Retailers and Speed in Filling 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 are 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. In the rear of the "dealer's model 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 seldom has the necessary space nor is he able to carry a full stock of period models. It is his idea that the dealers in Collings & 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 for 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 Bamberger'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 stuff 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.



Operaphone

FEBRUARY, 1920

POPULAR VOCAL SELECTIONS

- | | |
|---|--|
| 21140 { Someday You'll Want Me Back (Maybe I Won't Want You) (Retro-Morgan) | Sam Ash, Tenor, Orch. Acc. |
| 21141 { Romany (Where Love Runs Wild) (Weslyn-Krouse) | Orch. Acc. Lewis James, Tenor |
| 21141 { On the Trail to Sante Fe (Cliff-Ness) | Tenor Ouet. Orch. Acc. Lewis James and Chas. Hart |
| 21142 { Ting Ling Toy (Earl) | Orch. Acc. Peerless Quartet |
| 21142 { Come On and Play Wiz Me (My Sweet Babee) (Kalmar-Leslie-Ruby) | Orch. Acc. Billy Murray, Tenor |
| 21143 { And He'd Say OO-La-La; Wee Wee (Ruby-Jessel) | Orch. Acc., Billy Murray, Tenor |
| 21143 { Bye-Lo (Perkins) | Orch. Acc. Sterling Trio |
| 21144 { In Siam (Burden-Cooper) | Orch. Acc., Henry Burr, Vocal Obligato by Marjie Oow |
| 21144 { Now I Know (Warren-Henry-Onivas) | Orch. Acc. Robert Bruce, Tenor |
| 21144 { Such A Lil Fellow (Lowell-Oichmont) | Orch. Acc. Franklyn Moore, Tenor |

DANCE

- | | |
|--|--|
| 31128 { Wonderful Pal (Pinkard) | One-step Broadway Dance Orchestra |
| 31128 { Marilyn (Wadsworth-Arden) | Fox Trot Broadway Dance Orchestra |
| 31129 { My Isle of Golden Dreams (Kahn-Blaufuss) | Waltz Conlin's Society Orchestra |
| 31129 { See Saw (Hirsch) | Medley One-step, Intro. 1, When Two Hearts Discover; 2. Good-Bye, Hello Conlin's Society Orchestra |
| 31130 { Poor Little Butterfly Is a Fly Girl Now (Jerome) | Fox Trot, Intro. What's Worth While Waiting For Conlin's Society Orchestra |
| 31130 { Peggy (Moret-Williams) | Medley Fox Trot, Intro. Rose of Romany, Conlin's Society Orchestra |

STANDARO

- | | |
|---|--------------------------------|
| 41106 { Mollie Darling (Hays) | Orch. Acc. Charles Hart, Tenor |
| 41106 { Every Tear Is a Smile (In An Irishman's Heart) (Sullivan-Sanders-Carlo) | Orch. Acc. Charles Hart, Tenor |

INSTRUMENTAL

- | | |
|---|---|
| 51124 { Angel's Serenade (Braga) | Violin, Harp and Flute Mendelssohn Trio |
| 51124 { Rondino (On a Theme by Beethoven) | (Beethoven-Kreisler) Violin Solo, Piano Acc. Albert Faber |
| 51125 { Amoureuse (Berger) | Concert Waltz Operaphone Concert Orchestra |
| 51125 { Coronation—Medley March | March Operaphone Military Band |

HAWAIIAN

- | | |
|--------------------------------------|-----------------------------|
| 61110 { Pansy Faces (Penn) | Honolulu Hawaiian Orchestra |
| 61110 { One, Two, Three, Four (Alan) | Honolulu Hawaiian Orchestra |

RECORDS

OPERAPHONE CO. INC., LONG ISLAND CITY, N.Y.

24 NEW TITLES EVERY MONTH

Operaphone Records Play on All Talking Machines Without Attachments

OPERAPHONE DISTRIBUTORS:

New York City
Philadelphia, Pa.
Pittsburgh, Pa.
Chicago, Ill.
Selma, Alabama

CRESCENT TALKING MACHINE CO.,
SUPPLEE-BIDDLE HARDWARE CO.
REED CO., Inc.
OPERAPHONE SALES CO.,
SOUTHERN SUPERTONE CO.,

109 Reade St.
237 5th Ave.
190 No. State St.

Write for Your Nearest Distributor

OPERAPHONE CO., Inc., Long Island City, N.Y.



The Cardinal

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, \$500,000 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. Wholesalers and local manufacturers found

themselves sold out and with large stacks of unfilled orders on their desks. The public school music memory contest was brought to a successful conclusion after having made itself felt among the dealers through the big demand for records of the chosen selections.

J. P. Bradt in Southern California

James P. Bradt, former sales manager of the Columbia Graphophone Co., is spending a vacation in Beverley Hills and Pasadena with Mrs. Bradt. Many friends greeted him on his arrival and welcome the pleasure of his presence here. Mr. Bradt recently left Canada, where he was general manager for the Columbia Co. Music Trades Association at Tetrazzini Concert

The regular meeting of the Music Trades Association took place at Wiley B. Allen Co.'s store on December 9. An invitation had been extended by Mme. Tetrazzini through her

CHAS. H. YATES

311 Laughlin Bldg. Los Angeles, Cal.

Manufacturers' Distributors of High Grade Phonograph Accessories and Supplies.

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

TELL ME WHAT YOU WANT
"If I haven't got it, I'll get it for you."

This is part of my service.

Exclusive Pacific Coast distributor for the

JONES-MOTROLA

manager, Jules Daiber, for all members to attend her concert at Shrine Auditorium and 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 filled 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 Schroer.

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.

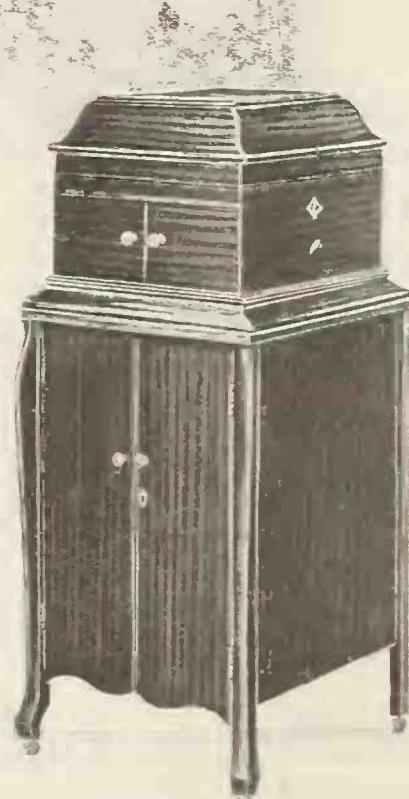
Barker Brothers' Maximum Business

General Manager Boothe 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 Los Angeles branch of the Columbia Co., left for the convention in New York City on Christmas morning, in company with Dictaphone Manager Ryle. Mr. Stidham was well pleased with the December

A RECORD CABINET MATCHING VICTROLA NINE A



309½

309½.—Mahogany, golden oak, fumed oak, weathered oak, nickel plated trimmings, lock and key, shelves interior, casters. Height, 33 inches. Top, 18½x21½ inches. Matches New Victrola 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

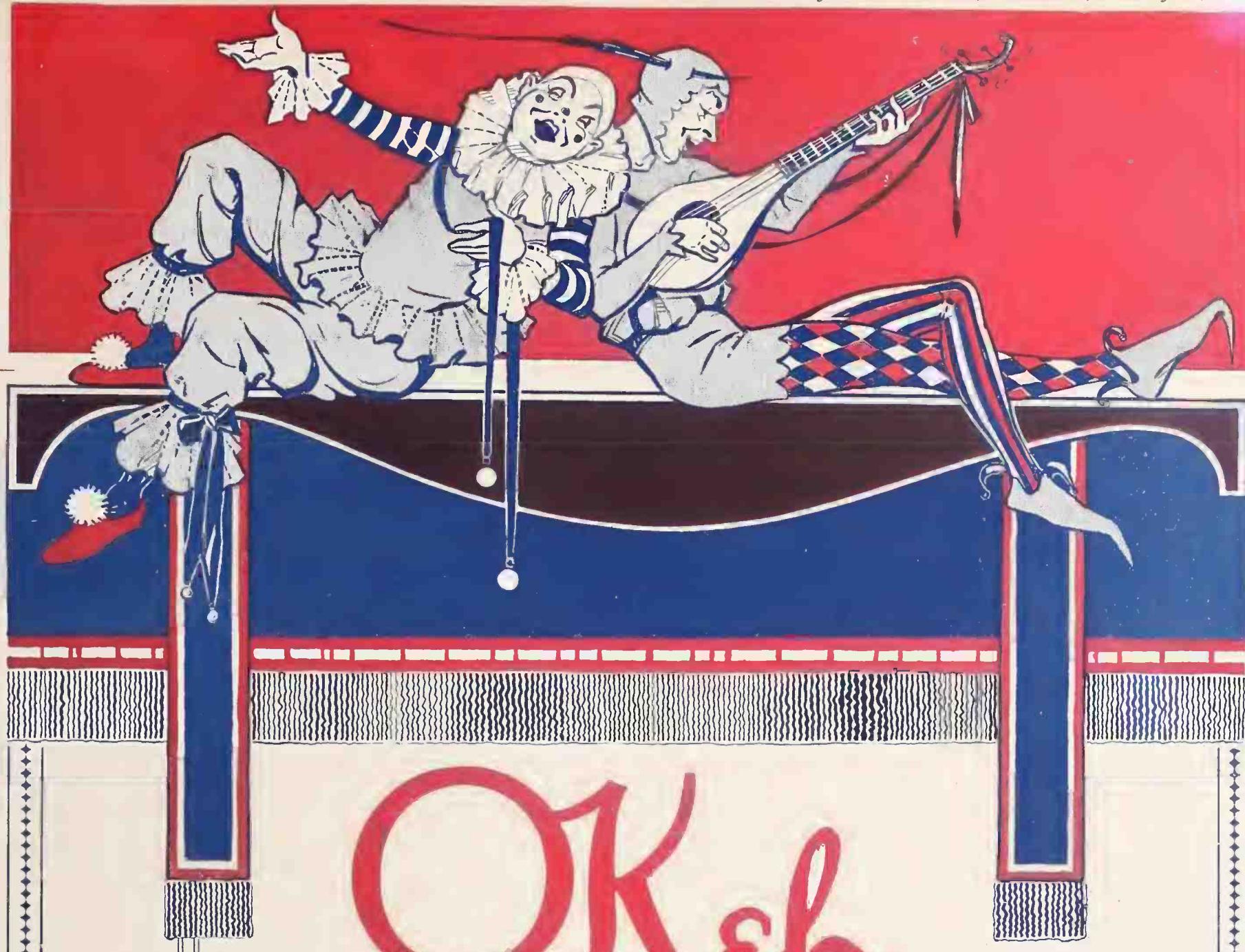
DIE CASTINGS
AUTOMATIC MACHINE
PRODUCTS

NICKEL AND GOLD PLATING

Assembling Up-to-date
systematic production
rigid inspection

Accurate and prompt service
since 1906

GEIER & BLUHM
TROY, N. Y.



OKeh Records

FIFTH SUPPLEMENT

4045	In Your Arms—Fox-trot	Joseph Knecht's Waldorf-Astoria Dance Orchestra
85c	Pretty Little Rainbow—Waltz Instrumental	Joseph Knecht's Waldorf-Astoria Dance Orchestra
4046	Karavan—(Fox-trot Instrumental)	Green Bros. Xylophone Orchestra
85c	Arizona Mona—(Fox-trot Instrumental)	Conway's Band
4047	On The Streets Of Cairo—(One-step Instrumental)	Joseph Knecht's Waldorf-Astoria Dance Orchestra
85c	Peter-Pumpkin Eater—(Fox-trot Instrumental)	Green Bros. Xylophone Orchestra
4048	'Round The Corner—(One-step Instrumental)	Fred Van Eps Quartette
85c	Turko—Oriental Fox-trot	Green Bros. Xylophone Orchestra
4049	I Want a Daddy To Rock Me To Sleep (From the "Greenwich Village Follies")—(Fox-trot Instrumental)	Green Bros. Xylophone Orchestra
85c	And He'd Say "Oo-La-La! Wee Wee"—(One-step Instrumental)	Fred Van Eps Quartette
4050	That Wonderful Kid From Madrid—Tenor	Billy Murray
85c	You Didn't Want Me When You Had Me—Baritone	Bert Harvey

4051	I Left My Door Open and My Daddy Walked Out—Baritone	Jack Kaufman
85c	Why Don't You Drive My Blues Away—Baritone	Al Bernard
4052	Waiting for the Tide to Turn—Tenor	Billy Murray
	You Ain't Heard Nothing Yet—Baritone	Jack Kaufman
4053	I Am Climbing Mountains—Vocal Duet	Shannon and Phillips
85c	Let the Rest of the World Go By—Vocal Duet	Campbell and Burr
4054	Oh! What a Little Whopper (From "The Little Whopper")—Tenor	Billy Murray
85c	I Might Be Your "Once-in-a-While" (From "Angel Face")—Tenor	Harvey Hindermeyer
4055	I Love To Tell The Story—Vocal Duet	Henry and Jordon
85c	Is My Name Written There?—Vocal Duet	Henry and Jordon
4056	The Toy Parade—Descriptive Novelty	Okeh Dance Orchestra
85c	A Day In Toyland—Descriptive Novelty	Okeh Dance Orchestra

Place Your Order Immediately with Your Jobber

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 F. 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.

NEEDLE CUPS

OPEN - COVERED - WIRED

GOLD - SILVER - NICKEL - COPPER - BRASS



No. 1265

Automatic Stops - Supports - Continuous Hinges

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

WEBER-KNAPP CO. JAMESTOWN NEW YORK

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-mark 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. Brighton, 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
SOUND BOXES

MOTORS

TONE ARMS
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

General Industrial Activity Expected to Lead to Heavy Increase in Machine and Record Sales—Local Association Meeting on January 16—General News of Interest

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 will have a supply of ready money to spend at the talking machine stores.

"Sell on credit as little as possible" is the advice given to local talking machine men by a prominent banker in this city. He says the present era of high wages cannot continue indefinitely and that every business man "should leave a good percentage of each year's profits in his business for the inevitable lean years not far away."

A striking full-page advertisement was recently used in a Buffalo newspaper by Lewin Bros., who handle Columbia Grafonolas. The background

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 Lewin 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. A 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 Maisel 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, Cottier & 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. N. 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 face 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 our employes' services," said Mr. Victor. "We have always held that the employer and employee should work together, should seek mutual understanding and good 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, ten 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 probably still open. Write today for 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"

S.O.S.



Supply Base for Phonograph Accessories

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.

Albums	Motors	Mica	Steel Needles
Delivery Envelopes	Tone Arms	Cabinet Hardware	Sapphire Needles
Stock Envelopes	Reproducers	Machines	Genuine Diamond Points
Record Cleaners	Main Springs	Records	Mysto Multi-Playing Needles

Many years of experience in the Phonograph Industry have enabled us to determine the wants of the Manufacturer, Wholesaler and Dealer, and our entire organization has been founded to meet just these requirements.

FOR THE MANUFACTURER:

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

FOR THE WHOLESALER:

The Mysto Multi-playing Needle—plays ten records. Attractive display cartons. Large profits. Apply for territory.

FOR THE DEALER:

Large Stock of all Accessories. Right Quality—Right Prices—Right Deliveries. Write for Catalogue.

It pleases us to announce that with the coming year we have secured the services of three of the best known representatives in the Phonograph Game, who will represent us throughout the United States. They are, namely: **JULIUS ROOS, General Sales Manager NESTOR ROOS, Sales Manager SAM SCHAEER, Asst. Sales Manager**

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.

LANGUAGE FACTORY FOR ENGLAND

Talking Machine Records Might be Used to Record Results of Experiments of Phonetics Experts—May Lead to Establishment of Universal Commercial Language for the World

An enterprise involving the construction of an institute of phonetics, or language science, has had 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 institute which they already possess."

"For it is an illustration of our pre-war lack of vision that not only had the French an institute, but the Germans were busy sending out missionaries from their own research department at Hamburg, while we, whose Empire was five times as large as theirs, have had no institute of phonetics at all."

"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 realized its commercial advantages and started on their own colonies. In fact, they also set to work on ours, so that a German trader could beat the English trader easily on native talk."

"For years the language of the Shilluks on the Upper Nile could not be learned by the English, and eventually appeal had to be made to a German professor, who came out from the institute with his instruments and got it analyzed. The Basutos are another race whose language has been done very well by the Germans, but it is all published in German and not easily accessible to the Englishman."

Explaining some of the remarkable features of the language institute and the work now being done in the Gower street laboratory, the principal produced an instrument known as a kymograph.

When a language quite untranslated is spoken into the kymograph by a native the voice vibrations move a needle which writes the language down on a revolving drum upon smoke paper. The continuous curves thus drawn can then be translated into phonetic English, and step by step can ultimately be produced in book form.

Another way of getting the exact pronunciation is to take a photograph by X-rays of the person's head as he is speaking, and so accurately determine the palate formation, while also in use are chalk-covered molds to show where the tongue strikes when reproducing odd sounds. Forty missionaries, who are going out to various parts of India and Africa, are even now studying these demonstrations. The dead languages of England are also being reconstructed.

EMERSON CAPITAL STOCK INCREASE

Stockholders of the Emerson Phonograph Co. have voted to increase the capital stock of the company by an issue of \$500,000 preferred stock in shares of \$100 par value. This increase brings the total capitalization of the Emerson Co. up to \$1,500,000.

ANNOUNCE NEW PUSHMOBILE PRICES

Columbia Graphophone Co. Fixes Prices on Popular School Model Pushmobiles

W. A. Willson, general sales manager of the educational department of the Columbia Graphophone Co., New York, announced this week that effective immediately the retail price of the Columbia Pushmobile is \$35. At this price the company will allow dealers their regular discounts, thereby putting the Pushmobile on the same merchandising basis as Columbia Grafonolas. Pushmobiles are manufactured in oak and mahogany to match the Columbia D-2 oak and mahogany finishes.

With this new price for the Pushmobile the special school outfit merchandise by the Columbia Graphophone Co. now retails for \$110, consisting of the regular D-2 Grafonola at \$75 and the Pushmobile at \$35. Columbia dealers are also in a position to offer the schools an outfit consisting of the C-2, retailing at \$50, and the Pushmobile at \$35, totaling \$85.

HALLET & DAVIS CO. ACTIVITY

Manager Ainslie Closes Great Year—New House in Hyde Park—A. J. Cullen, New Assistant Manager, Due End of Month in Boston

BOSTON, MASS., January 7.—Manager R. O. Ainslie, of the Pathé department of the Hallet & Davis Co., is taking a brief breathing spell now that the strenuous days of December have passed. A new distributing house for the Pathé line is that in Hyde Park managed by E. C. Clark, who has been able to dispose of a great many machines during the holiday period. A. J. Cullen, who was mentioned a few months ago as having arranged to come here from Chicago to assist Manager Ainslie, is not expected here before the end of the month. When he leaves Chicago he will not come directly to Boston but make several stops at the large centers on the way.

A New Year's resolution—keep music going all the year.

Vision

We believe in it. We practice what we preach. 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 advertising, 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."

The Cleveland Talking Machine Co.

(BINGHAM BUILDING)

1125 OREGON AVENUE

CLEVELAND, O.

Victor Wholesale Exclusively

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 excitement, 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, 411 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, 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 a substantial increase.

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 advantage of, 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 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."

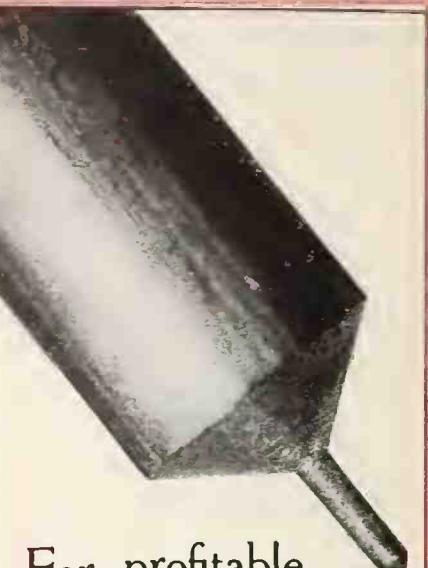
"Large Victrolas were exceptionally scarce, and of course substitutions were in order, and smaller instruments were sent out to the trade until the larger models are available. An increase in the sale of Red Seal records was noticeable, but the popular-priced records showed a large decrease, due to the 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 was more plentiful than since 1917, 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 82)


For profitable
repeat orders

"FOR every three sample needles I give out I am sure to get at least one regular customer," said a dealer speaking of the famous

Sonora

Semi-Permanent Silvered
PHONOGRAPH
NEEDLES

"And I notice," he continued, "that most of our customers buy three packages at a time."

Sonora Semi-Permanent Silvered Needles are called for not only by purchasers of Sonora phonographs but by owners of all other instruments as well.

These needles play ALL MAKES of lateral-cut steel needle records, are vigorously advertised, are popular and are in demand, being most economical, giving a mellow, rich tone and preserving the records. If you haven't these needles, order now.

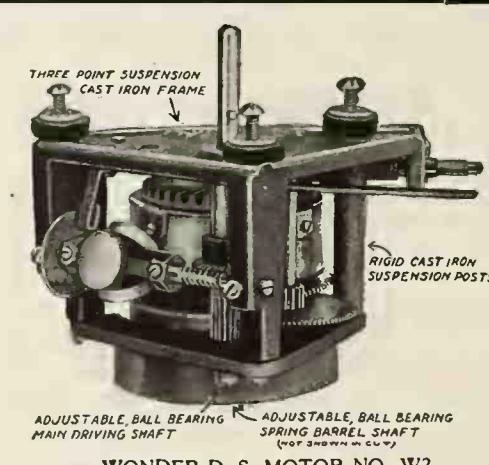
Three grades
Loud, Medium, Soft
25c per card of 5
40c in Canada

**Sonora Phonograph
Sales Company, Inc.**

GEORGE E. BRIGHTSON, President
NEW YORK: 279 Broadway

Canadian Distributors:
1. Montagnes & Co.
Toronto

CAUTION! Beware of similarly constructed needles of inferior quality.



The Science of Motor Building

Motor Building is a science which is mastered only by patient effort and experience. That is the reason it pays to buy motors of an established talking machine manufacturer rather than of mere "motor builders" who set aside, maybe, a part of a plant and produce motors solely for profit without realization of the service requirements. That is the reason it will pay you to buy Wonder Motors.

Our No. W2 illustrated above is a service giving, tested and tried product. It has been designed by our organization to overcome the defects which were found to be in everything previously bought by us from others. It has been regularly assembled into our own talking machines without a single complaint ever having been received. It is a thoroughly high-grade mechanism at a very fair price. It will save you money and reduce your motor troubles. It is not built FOR us but BY us at our own factory at South Norwalk, Conn. We guarantee it and stand back of it. 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 1666
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 point looks like illustration.



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



BEWARE OF IMITATIONS

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

Each package of 50 WALL-KANE Needles costs the dealer 7½c (8c in the far West) and retails for 15c.

JOBBING TERRITORIES OPEN

Progressive Phonographic Supply Co., Inc.
145 West 45th Street, New York

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 Ponselle 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 convention 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. Folls, 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 Crystola 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.

AN EFFECTIVE SONORA WINDOW

A very handsome Sonora display was arranged recently by Charles Mayer & Co., one of the leading stores of Indianapolis. This display attracted unusual attention, and was an important factor in the consummation of several sales.

Against a paneled background hung with handsome draperies were placed the Sonora

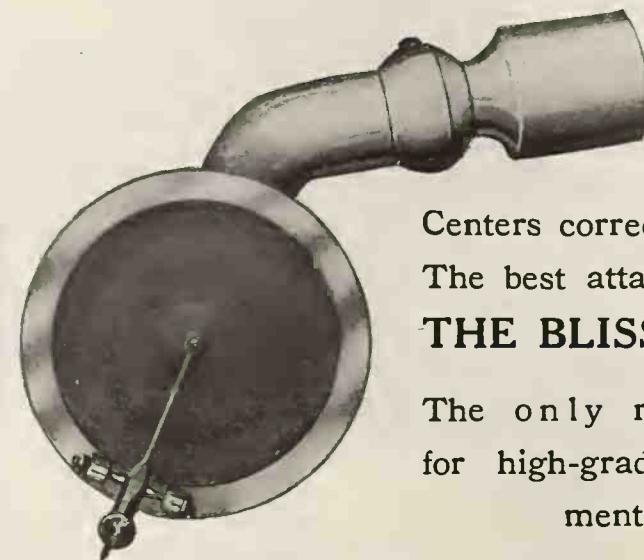


A Window That Attracted Notice "Invincible" and Sonora "Chippendale." On the "Chippendale" were placed costly candlesticks and an arched dish. In the center of the window a superb bouquet of flowers was mounted against rich fabrics, giving a distinctive appearance to the whole window, and introducing an artistic effect which was appreciated by all passers-by.

CHAS. M. SCHWAB'S EPITAPH

"When I die, I want no shaft of marble or tracered stone to cover my resting place. I have spent my life making things. Let my memory be kept green by the work of my hands. When I go, I wish to leave behind me humming mills, smoking chimneys, and great furnaces hot with the creative fires of industry. Let those be my monument and I shall be satisfied."

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.

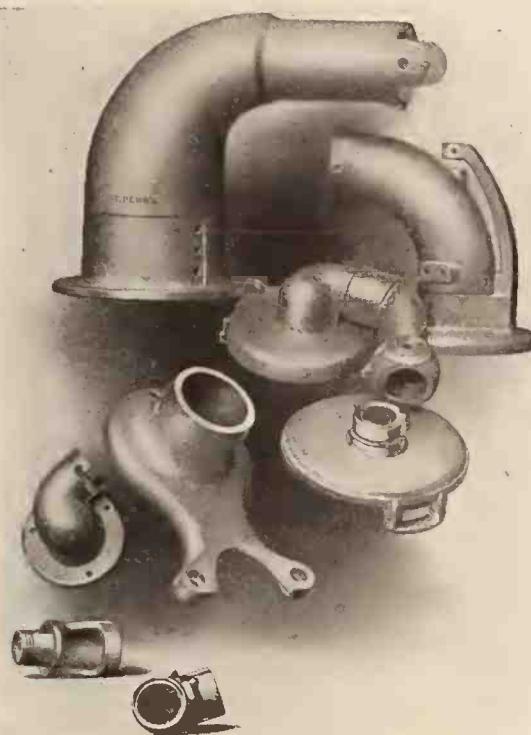
MANDEL MANUFACTURING COMPANY, Inc.

Factories in Benton Harbor, Michigan and Chicago, Illinois

GENERAL OFFICES: 501-511 SO. LAFLIN STREET

CHICAGO, ILLINOIS





DOEHLER DIE-CASTINGS

Than Which There
Are No Better

The Doehter 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.

MAIN OFFICE AND EASTERN PLANT
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



The Emerson Trade Mark

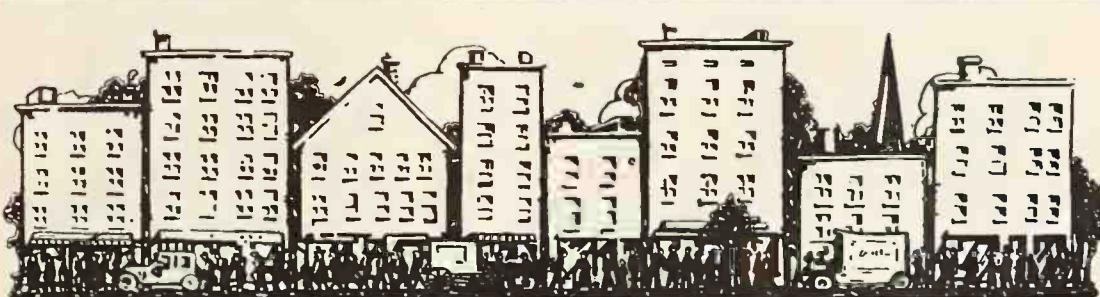
number 124,336, has been allowed. It will be published in the Official Gazette of the patent office on January 6th, 1920, and in case no opposition is encountered, the official registration will be issued a few weeks thereafter."

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 ex-

hibit 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
71 W. 23rd St.

Originators of Window Advertising
for Phonograph Manufacturers

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., Ensley, 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 this 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 in both machines and records.

DOWNING INSTALLS UNICO BOOTH

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 Victor 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. Hop-



Lester L. Leverich

kins, 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

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.

Harold L. Tuers is head of the dealers' service department of the Columbia Graphophone Co.,



Harold L. Tuers

which has achieved remarkable success under his able direction. His previous experience includes the practical merchandising of Columbia products, and he is, therefore, conversant with the problems that are current in retail merchandising. Mr. Tuers needs no introduction to Columbia dealers, as they are all acquainted with the splendid work he has performed in their behalf.

A new Columbia salesroom has been opened in Salem, Ind., by O. O. Williams and Freeman H. Hinds.

The Brooks Automatic Repeating Phonograph

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

Dealers

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



Model 145

The Repeating Device

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



Model 165

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

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



Model 250

Brooks
The
Wonder
Instruments

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

Cleartone

SPEAKS FOR ITSELF



No. 150—\$85



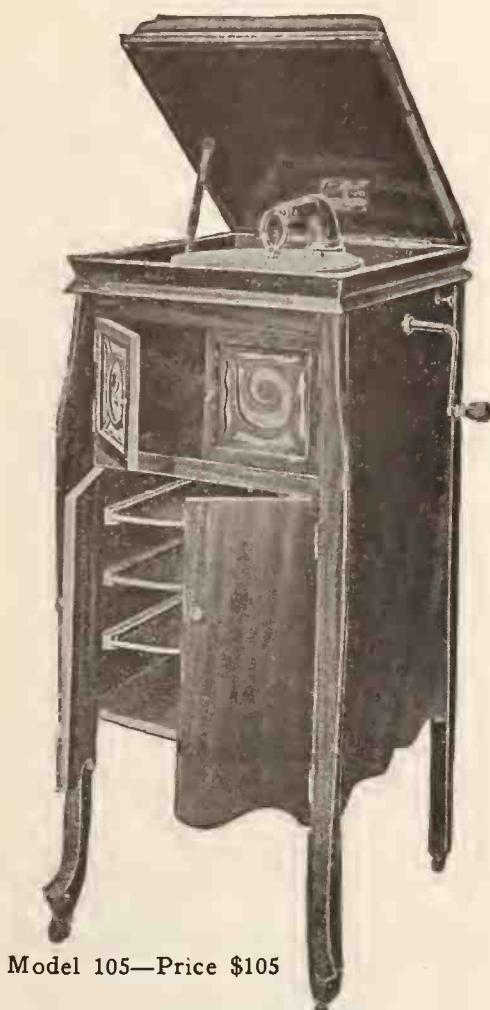
No. 100—\$75



No. 135—Price \$135



Model 175—Price \$175



Model 105—Price \$105



No. 200—\$100

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

Cleartone

SPEAKS FOR ITSELF

NEEDLES

SAPPHIRES

DIAMONDS

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

Cleartone

SPEAKS FOR ITSELF

Motors, Sundries and Supplies

STOP! LOOK! READ!

Something new for Lucky 13! We are now manufacturing our own motor. We never dreamed we would have time to make it this season but by good luck we are able to deliver.

Send for samples—you can't go wrong.

This is the best buy on the motor market to-day.

Half Dozen, \$9.75 Each.

Dozen, \$9.00 Each.

100 Lots, \$8.50 Each.

1000 Lots, \$8.00 Each.

Bevel-gear wind; plays seven 10-inch records without re-winding. Complete with all parts including 12-inch turn table.

SPECIALS FOR MOTOR, TONEARM, REPRODUCER AND CABINET MANUFACTURERS

We have ready for prompt delivery:

Cast-iron Turn Tables in any quantity at the right price. Felts in Discs or Squares, 10 and 12-inch, all-wool, at reasonable prices according to quantity. Mica, first and second quality, clear, in any size and quality.

Main springs and governor springs in any quantity right from stock.

Continuous hinges.

Your inquiries will have our best attention.

SUNDRY DEPARTMENT

MOTORS—No. 1, double-spring, 10-inch turntable, plays 2 10-inch records, \$3.25; No. 6, double-spring, 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable, \$4.25; No. 8, double-spring, 12-inch turntable, plays 3 10-inch records, cast-iron frame, \$6.85; No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, cast-iron frame, bevel gear wind, \$7.85; No. 10, double-spring, 12-inch turntable, plays 4 10-inch records, cast-iron frame, bevel gear wind, \$9.85; No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, cast-iron frame, bevel gear wind, \$10.75.

TONE ARMS AND REPRODUCERS—Play all records—No. 2, \$1.75 per set; No. 3, \$1.75 per set; No. 4, \$4.00 per set; No. 6, \$3.75 per set; No. 7, \$3.75 per set; No. 8, \$3.15 per set; No. 9, \$2.95 per set; Sonora tone arm with a reproducer to fit.

MAIN SPRINGS—No. 00, $\frac{5}{8}$ in., 9 ft., 29c; No. 01, $\frac{3}{4}$ in., 9 ft., 25c; No. 02, $\frac{3}{4}$ in., 7 ft., 25c; No. 1, $\frac{3}{4}$ in., 10 ft., 39c; No. 01A, $\frac{3}{4}$ in., 10 ft., 49c; No. 2, 13-16 in., 10 ft., 39c; No. 3, $\frac{7}{8}$ in., 11 ft., 49c; No. 4, 1 in., 10 ft., 49c; No. 5, 1 in., 11 ft., heavy, 69c; No. 6, 1 $\frac{1}{4}$ in., 11 ft., 99c; No. 7, 1 in., 25 gauge, 15 ft., 89c. We also carry other size main springs to fit VICTOR, COLUMBIA and all other motors at nominal prices.

Special prices on springs in quantity.

RECORDS—COLUMBIA, 10-inch double disc records, 35c each; 12-in., 60c each.

GOVERNOR SPRINGS—To fit VICTOR, COLUMBIA and all other motors at moderate prices. Special prices on large quantities to Motor Manufacturers.

GENUINE DIAMOND POINTS, for playing Edison records, \$1.95 each.

SAPPHIRE POINTS, for playing Edison records, 22c each; hundred, 18c; thousand, 16c.

SAPPHIRE BALLS, for playing Pathe records, 18c each; hundred, 17c; thousand, 15c.

NEEDLES, Steel, 45c per thousand in 10,000 lots; hundred thousand lots, 43c; million lots, 39c; five million lots, 35c.

We also manufacture special machine parts, such as worn gears, stampings, or any screw machine parts for motor, reproducer and part manufacturers.

Special quotations given to quantity buyers in Canada and other export points.

Write for our 84-page catalog, the only one of its kind in America, illustrating 33 different styles of talking machines and over 500 different phonographic parts; also gives description of our efficient Repair Department.

Latest 84-Page Catalog Now Ready!

LUCKY 13 PHONOGRAPH CO., 46 East 12th Street, New York

MILWAUKEANS HAVE BIG POST-HOLIDAY TRADE

Sales for December Exceeded all Expectations
—Stock Shortage Felt and Empty Warerooms 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 continued at a very lively pace, and before Christmas eve many merchants were entirely sold out. Another very remarkable feature is that the customary lull between Christmas and New Year's did not appear. There was no time for rest or rearrangement of depleted stocks. Throughout the Christmas week and up to time of this writing business continued as lively and active as several weeks previous, and belated shipments of holiday goods were disposed of as readily as if received on time.

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 in Milwaukee to employees. It is estimated that not less than \$2,000,000 has been paid out in bonuses by various manufacturing, retail and wholesale industries.

The local dealers have also had numerous compliments on the gameness and thoroughness displayed by them in what seemed as wilfully casting money to the winds in advertising when the stocks were low and demand almost phenomenal, when knowing as they did that even a natural holiday impetus would clear all goods on hand. Throughout the holiday period advertising in almost all forms—newspaper, street-car and billboard—was used by merchants very



PERSONAL SERVICE

The members of our Company are always available and will gladly see you personally or write you at any time we can possibly serve you.

Why not communicate at once with us?

EXCLUSIVELY WHOLESALE

BADGER TALKING-MACHINE CO. 135 Second Street
MILWAUKEE, WIS.
VICTOR DISTRIBUTORS

liberally, with but a single thought in mind, and that to protect the music industry for a "rainy day." In addition to this individual establishment 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' situation 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.

Milwaukee music merchants, after hearing a report of Michael Levin, counsel for the Milwaukee Association of Music Industries, who specially investigated the regulations passed recently by the State Legislature on "conditional sales," feel satisfied that the rules as provided under the new passages are a vast improvement 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 interpretations 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 dealing 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 deferred payments, with an equally satisfactory security.

H. M. Hahn, salesmanager of the Sonora department of the Yahr & Lange Drug Co., wholesale 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.

(Continued on page 90)

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 output that enables us to supply some of America's biggest jobbers promptly.

THREE LARGE



— ADDRESS —
GENERAL SALES CORPORATION
1520 Buffum St.
MILWAUKEE, WIS.

Retailers—We have a jobber in your territory who can supply you over night with big value phonographs at a liberal discount.

6 Models—Retail Prices \$85 to \$200

FACTORIES

OWNING AND OPERATING

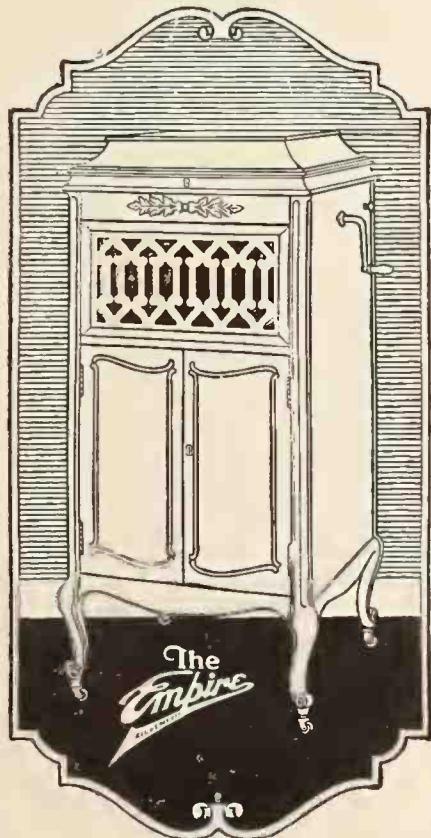
General Mfg. Corporation
Recordon Phonograph Co.
Heaney-Schwab Billiard Mfg. Co.

Makers of Billiard Tables Since 1882

TO OUR MANY DEALERS

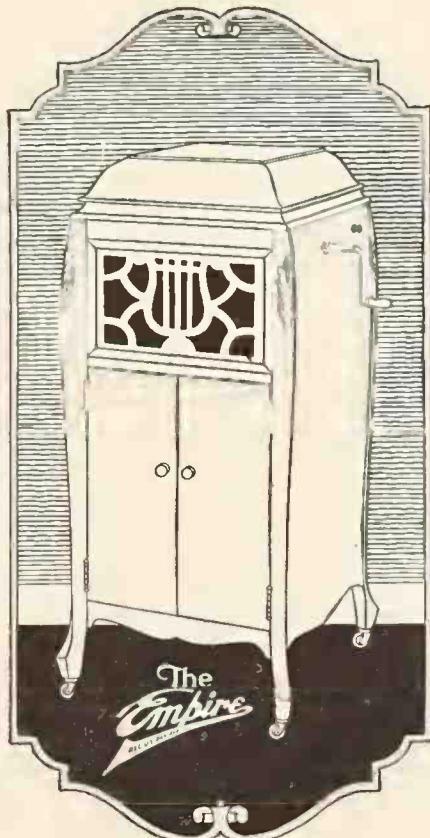
YOU, our dealers, have made a good year possible for us and we are very grateful. In the year just passed you have been generous with your patronage and through your co-operation and loyalty we have enjoyed a wonderful business and we desire to extend our sincere appreciation for the business we have 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."



MODEL XA-I
Mahogany or Burl Walnut

*"Famous
for
Tone"*



MODEL B
Mahogany, Walnut or Oak

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 sent 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 local branch of the Brunswick-Balke-Collender Co., distributor of the Brunswick in Wisconsin and Upper Michigan. "People have just come to the full appreciation of a talking machine in their homes," said Mr. Kidd, "and while instru-

ments 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.

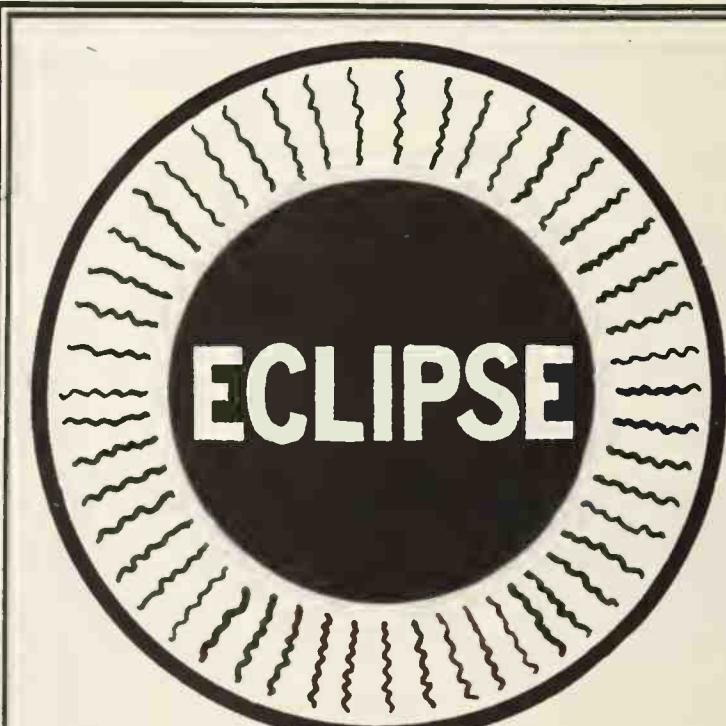
A TALKING CHRISTMAS CARD

A. H. Carlisle, of Talking Book Corp., Sends Out a Very Timely Souvenir

One of the attractive souvenirs of the holiday time 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 Flonzaley 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 anent 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 fewer high class talking machines 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 pad 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 signal development this year. Mr. Raygurt keeps in very close touch with public taste and he says the Sacramento trade, while alert and discriminating, responds royally to every commendable offering on the part of the dealers.

General Phonograph Corp. to Expand

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 ma-

chines 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 business the branch will secure large quarters in the near future.

Okeh Records for Kohler & Chase

Kohler & Chase have been assigned the California jobbing agency for Okeh records and this concern has taken 5,000 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 unexcelled 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

Nathan F. 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 \$200,000.

Clark Wise & 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 the necessity of a finger's touch.

What More Can You Ask

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



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

MAGNOLA TALKING MACHINE COMPANY
OTTO SCHULZ, President
General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANDLER BLDG.
ATLANTA, GA.

A. M. DRUCKMAN SOLE EASTERN DISTRIBUTOR

for
Steinburn
CHICAGO



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

The Mutual
TONE ARMS & SOUND BOXES

MANHATTAN
Wooden Tone Arm

SUPREME
TONE ARMS & SOUND BOXES

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?

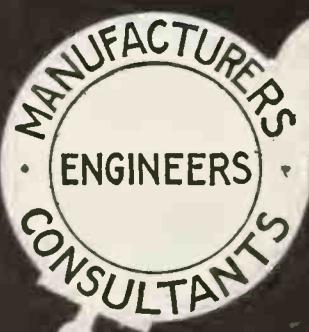
The Mutual
TONE ARMS & SOUND BOXES

MANHATTAN
Wooden Tone Arm

SUPREME
TONE ARMS & SOUND BOXES

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



W^M PHILLIPS

145 West 45th St.
New York

Chicago Representative:
H. Engel, Republic Building.

**TONE
ARM
SERVICE
DEPARTMENT**

TAYLOR SUCCEEDS IN NEW FIELD

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



Victor Shop of A. H. Taylor
talking machine store at 316 Fulton street, Jamaica, N. Y., where he handles the Victor line exclusively.

While in charge of the F. G. Smith warrooms Mr. Taylor also looked after the talking machine department and therefore carried into his own store much experience regarding the handling of machines and records which has stood him in good stead in winning success in his new field. Mr. Taylor has a very attractive store, as is indicated by the accompanying photograph, and has enjoyed a business that has taxed his ability to handle.

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

The World takes pleasure in acknowledging and reciprocating the good wishes for the New Year received from its many friends in the trade, among them being the Stewart Talking Machine Co., Indianapolis; the Louis Buehn Co., Philadelphia; Penn Phonograph Co., Philadelphia; Harry W. Weymann, H. A. Weymann & Sons, Inc., Philadelphia; Empire Talking Machine Co., Chicago; E. H. Droop, E. F. Droop & Sons Co., Washington, D. C.; the Cabinet & Accessories Co., Inc., New York; Franklin G. Dunham, Landay Bros., New York; Faultless Caster Co., Evansville, Ind.; Ralph L. Freeman, Victor Talking Machine Co., Camden, N. J.; W. D. & C. N. Andrews, Buffalo, N. Y.; Lakeside Supply Co., Chicago; C. C. Mellor Co., Pittsburgh; Blackman Talking Machine Co., Inc., New York; Arthur A. Trostler, Schmelzer Arms Co., Kansas City; Standard Talking Machine Co., Pittsburgh; George E. Brighton, Sonora Phonograph Corp., New York; John Cromelin, Raymond Atkinson and L. G. Shatney, General Phonograph Corp., New York; Lionel M. Cole, Iroquois Sales Corp., Buffalo; Royden J. Keith, New York Talking Machine Co., New York; Frank J. Coupe, Sonora Phonograph Corp.; Geo. L. Funnell, Berliner Gramophone Co.; J. Reimers & Son, and Fred C. Stryke, New York.

CLOSED BIG COLUMBIA BUSINESS

MALDEN, MASS., January 7.—M. C. Perkins, head of the Perkins Music Store, in the Auditorium Building, this city, says that his December business exceeded anything he had hoped for, and it finally became a hard task to get Columbia goods, in which his house deals exclusively. Mr. Perkins is looking for a big, healthy demand for Columbia Grafonolas and records and expects to do a large business in 1920.

RESUMES FORMER ACTIVITIES

Presto Phono. Parts Corp. Now Producing Complete Line of Parts and Accessories—Was Engaged in War Work for Two Years

Among the well-known factories in the phonograph industry which contributed their share towards winning the war was the plant of the Presto Phono. 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 retraced 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 elec-

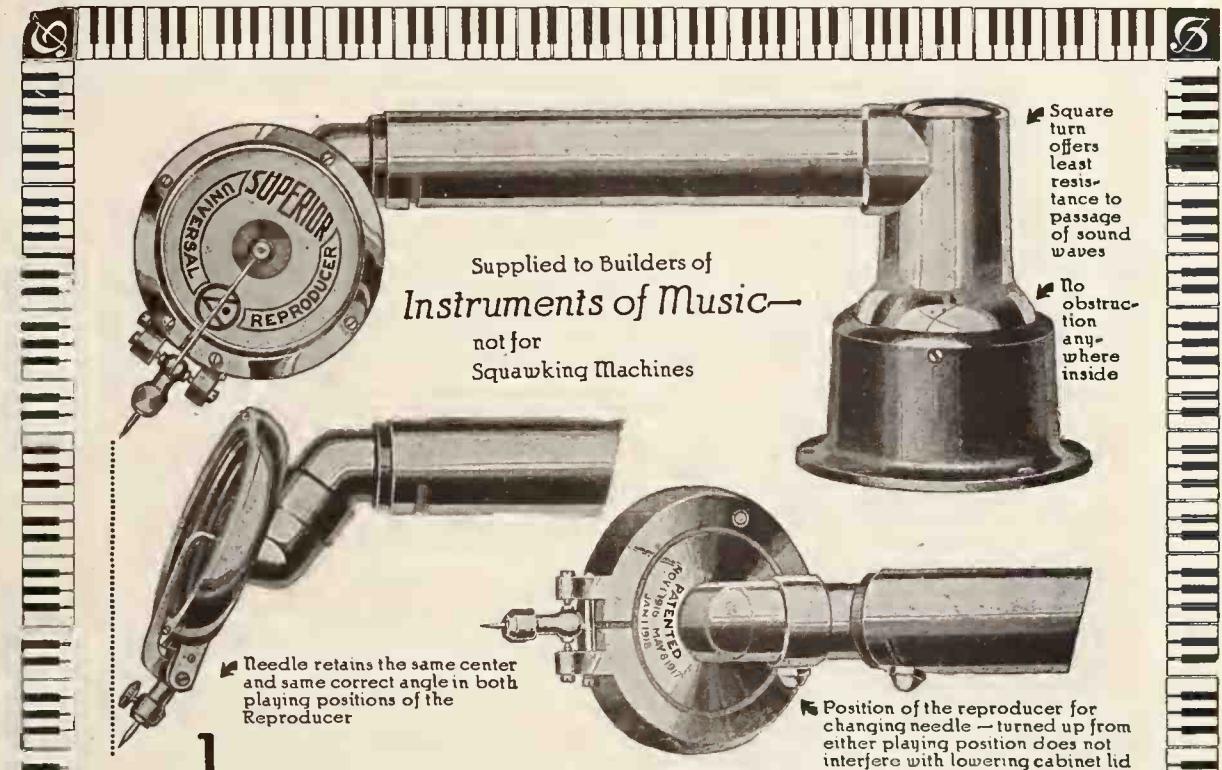
tric automatic stop, both of which are meeting with an active sale.

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 stop 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."

Frank D. Perry—Hudson, 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.

	Nickel	Gold
Sample Set with Black Composition Diaphragm	\$8.50	\$10.50
Extra Reproducer with Ilica Diaphragm . . .	5.75	6.75

Prepaid anywhere, on receipt of price. Submitted on approval, subject to return within a reasonable time; in which event the full price will be refunded

Quantity Prices on Application

Barnhart Brothers & Spindler

Makers of Superior Specialties for Phonographs



Monroe and Throop Streets
Chicago, Illinois

"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 a new turn in production 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 prosperity of the dealers, collectively and individually, is the fact that industrial Pittsburgh is in for a long and steady run of its big mills and producing plants. Iron and steel men are agreed that this year will be one of the busiest that the metal trades ever experienced and they predict that record breaking outputs of fabricated steel will be made. This indicates that the wage problem will not be affected by any revision downward and that high wages and steady work is the assurance for the next 18 to 24 months. It also means that the iron and

steel workers, who number thousands, as well as the myriad of other wage earners in the various lines of industries aside from iron and steel and coal and coke, that have made Pittsburgh famous, will be potent factors in the purchasing field and this includes music in all of the varied branches. Here the talking machine trade will be a large beneficiary as has been amply demonstrated in the past.

S. H. Nichols, manager of the Pittsburgh branch of the Columbia Co., told the World representative that "December proved to be the best month as far as actual business was concerned." He emphasized the fact that despite the shortage of certain lines, due to the inadequate transportation facilities of the railroads, the Columbia dealers accepted the situation very philosophically and sold what Columbia goods they were able to obtain. Withal it was a great Columbia year and there was marked rejoicing by the Columbia forces here over the result of their activity during the twelve months just ended. Mr. Nichols said: "I have every bit of faith in 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 to the various Edison dealers in their territory: "As we look back over the year just ended, we find many reasons for being pleased with its showing. It is quite true that there have been many disappointments due to a shortage of instruments, occasioned by causes over which

neither the factory nor we have had any control. But despite these adverse conditions we have seen the popularity of the New Edison ever increasing, the Re-Creations coming through in greatly increased quantities and in more uniformly good quality, and the volume of our business steadily growing. We appreciate the patience you have shown toward us through the trying months; we thank you for your valued co-operation and the business given us, and we venture to predict in view of the elaborate plans being made by Thomas A. Edison, Inc., that 1920 will be the best in your experience as an Edison dealer."

The Buehn Phonograph Co. tendered a Christmas dinner to the officers and sales force at which A. A. Buehn, the president and general manager, acted as toastmaster. The Buehn staff were much surprised as well as pleased by the announcing of a cash bonus as a Christmas gift. The Buehn Co. distributed to their Edison dealers handsome leather note and bill books.

The usual monthly demonstration of Victor records by the Standard Talking Machine Co. was held at the Fort Pitt Hotel, last Friday evening, when a number of the Victor dealers, specially invited, were guests of J. C. Roush, the president, at a dinner. French Nestor and Wallace Russell, also of the Standard Co., assisted in making the visitors feel at home. Following the dinner the February Victor records were played. The plan is a very commendable one and reflects keen enterprise on part of the Standard Co. in giving the dealers a first hearing of the records every month. The Standard Co. sent out as a holiday reminder a neat leather bound 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 13, John McCormack; January 16 and 17, Philadelphia Orchestra, and Alfred Cortot, pianist. (Continued on page 96)

NOTICE 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

E. N. UPSHAW, Pres. and Gen. Mgr.

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

Turtable Felts

Motor Felt Washers

Motor Brake Felts

Needle Rest Felts

Cabinet Strip Felt

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

has been recently designed to fill the wants expressed by many talking machine dealers. It is constructed of seven channel steel pockets, 1½ inches deep, each pocket holding twelve

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



"The Displayor"

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
145 E. 34 STREET - NEW YORK

The Popular Portophone

LUNDSTROM CONVERTO CABINETS

Record Albums
Record Delivery Envelopes
Motrolas
Record-Lites
Fibre Needle Cutters

Standard Phonographs

Phonograph Cabinets
Table Cabinets, All Kinds
Talking Machine Toys
Brilliantone Needles
Velvetone Needles
Red, White & Blue Needles
Polishes & Oils
Repeaters & Rotometers
Wall-Kane Needles
Record Cleaners
Dust & Moving Covers

All from One Source

'IN THE HEART OF NEW YORK'

OTTO GOLDSMITH President

VITANOLA

The Phonograph of Marvelous Tone



VITANOLA FOURTEEN

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

508 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. Ceupe has filled the position of manager of both the sales and advertising departments, but the phenomenal demand for the Sonora product has



Sonora Advertising Department
(Insert) L. C. Lincoln

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.

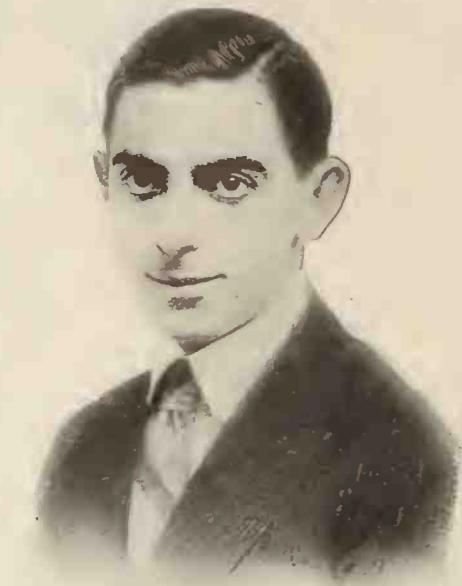
Reproduction of the illustrations from oil paintings gives the advertisements a richness and character which is very interesting—and although the details of design and decoration of the cabinets are but suggested, the casual observer gets as vivid an impression as though he had a photograph of the instrument before him.

So many of the finest ideas in advertising presentation 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.

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,



Eddie Cantor

both parties deemed it expedient to renew the contract at this time.

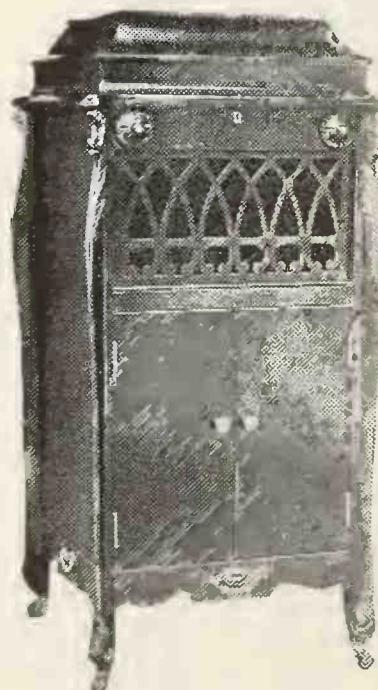
Eddie Cantor is the star of the Ziegfeld Follies, and has won an international reputation as one of the foremost comedians on the theatrical stage. His Emerson records have attained wide popularity, and Emerson dealers everywhere will welcome the news that this well known "star" is an exclusive Emerson artist.

INDIANAPOLIS PATHÉ 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.

REAL MERIT WINS

HIGHEST QUALITY
MOTORS
Universal Tone Arms



THE *Recordion* HAS IT
TRADE MARK
REG. U. S. PAT. OFF.

PLAYS ALL
RECORDS
PERFECTLY



Ten Superb Styles in Mahogany,
Walnut or Oak

Embodying
Individuality, Beauty in Design
\$100 to \$350

Tone Chambers of all Selected Woods
With Hand Carved Throats

Special Features are Patented

Booklet and Dealers' Prices on Request

Columbia Mantel Co., Inc.
Leonard and Devoe Sts., Brooklyn, N. Y.

RECORDIONS make friends easily by their wonderful tone and stay sold on account of the unchallenged quality.

RECORDIONS are selling fast. We have but recently enlarged our factory floor space and shall do so again. There's a Good Reason.

BE A LIVE WIRE—BE THE FIRST RECORDION DEALER IN YOUR VICINITY

General Phonograph Corporation

OTTO HEINEMAN, President

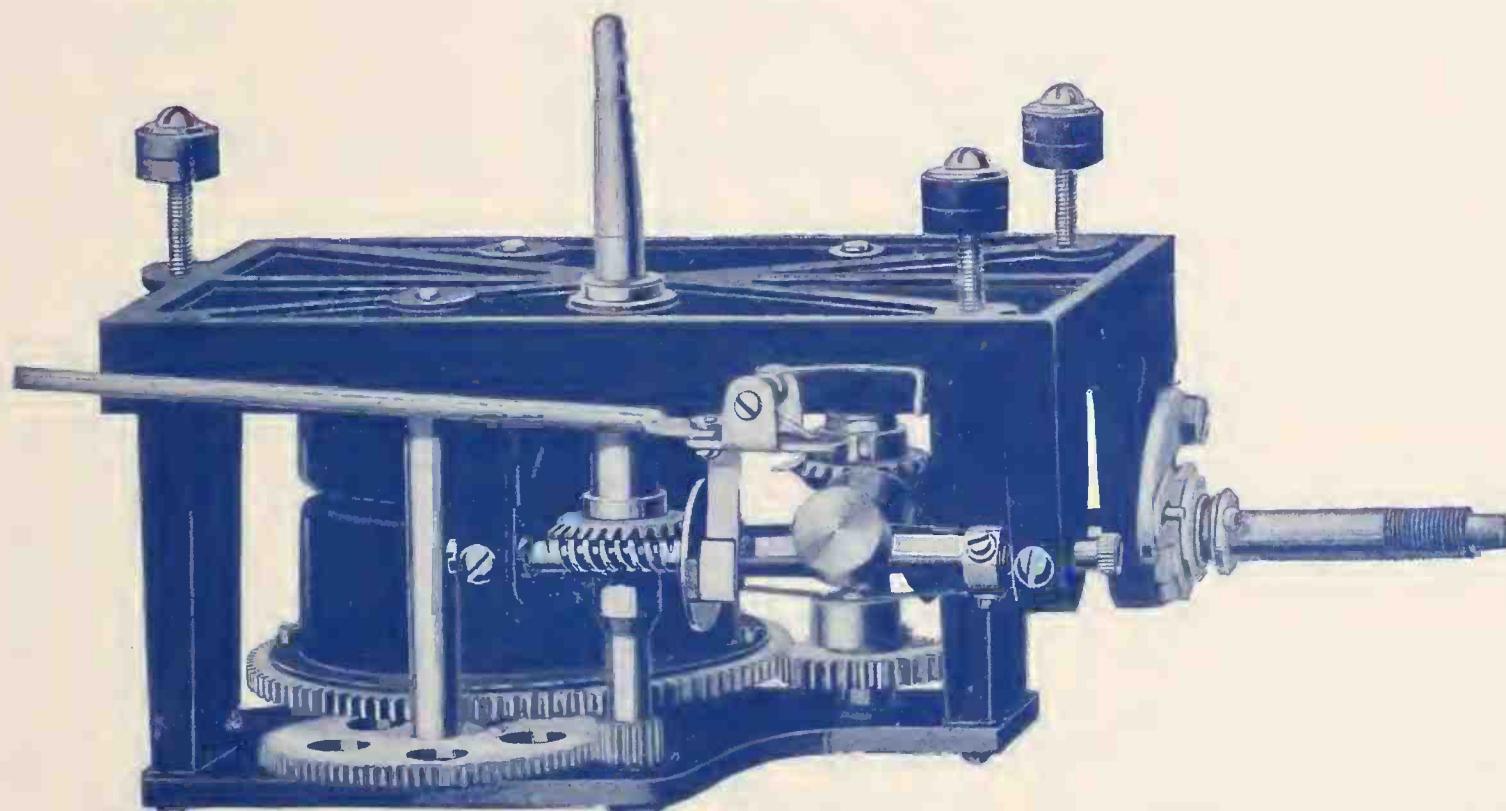


FACTORIES: NEWARK, N. J.; ELYRIA, OHIO; PUTNAM, CONN.;
SPRINGFIELD, MASS.; KITCHENER, ONT.

BRANCHES: CHICAGO SAN FRANCISCO TORONTO, CAN.

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.

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

BRANCH OFFICES

Chicago, Ill.

San Francisco, Cal.

Toronto, Can.





Bush & Lane Phonograph Artistry

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

Hulda Lashanska sings the "Lullaby" from the always popular *Erminie*. Don't go to sleep and miss this chance to make a mint of money. Columbia Record 78356.

Columbia Graphophone Co.
NEW YORK



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 sup-

plies 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



E. N. Upshaw



W. A. Rawson

in it since 1906. He has been active in the National Association of Talking Machine Jobbers and was the prime mover in the formation of the Southern Victor Dealers' Association, which held its first meeting at the Capital City Club, Atlanta, Ga., last July. He knows how

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.

QUALITY PLUS SERVICE

The KENT

Attachment No. 1

to play lateral-cut records only on the Edison Disc Phonograph



Patented March 2, 1915

Tone Arms and Sound Boxes.
Attachments for Edison Machines.
Attachments for Victor Machines.
Attachments for Columbia Machines.
Sapphire and Diamond Points.

*Material and workmanship
guaranteed.*

*Money back if not satisfied.
Our trade mark is your
protection.*



Registered in U S Pat Office

KENT PRODUCTS

*"Win their way
By their play"*

The KENT Master Adapter

to play any make of disc record on the Edison Disc Phonograph
Made under Patent No. 1,130,298



Position when playing lateral-cut record

F. C. KENT COMPANY

Manufacturers of

PHONOGRAPH ACCESSORIES

NEWARK, N. J.
U. S. A.

Mulberry and
Chestnut Sts.

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 prob-

Fuhri, 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

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



Members of the Executive and Sales Staffs of General Phonograph Corp. on Visit to New Plant in Newark, N. J.

lems 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, and using as his subject "The Past and Future of the Phonograph Business," presented a clear and forceful résumé of the most important events in this industry during recent years, together with a valuable forecast of the future.

Among the other interesting addresses on Monday were the following: "Labor Democracy," by A. G. Bean, vice-president and general manager of production; "The Phonograph Industry of the Central West," by S. A. Ribolla, general manager, Illinois Corp.; "The Future of the Record Business," by John Cromelin, general sales manager of the company, and W. C.

Manager," by F. W. Hager, manager of the Okeh recording laboratory; "The Fine Art of Correct Recording," by C. L. Hibbard, manager of the Okeh recording laboratory; "Possibilities in the Eastern Market," by Paul L. Baerwald, sales manager, Eastern division; "The Outlook for Phonograph Manufacturers on the Pacific Coast," 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

Heineman, vice-president and assistant general manager; "My Trip to South America," by R. C. Ackerman, export manager; "Modern Manufacture of Phonograph Motors," by G. Kunkle, manager, Meisselbach division; "New Devices and Improvements in Phonographs," by Anthony Vasselli, superintendent, Meisselbach division; "Improvements in Tone—Efficient Assembling of Machines," by J. J. Scully, manager, experimental laboratories; "Organization and Bookkeeping," by D. Goldman, accounting division.

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

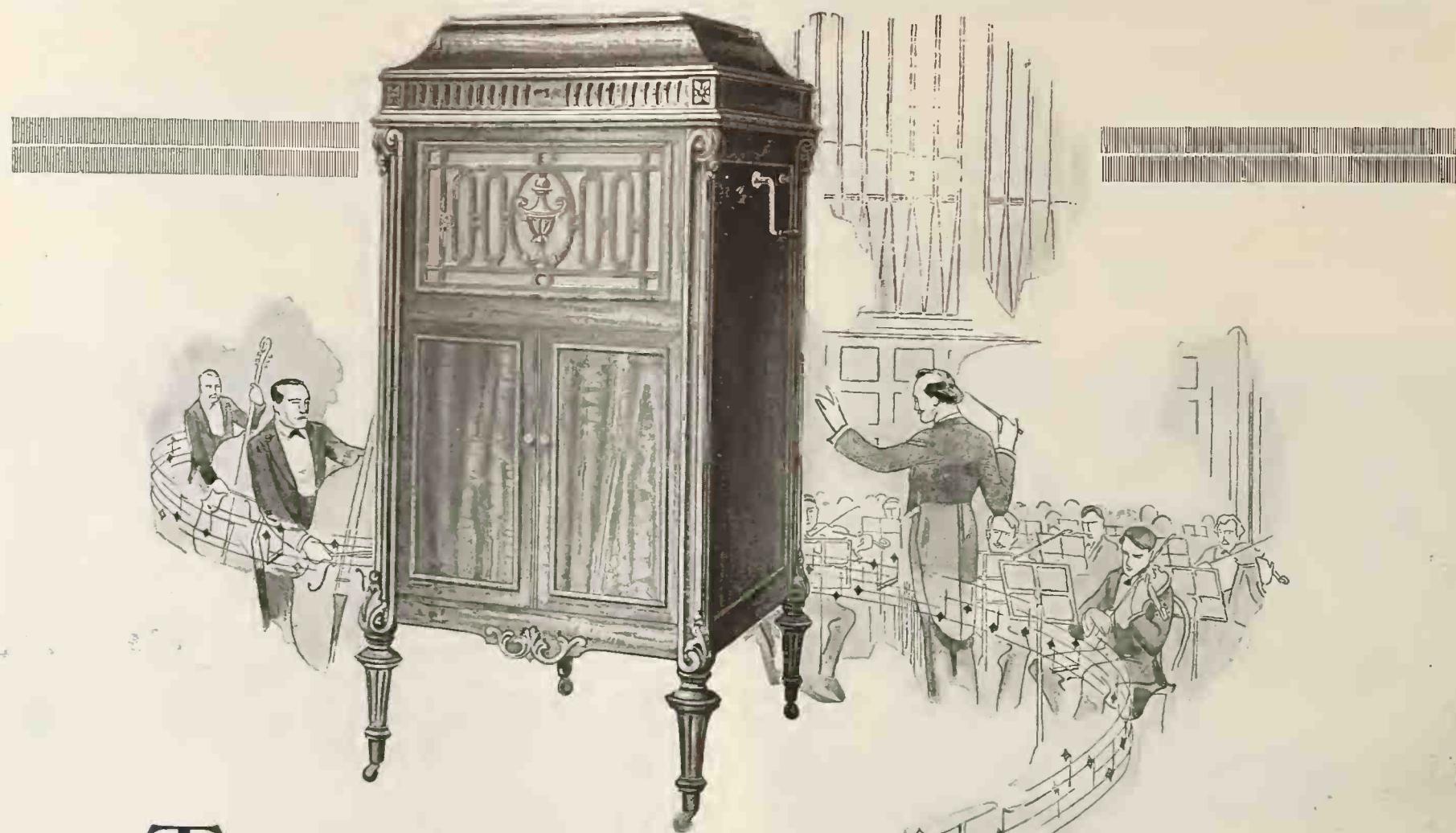
OUR **VICTOR SERVICE** IN 1920

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

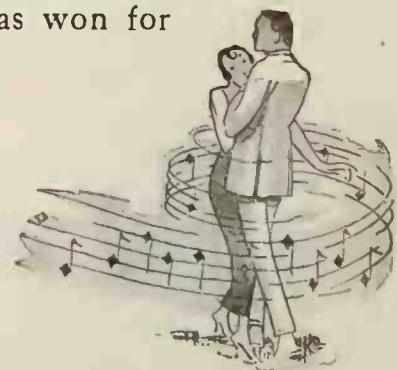
A music-hungry and purse-heavy America wants phonographs—wants them so keenly that dealers are clamoring for many millions of dollars' worth that the factories *cannot possibly* produce.

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 MFG. CO.,
MACHINE and Offices Milwaukee, Wis.



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

[Note.—This is the 42d of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion neglected wholly or in part.—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 new basis. When I had the pleasure of beginning the critical study of this business for the first time some three years ago the stage was set for an entirely different scene. 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-scouring prophet. Today we find that what was a small and almost unrecognized industry has attained, as it were overnight, 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 and need have no fear that they may be making mistakes. The important thought for the merchant is not so much in this. 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 needing 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 107)



WRITE FOR FOLDER AND PRICES

EMPIRE UNIVERSAL ATTACHMENTS

FOR EDISON PHONOGRAFS

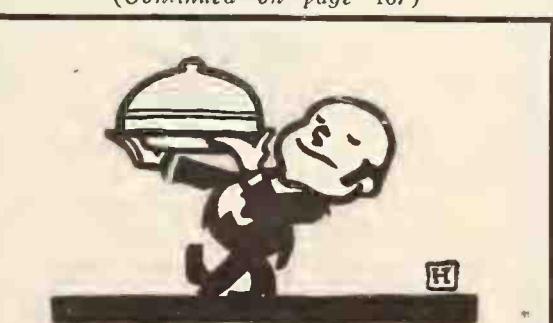


Makes any disc record playable on the new Edison Disc Phonograph. Write for folder and attractive quantity prices.

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 $5\frac{1}{4}$ 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.



295 HUNTINGTON AVE., BOSTON

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 _____

BROWN, McMANUS & CO.

DISTRIBUTORS 51 EAST 42nd STREET, NEW YORK

THE FAMOUS
Connorized
 PLAYER PIANO ROLLS
 AND
Lyric
LATERAL RECORDS
 THE LATEST HITS
 AND POPULAR ARTISTS
 NOW READY

CALL OR WRITE FOR PARTICULARS

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 industry in a place where its steady and healthy growth may be assured.

The Permanent Property

The present momentary condition of the industry is too hectic by far to last very long. To conquer the conditions of permanent prosperity, it is the plain duty of every merchant to work along the highest lines in all his publicity and in all his selling.

In a word, the thing to feature is—to say once more what I have so often said before—the musical side of the talking machine.

Don't advertise machines, one may advise the merchant; sell only MUSIC. Don't sell ma-

chines to your customers, sell MUSIC. Don't talk machines, talk MUSIC. There in three sentences is 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 have the whole of music on which to draw. The field covered by music is very large, and its influence is very great and goes very deep.

The Topic of Facts

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 more than assure a personal safety. He 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 today 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

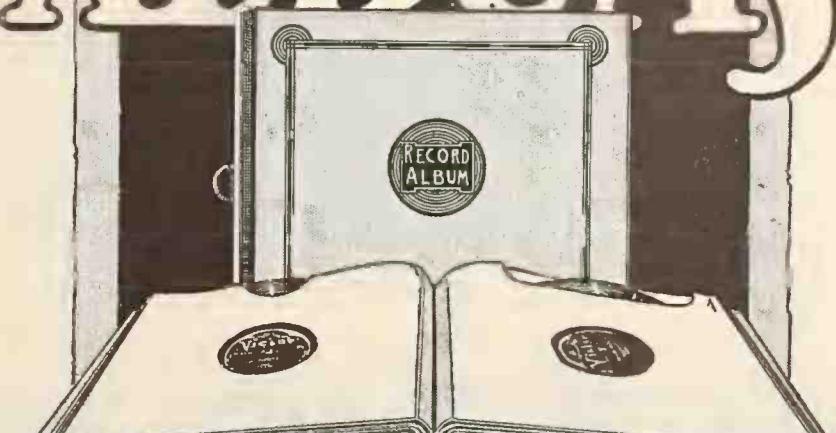
Christmas Shoppers Attracted in Large Numbers to New Pathé Shop—Officials of Pathé Frères Phonograph Co. Attend

The Monday before Christmas witnessed the opening of the new Pathé 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 Pathé 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.

ALBUMS



THE BOSTON BOOK CO. INC.
40-46 W 20ST NEW YORK

Mellor
 Wholesalers
 Victors
 Records and Supplies

PITTSBURGH, PA.



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.

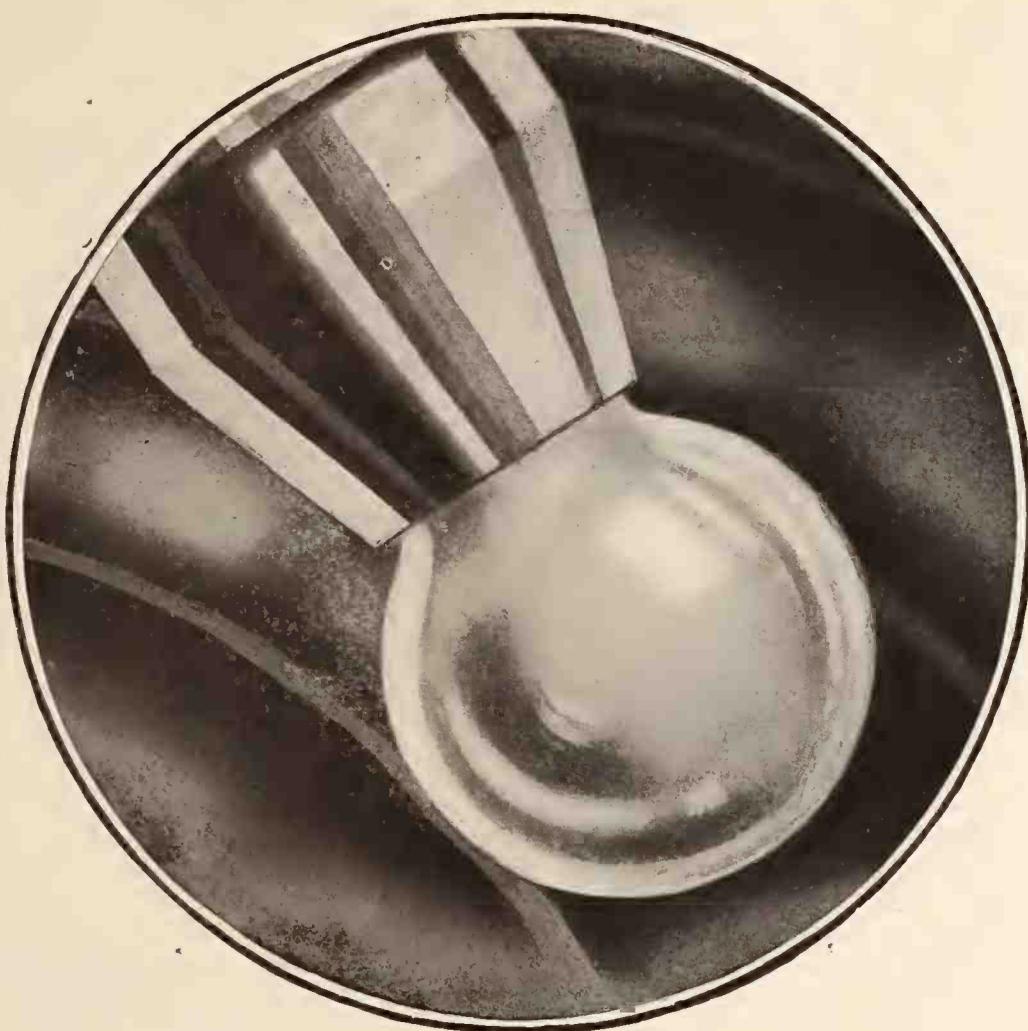
EUGENE A. WIDMANN, Pres.

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 Please—Splendid Advertising by Dealers Increased Sales

St. Louis, Mo., January 5.—The talking machine year closed in St. Louis with practically no machines of standard manufacture to be had and dealers pushing the 57 varieties of other makes. They got more newspaper advertising in a few weeks than they would have got in months or years if the dealers had had the old standard makes to advertise. Many machines which the public had never heard of before sprang 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 Victors. 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 also 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 entitled to much 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 Brunswicks, 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 after 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. Starck 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 they arrive. 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 other arrives. 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)

JOHN WANAMAKER
... The Down-Stairs Store . . .

A PLAIN, straight-forward announcement
that concerns good music, Christmas,
and you. The Down-Stairs Store presents:

...A New Phonograph...

New to this store—but tried and true

This is the beginning of the new Phonograph Shop in the Down-Stairs Store.

We could write a column about it in the usual glowing terms, and we could easily express a belief (if we really believed it) that this particular instrument is the greatest instrument in the world; but we won't. We know better.

There are too many good talking machines on the market today for any man to say, without qualification, that this one or that one is best. The Wanamaker store does not say so. We have many good talking machines for sale at Wanamaker's—and we believe that all of them are worth having. We know that all of them are good machines, mechanically; it is simply a question of the one you like best—the tone that pleases you most.

The Steger

—is the name of the instrument featured in this new section Down-Stairs. It is made by the Steger and Sons Piano Mfg. Co., which was established in 1879. 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. These are the several good reasons:

- It will play all disc records. There are no parts to change. The patented device gives the precise degree of pressure required by each record—a feature that has been seen on no other instrument, regardless of price.
- The sound chamber is made of spruce. There is no metal in it. This produces the tone that others harshness.
- The motor is a good motor—quiet, easy-running, well made, and will last.
- The cabinet work is well done, the finish excellent, and the appearance of the instrument is all that anyone could ask.

We have tried

—the Steger Phonograph, in many ways and with many records. We know how well it plays—how satisfactory it is; and we are ready now for you to hear it.

In the final analysis, it is the tone of the instrument that really counts, because it is music you want, first and last; and the only right way to judge is to hear records of various kinds played on the Steger. Then hear the same records played on another instrument, or several other instruments. YOU are the purchaser; it is you to get the exact instrument that will please you most.

But remember

—this point that is always important as the holidays draw near: we have Steger Phonographs ready for immediate delivery. There will be no delay. We looked to that feature because we know of so many disappointments that occurred last Christmas, when orders could not be filled.

The illustrations

—show four of the Steger models exactly as they look; and the prices range from \$100 to \$350, on convenient terms of payment.

New Phonograph Shop
Down-Stairs Store, Old Bldg.

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.

Emerson Record Sales Co., Inc.

Exclusive Metropolitan Distribution for
Emerson Records and Steger Phonographs

6 West 48th Street

New York City

THE ORIGINAL THE WINDSOR PHONOGRAPH THE ARISTOCRAT.

They All. Follow the Leader

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.

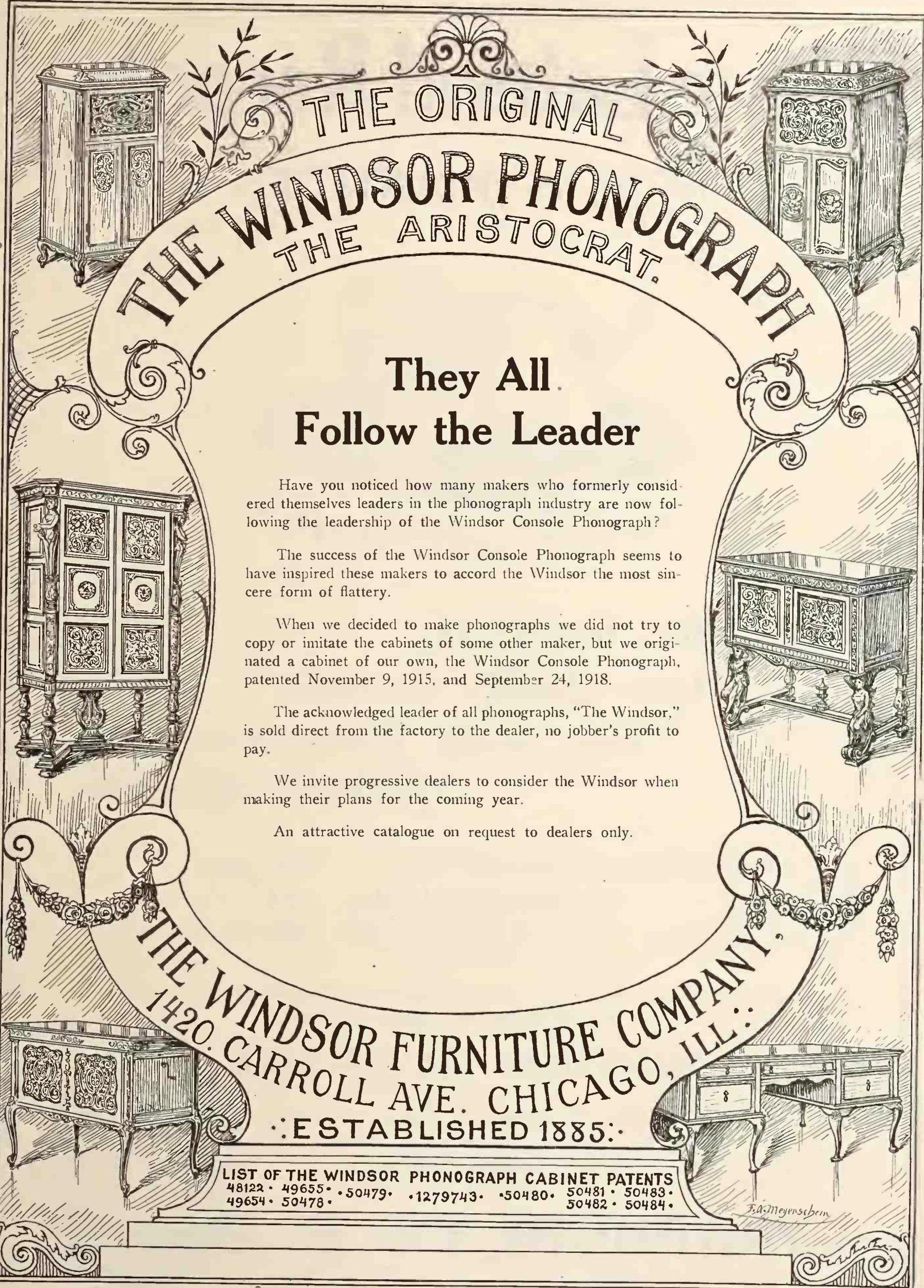
We invite progressive dealers to consider the Windsor when making their plans for the coming year.

An attractive catalogue on request to dealers only.

THE WINDSOR FURNITURE COMPANY.
1420. CARROLL AVE. CHICAGO, ILL.:
ESTABLISHED 1885:

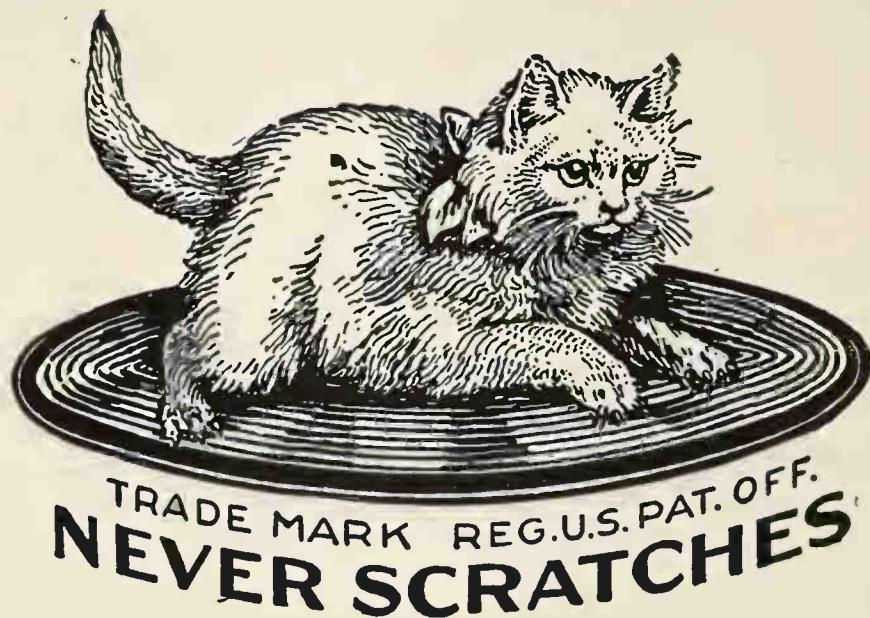
LIST OF THE WINDSOR PHONOGRAPH CABINET PATENTS
48122 • 49655 • 50479 • 1279743 • 50480 • 50481 • 50483
49654 • 50478 • 50482 • 50484

F.A. Meyerschein



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.

ST. LOUIS DEALERS' BIG TRADE

(Continued from page 110)

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 Victor 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 voice with a new ear, necessitated by a misadventure with a bull pup which happened along one day and took exception to the studied indifference of the Victor dog. Harry Kieselhorst, vice president of the company, is responsible for the statement that the pup sprang upon the big fellow and bit off an ear, greatly to the pup's astonishment.

Manager John McKenna, of the Columbia wholesale branch, left for New York to attend the managers' convention. He planned to spend a few days at Indianapolis on the way East.

C. R. Salmon, city salesman of the Columbia wholesale department, is pushing the self-service racks, made for the company by the Multiplex Display Fixture Co., of this city.

Michael J. Mulvihill, who died suddenly the day before Christmas at his furniture store on Twelfth street, was one of the oldest Columbia dealers in St. Louis.

The Tri-State Sales Co., of this city, makers of the Portophone, who have just closed a most satisfactory year, have called in all their representatives for a meeting, when the factory plans for 1920, which are extensive in their scope, will be outlined. The Christmas business was the greatest in history.

M. I. Mayer, of this company, recently returned from an extensive trip, covering points North and Southwest, and was most favorably impressed with the optimism of the dealers regarding the conditions for 1920, a large num-

ber of whom placed orders for the delivery of Portophones during the early months of the New Year.

Another optimist is Fred Gausch, traveling representative of the Tri-Sales Co., who has been taking a short vacation after a strenuous and successful Portophone campaign in Iowa. E. R. Smith, Michigan traveler, recently conducted a Portophone sales demonstration at the Scruggs-Vandervoort-Barney store in this city. J. A. Dycus, who travels in Kansas for this company, and Fred Horais, who travels in Minnesota and Wisconsin, are both a unit in predicting a great year for the Portophone in the extensive territory which they cover. They report dealers well sold out of stock.

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:

A-2	\$32.50	F-2.....	\$140
C-2	50.00	G-2.....	150
D-2	75.00	H-2.....	165
E-2 with racks..	120.00	K-2.....	200
E-2 with shelves.	125.00	L-2.....	250

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 avail-

able 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, Trimpont needles, Lyric records and Connorized music rolls, and will represent that firm in upper New York state.

O. C. Dorian, general manager of Pathé Frères, 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 thoroughly 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, Italian Renaissance, Jacobean, William and Mary, Queen Anne, Chippendale, Adam DeLuxe, Sheraton, Louis XV. DeLuxe, Louis XV, 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.

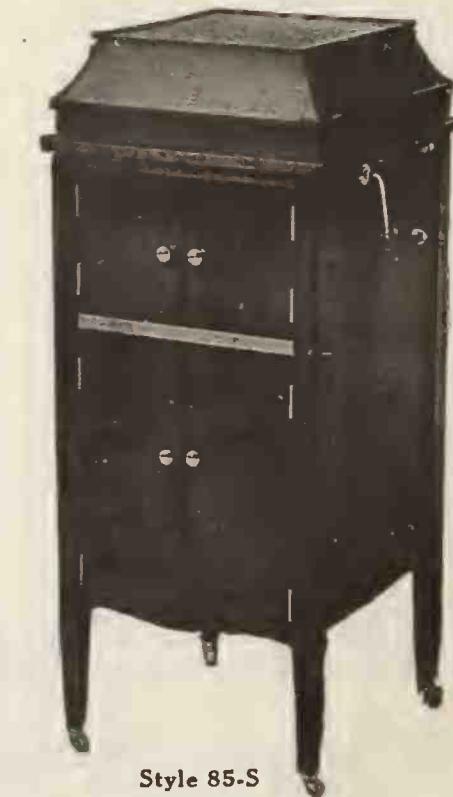
Natural Voice Phonograph Co. ONEIDA, N. Y.



Style 175



Style 125

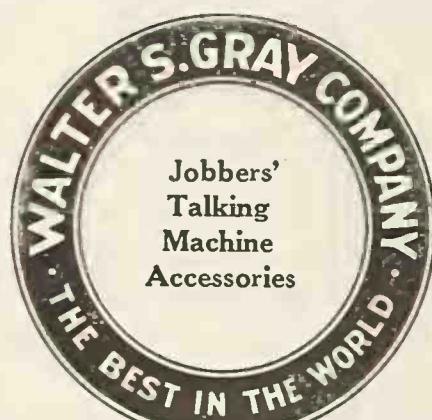


Style 85-S

Natural Voice is a splendid line of Talking Machines which will appeal instantly to your patrons. In fact, Natural Voice is as perfect as money can make it, and is worthy of its name and guarantee.

Natural Voice is the most remarkable musical instrument now before the public. For a full line of machines and price list, inquire

**Natural Voice Phonograph Co.
ONEIDA, N. Y.**



NEEDLES

and

The Best in the World in
Talking Machine Accessories

AND

United States Music Co. Player Rolls

The retail price of these rolls runs from fifty cents to one dollar each. Your discount 40% f. o. b. San Francisco.

942 Market St., San Francisco, California

The Modernola

*A Home Delight
to Ear and Eye*

*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



It is circular

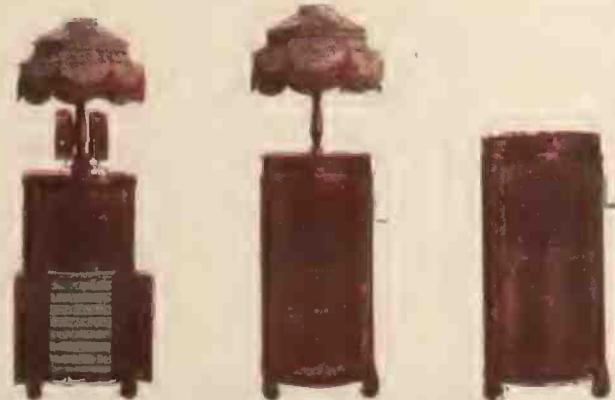
*Eastern
Representative*

GEO. SEIFFERT

45 West 34th St.
NEW YORK CITY

Monolith Bldg.
Suite 1210-1212

Phones—
Greeley 2978
2291



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 Convertor 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 Convertor is carried as standard equipment by Victor dealers all over the country.

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

Lundstrom "Convertor" Cabinets are broadly covered by patents. Infringements will be promptly prosecuted.

Convertor Wholesale Distributors

Albany, N. Y....Gately-Haire Co., Inc.
Atlanta, Ga....Phillips & Crew Piano Co.
Baltimore, Md....Cohen & Hughes
E. F. Droop & Sons Co.
Birmingham, Ala. Talking Machine Co.
Boston, Mass....The Eastern Talking Machine
Co.
Oliver Ditson 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 Randolph Wurlitzer Co.
Cleveland, O....Cleveland Talking Machine Co.
The Collister & Sayle Co.
The Eclipse Musical Co.
Columbus, O....The Perry B. Whitsit Co.
Dallas, Tex....Sauger Bros.

Denver, Colo.....The Knight-Campbell Music
Co.
Des Moines, Ia....Mickel Bros.
Elmira, N. Y....Elmira Arms Co.
El Paso, Tex....W. G. Walz Co.
Houston, Tex....The Talking Machine Co. of
Texas.
Kansas City, Mo....J. W. Jenkins' Sons Music
Co.
Schmeizer Arms Co.
Memphis, Tenn....O. K. Houck Piano Co.
Milwaukee, Wis....Badger Talking Machine Co.
Mobile, Ala....Reynalds Music House
Newark, N. J....Collings & Price Co.
New Orleans, La....Philip Werlein, Ltd.
New York, N. Y....Emanuel Blout
C. Bruno & Son, Inc.
The Cabinet & Accessories
Co., Inc.
Knickbocker Talking Ma-
chine Co.
Omaha, Neb....Mickel Bros. Co.

Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa....C. J. Heppe & Son.
The Geo. D. Ornstein Co.
Penn Phonograph Co., Inc.
H. A. Weymann & Son, Inc.
Pittsburgh, Pa....W. F. Frederick Piano Co.
C. C. Mellor Co., Ltd.
Standard Talking Machine Co.
Portland, Me....Cressey & Allen, Inc.
Providence, R. I....J. Samuels & Bro., Inc.
Richmond, Va....The Corley Co., Inc.
W. D. Moses & Co.
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
E. F. Droop & Sons Co.

OPEN NEW EASTERN OFFICES

Cheney Talking Machine Co. Open Commodious Quarters at 1107 Broadway—Uber Urquhart to Assist Burton Colver—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 Albemarle 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. Uber Urquhart, well and favorably known in the music trades and recently resigned as sales manager of the So-loelle Co., has joined the Cheney organization and will relieve Burton Colver in the Eastern territory, so that he may give more attention to the Cheney interests in other directions.

Mr. Colver 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 PATHÉ FRERES STOCK ISSUE

\$1,000,000 Issue of Debentures Latest Expansion of Pathé Organization

Montgomery & Co. are offering at 100 and accrued dividend, to yield 8 per cent, \$1,000,000 of Pathé Frères Phonograph Co. 8 per cent cumulative sinking fund debenture stock.

The company's net quick assets are equal to \$163 a share, and its net tangible assets to \$269 a share of debenture stock. Its net earnings for ten months ended on October 31, after all depreciation, but before Federal taxes, were \$696,168.

The company has a contract with the French Pathé Co., under which it has exclusive right to manufacture Pathé phonographs and records in North America, almost all of South America and Great Britain, Ireland and all British colonies except Egypt.

RENE MFG. CO. MAKES PROGRESS

Manufacturers of Springs and Repair Parts Have Developed Successful Organization

H. Bertail, head of the Rene Mfg. Co. of Montvale, N. J., was a visitor to New York this month, calling upon some of his friends in the trade. In a chat with The World, Mr. Bertail stated that his company had been making very satisfactory progress the past year and that orders had been received for springs and repair parts from manufacturers, jobbers and dealers in all parts of the country. In addition, an extensive export trade has been developed, and the outlook for 1920 is most encouraging.

The Rene Mfg. Co. for several years past has been manufacturing springs in large quantities, and by concentrating on this important branch of the business Mr. Bertail and his corporation have developed an efficient and highly successful manufacturing organization. In addition to springs, the company manufactures a complete line of repair parts and this department of the business is growing rapidly.

The Bry-Block Mercantile Co., Memphis, Tenn., has remodeled its music department on the second floor and recently held a formal opening, at which the Victor and Edison machines were featured. A complete system of Unico booths has been installed.

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 No. 20 FOR COLUMBIA PRICE 25c

The Cleanrite RECORD BRUSH

MOST EFFECTIVE RECORD CLEANER ON THE MARKET

BRUSH IN OPERATION

Saves Records

and Labor of Cleaning

It does the work automatically and once attached requires no further attention

Every Dealer Should Carry Them
Circular and Price List Mailed on Request

Manufactured by

Blackman
TALKING MACHINE CO.

81 Reade Street Near Church St. New York

Victor Distributors



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.

The CIPPEN
"Interpretone"
"It's the best Talking Machine after all."

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

CLEMENT BEECROFT, PRESIDENT

J. NEWCOMB BLACKMAN, TREASURER

FRED P. OLIVER, SECRETARY

Beecroft & Blackman, Inc.81 READE STREET
NEW YORK CITY

January 6th, 1920.

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 Elaborate 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 Pathé Machine for Use at Local Theatre

DENVER, COLO., January 5.—C. P. Adams, Jr., manager of the Pathé 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," playing in Denver: "Will you be so kind as to send a Pathé phonograph, to be used and played on the stage during the engagement of Mitzi at the Broadway Theatre? The Pathé was selected by Henry W. Savage for this important musical production on account of its clearness and purity of tone and the excellence of its sound projection and long wearing qualities."

HANDSOME STORE IN DAVENPORT

L. A. Murray Opens Attractive New Victor Warerooms 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 installa-



Interior View of L. A. Murray's Store
tion 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, reports a very active demand for its many products, and arrangements were recently completed with the Mooney-Mueller-Ward Co. and the Baldwin Miller Co., of Indianapolis, Ind., to handle these products as jobbers. Several well-

known factories are using this varnish and polish in large quantities, and the dealers have advised the company that they are well pleased with the results obtained.

The company announced a short while ago a new scale for its patching varnish, these new prices being as follows: one pint, \$1.00; one quart, \$1.90. The new price for the complete repair outfit is \$3.50.

H. D. BERKLEY TAKES NEW POST

Former Manager of Landay Bros.' Store Becomes Connected With Enterprise Music Supply Co. as Assistant Manager

Herbert D. Berkley, who has been connected with Landay Bros., Inc., for the past eight years, most recently as manager of that company's store at Forty-sixth street and Fifth avenue, has resigned to take the position of assistant manager of the Enterprise Music Supply Co., 145 West Forty-fifth street, who are among the leading jobbers of sheet music, music rolls and Emerson records. 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 BOOTHES

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. J. M. Hedges, manager, and E. A. Parks, president, decided upon the change shortly before the holidays, and the volume of business done has more than justified the expense of the addition. This house carries an excellent line of talking machines, among them being the Victor, Edison, Pathé and Brunswick.

Our
Premier
Record

The Best
Music
at a
Popular Price



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. } Giacinda:—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.

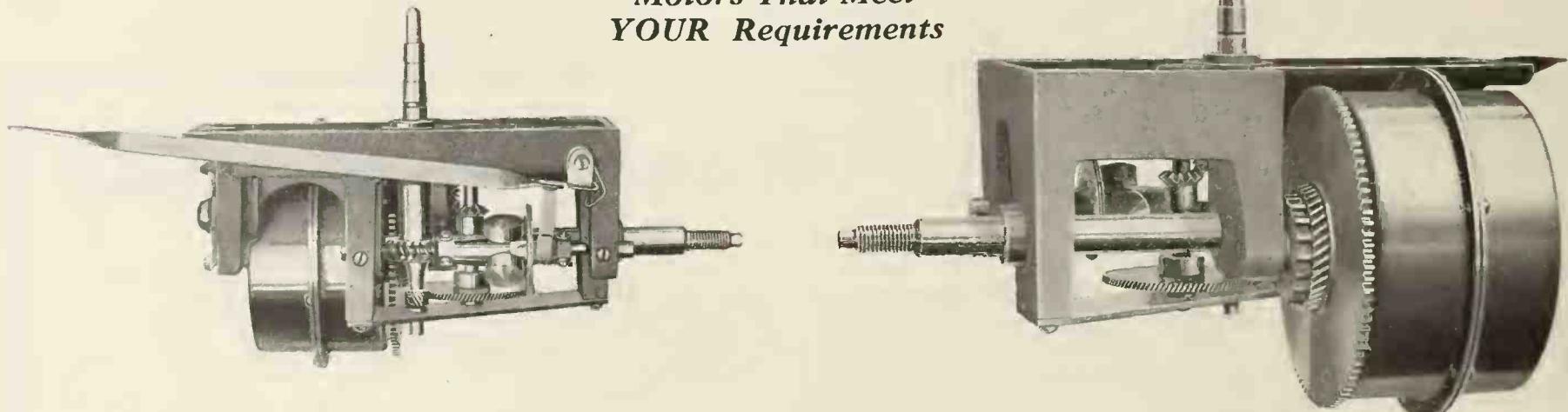
45 WEST 34th STREET, NEW YORK



UNITED

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 Predictions 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. Ribollo, assisted by C. W. Neumeister, H. L. Coombs and an efficient staff, closed a phenomenally successful year in 1919, and they were very glad to tell their co-workers how



METZLER & CO. (1909) Ltd.

ESTABLISHED 1788

40, 41, 42 and 43 Great Marlborough Street and
33, 35, 37 and 37 and 39 Foubert's Place

LONDON, W., ENGLAND

SOLE DISTRIBUTORS FOR
GREAT BRITAIN AND IRELAND
HOFFAY AIRTIGHT MACHINES
and ACCESSORIES

Sole Distributors of the

Hoffay Airtight
—a really wonderful machine—for the States of Utah, Idaho,
Nevada, Montana, Wyoming,
and Colorado.Geo. A. Lowe Co.
Ogden, UtahWe 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 PRODUCTSSouthern California
Music Company

Established 1880

332-334 S. Broadway, Los Angeles, Cal.
Other Stores Pasadena, Riverside, San DiegoBEST WISHES FOR
A HAPPY NEW YEARWe 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

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



Sales Staff of Western Office

they were given many opportunities during the recent convention to become imbued with renewed enthusiasm for 1920.

C. J. 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



Messrs. Hibbard, Hager, A. Heineman, O. Heineman and Wright organization during convention week, for they were filled with gratifying predictions and promises for a banner year in Canada during 1920. Mr. Pott has always been known as an exponent of unfailing optimism, and he has substantiated this optimism by closing a remarkable year in Canada. Mr. Pollock is widely known to the



Canadian trade as intimately familiar with every detail of motor, tone-arm and sound box manufacture, and under his able guidance the General Phonograph Corp.'s plant at Kitchener, Ont., will undoubtedly prove of invaluable assistance to Canadian manufacturers during the year just opened.

At every sales gathering dinner or informal meeting Otto Heineman, president of the General Phonograph Corp., was a very willing listener to the problems and comments of his sales organization. One of his most intimate friends recently remarked that Mr. Heineman was an able executive, but that he was also "one of the greatest salesmen in the country," and judging from the advice and suggestions that he offered his sales staff during convention week this encomium is well deserved.

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 makes 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 Wolk will take charge of the office sales and handle all mail orders.

The New Resurrectone

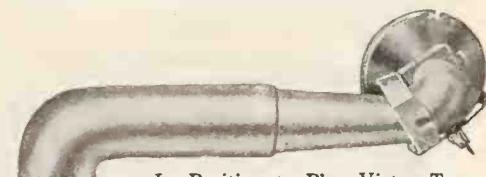
So named because it really RESURRECTS
(Trade Mark Registered)

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

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

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

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



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

In Position to Play Edison Type Records. Weight on Stylus, 4 Ounces as Required
Tone arm may be equipped with either Resurrectone model, as desired.

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

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

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



Four Beautiful Machine Models

Hoffay Talking Machine Co., Inc.
3 West 29th Street New York City

East and West

**NEW YORK
TALKING MACHINE C:
CHICAGO**

**Exclusive
Victor Wholesalers**

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen Eugene F. Carey
 William Braid White Arthur E. Nealy
 A. Snyder

World Office
 Republic Bldg., 209 South State St., Chicago
 Telephone: Wabash 5774

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, not to mention 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. Of course, a number of manufacturers are taking inventory at this time of year, which necessarily interferes to some extent with business, but otherwise manufacturing continues at full speed. 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.

Shortages in labor and material may hinder the progress of business. Both are scarce, and if the extensive plans of manufacturers for expansion are carried out labor will be at a premium. As one result of the material and labor conditions it is thought very probable by talking machine manufacturers that further price increases will be necessary. This has always happened when any commodity has been in such excessive demand as talking machines have been during the past twelve months.

The situation in the furniture trade does not help matters. Furniture men are blaming talking machine makers for taking their skilled workers. The shortage of labor in one line naturally creates a shortage in the other. The same is true of materials. Panels and veneers are still scarce and difficult to obtain, but clarification in this line is promised by supply men within the next thirty days. However, the same veneer manufacturers are basing their belief of such a clarification upon the assumption that fewer orders will flood in upon them during the next thirty days. This is not true and will not be true. Talking machine manufacturers con-

tinued in their efforts to secure panels, with all the energy of the pre-holiday season.

Phenomenal Christmas Business

Local talking machine retailers without exception report an unparalleled holiday trade. The last-minute rush of buyers taxed the capacities of the stores most severely. Records were, of course, the principal objects of demand, but during the last two days before Christmas there was an influx of talking machine customers vehement in their demands for instruments for Christmas delivery. A talk with any of the cartage concerns who had to do with the handling of Christmas deliveries of talking machines will convince one of this fact.

Christmas Windows

While not excelling other years in gorgeousness of display, Christmas windows this year were most attractive. Lyon & Healy had a most remarkable display of a great variety of musical instruments, of which a Victrola was the center. An elaborately conceived winter scene included icicles, water falls and many other quaint and ingenious details.

The Rudolph Wurlitzer Co. had electric lights surrounding the portal of their store shaped in the form of a talking machine. Anyone entering the store passed underneath and through this illuminated "Victrola."

P. A. Starck Piano Co. had a revolving turntable, upon which was placed a Christmas tree, a piano and a talking machine, with a life-sized Santa seated at the piano.

Awards in Mossner Case

The case of H. P. A. Mossner, formerly located in the Republic Building as Chicago representative for the Widdicombe line of phonographs, who died suddenly a few months ago under most unfortunate circumstances, came up before Referee in Bankruptcy Eastman on Monday, December 15. An award of one thousand dollars was made to the former piano man's widow, and a dividend of 2 per cent was declared for creditors.

Bonuses as First Payments

During the week following Christmas there appeared in the Chicago papers advertisements of talking machine houses, reminding 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 unusually liberal this 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 popularity 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 clientele 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 attribute the wonderful business to the general condition of the talking machine market and to retail advertising in the daily newspapers. During the holidays many of the stores were forced to use extra space to accommodate the influx of talking machine patrons. A few contemplate 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. All have greatly enlarged departments as compared with those of two years ago. The growth of main floor shops dealing exclusively in talking machines, records and accessories does not seem to have cut down the department stores' business at all.

James A. Harding, manager of the talking machine department of the Fair, states that they have had a much better year than any previous. "We have sold considerably more than a hundred machines this December in excess of December a year ago," he remarked. "This, in spite of the shortage of talking machines and records. We did not begin to sell what we could have sold had we had the instruments on hand during the holiday rush. At the last minute it was necessary to construct eight additional booths on the fifth floor, running our de-

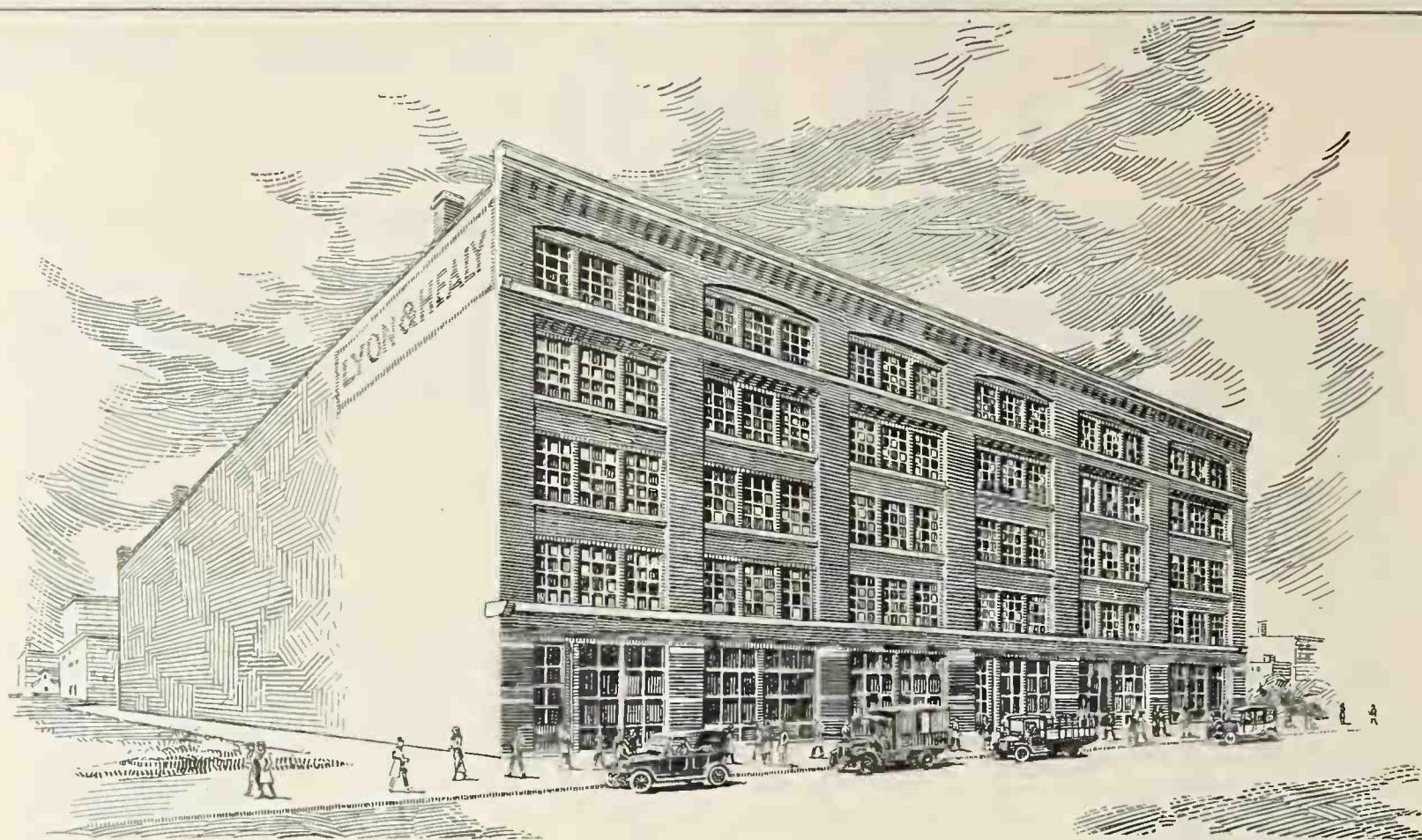
(Continued on page 127)

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.	Dallas, Texas	Sanger Bros.	New York, N. Y.	Ormes, Inc.	
Baltimore, Md.	Cohen & Hughes.	Denver, Colo.	Knight Campbell Music Co.	Silas E. Pearsall Co.	Plaza Music Co.	
	E. F. Droop & Sons Co.	Des Moines, Iowa	Mickel Bros. Co.	Musical Inst. Sales Co.	Cabinet & Accessories Co.	
	H. R. Eisenhardt Sons, Inc.	Detroit, Mich.	Grinnell Bros.	Omaha, Neb.	A. Hospe Co.	
Bangor, Me.	Andrews Music House.	Grand Rapids, Mich.	Chas. W. Kalder.	Peoria, Ill.	Putnam Page Co.	
Birmingham, Ala.	Talking Machine Co.	Houston, Texas	Thos. Goggan & Bro.	Philadelphia, Pa.	Louis Buehn Co., Inc.	
Boston, Mass.	Oliver Ditson Co.	Indianapolis, Ind.	Talk. Mach. Co. of Tex.	Pittsburg, Pa.	The Talking Machine Co.	
	Eastern Talking Machine Co.	Jacksonville, Fla.	Stewart Talking Machine Co.		Standard Talking Machine Co.	
	M. Steinert & Sons Co.	Kalamazoo, Mich.	Florida Talking Machine Co.		World Music Co.	
	Iver Johnson Sporting Goods Co.	Kansas City, Mo.	Fischer's Music Shop.	Portland, Me.	Cressey & Allen, Inc.	
	Phonograph Supply Co.		J. W. Jenkins' Sons Music Co.	Portland, Ore.	Pacific Accessory & Supply Co.	
Brooklyn, N. Y.	American Talking Machine Co.	Lincoln, Neb.	Schmelzer Arms Co.	Providence, R. I.	J. Samuels & Bro., Inc.	
	G. T. Williams Co.	Los Angeles, Cal.	Ross P. Curtice Co.	Richmond, Va.	The Corley Co., Inc.	
Buffalo, N. Y.	W. D. & C. N. Andrews.	Memphis, Tenn.	Sherman, Clay & Co.		W. D. Moses & Co.	
	Buffalo Talking Machine Co., Inc.	Milwaukee, Wis.	O. K. Houck Piano Co.	Rochester, N. Y.	E. J. Chapman.	
Burlington, Vt.	American Phono Co.		Badger Talking Machine Co.		The Talking Machine Co.	
Butte, Mont.	Orton Bros.		Yahr & Lange Drug Co.	Sibley, Lindsay & Curr Co.		
Chicago, Ill.	Chicago Talking Machine Co.		Kesselman & O'Driscoll Co.	Salt Lake City, Utah	Consolidated Music Co.	
	Lyon & Healy.		Beckwith O'Neill Co.		John Elliott Clark Co.	
	Rudolph Wurlitzer Co.		Mobile, Ala.		Strevell Paterson Hdw. Co.	
	Brunswick-Balke-Colender Co.		Wm. H. Reynolds.		Shenandoah, Iowa	Henry Field Seed Co.
	Empire Talking Machine Co.		Newark, N. J.		Sioux Falls, S. D.	Talking Mach. Exchange.
	Tonk Bros.		Collings & Price Co.	South Bend, Ind.	Elbel Bros.	
	Wade Talking Machine Co.		Horton Gallo-Creamer Co.	St. Louis, Mo.	Koerber Brenner Music Co.	
Cincinnati, Ohio	Rudolph Wurlitzer Co.	New Haven, Conn.	Phillip Werlein, Ltd.	St. Paul, Minn.	W. J. Dyer & Bro.	
	Fritzsch Phono Co.	New Orleans, La.	Blackman Talking Machine Co.		G. Sommers & Co.	
Cleveland, Ohio	Collister & Sayle Co.	New York, N. Y.	Emanuel Blout.	Syracuse, N. Y.	W. D. Andrews.	
	Eclipse Musical Co.		C. Bruno & Son, Inc.	Toledo, Ohio	Toledo Talk. Mach. Co.	

WADE & WADE, 3807 Lake Park Ave., Chicago, Ill.

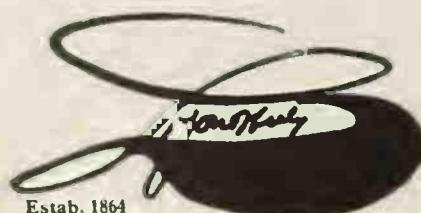


The New Lyon & Healy Wholesale Warehouse

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*



Victrola Distributors
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 125)

partment out into the carpet and rug division in order to adequately handle the great volume of trade.

"Only last Spring we thought our department had been enlarged sufficiently to accommodate any trade we might be called upon to handle. Recently another enlargement was required and now we are considering even more extensions for 1920. We have a steady and established clientele of buyers who come to the store for other things and to this department for talking machines and records. Our record trade is especially good. We have fifteen record demonstration rooms and six machine demonstration chambers."

O. C. Searles, of Mandel Brothers' talking machine department, speaks with like enthusiasm concerning the past year. "We have enjoyed a wonderful business," he said. "Considerable advertising was indulged in and a highly efficient sales force backed up the publicity work. That our business was not altogether due to the store's regular patrons is shown by the fact that upon a number of occasions when other departments experienced poor trade our department was doing excellently. Both Columbia and Vocalion lines have been in great demand. We have found the cheaper and more expensive types selling equally well. No special types have gone better than others. The demand has been very well balanced in this respect."

The Boston Store, in their talking machine department located on the seventh floor, have done a most satisfactory volume of business during the past year, both in sales of records and machines. The cheaper models and those ranging around one hundred dollars have sold best. Special record tables set out in the middle of the room have displayed odd lots of records of various makes at reduced price. These have sold very well, together with the regular Columbia and Victor records handled by this store.

Marshall Field & Co. have experienced great

success with the Cheney line of phonographs. Intensive newspaper advertising of a most effective sort has developed business for the talking machine department of this store and created a constant demand in Chicago for Cheney instruments.

To Be at the National Music Show

The Krasberg Engineering & Manufacturing Corp., manufacturers of Krasberg motors, announce that they will be represented at the National Music Show to be held in New York in February. An exhibit of Krasberg open and enclosed talking machine motors and tone arms will be shown and George Cook, Charles A. Harmer, N. P. Valiquet, M. Meismer and B. F. Hutchess will be in attendance from the Chicago organization.

Increase Capacity

The Federal Phonograph & Supply Co. have acquired property located at Kinzie and Armour streets, where they will manufacture talking machines and supplies. Approximately 40,000 square feet of floor space will be utilized on the first and second floors of the building. Modern manufacturing equipment was recently installed by this concern, and with the first of the year work was commenced in the new plant. At Armour and Kinzie streets the Federal Phonograph Co. manufacture their machines complete, with the exception of the motor, from lumber to the complete instrument. They have equipped the factory with a veneer press for the preparation of panels and many other manufacturing facilities. In view of the present existing conditions in the trade the manufacture of complete instruments is a decided asset and will add greatly to the Federal Company's output.

Until the end of March both the downtown and Kinzie street offices will be maintained, but after this date headquarters will be located at the factory only. Five new models are now being manufactured, three cabinet and two console styles. S. H. Siegel, treasurer, announces that orders for the output of these models have

been taken for some weeks in advance, but that increased facilities of manufacture will soon enable the company to catch up.

R. M. Shales has been appointed manager of a Western branch of the Federal Phonograph & Supply Co. His office will be located at 1404 Dodge street, Omaha, Neb. W. M. Shales, sales manager, states that the Western office will cover the States of Iowa and Nebraska.

File Steger Trust Deed

For the sole purpose of carrying out the provisions of the will of the late John V. Steger, a trust deed from the trustees of his estate to the Chicago Title and Trust Company was filed for record yesterday. This deed was given to secure an issue of four hundred thousand dollars (\$400,000) twenty (20) year four and one-half per cent. (4½%) debentures and conveyed an undivided two-thirds (⅔) interest in the Steger Building at the northwest corner of Wabash avenue and Jackson boulevard. The debentures will not be negotiated or sold but will be used only to carry out the provisions of the will of John V. Steger inasmuch as they will form the principal of several trusts created by the will.

Many Xmas Greetings

The Chicago trade mailed out this year a great many exceedingly interesting and beautiful Christmas cards. Both manufacturers and retailers followed this custom by wishing their clientele holiday greetings.

R. M. York Resigns

R. M. York, who for the past five years has been connected with the Aeolian department of Mandel Bros.' department store, has resigned his position to go into business for himself in another line. His associates at Mandel Bros. regret his departure.

Visits Aeolian Headquarters

Miss H. L. Zimmerman, who has been associated with the Aeolian Co. in the past four years, went to New York immediately after the first of the year to visit the headquarters of the

(Continued on page 128)

Your Account With Us

**Lateral
Cut**

**OKeh
Records**

**Lateral
Cut**

Will Be an Insurance Policy Against

EMPTY RECORD SHELVES

LOSS OF CUSTOMERS

LOSS OF PROFITS

Record Dealers Reach the Acme of Wisdom

WHEN THEY STOCK UP WITH POPULAR HITS ON

OKEH RECORDS

No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.

NEWMAN BROS. PHONOGRAHPS



No. 2

Unusually pleasing in tonal qualities as well as in appearance.
 Finish: Walnut, Mahogany, Oak Height: 50 inches.
 Plays five 10-inch records. Noiseless in winding. Plays all records. Automatic stop.
 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. Walldren, secretary and treasurer of the Walldren Storage Warehouse Co., announces that this firm has taken over the business of the old Walldren Express & Van Co., and has secured the option on an entire block of warehouse property located at West Division street, Potomac avenue, Claremon and Oakley avenues.

Mr. Walldren was a member of the old Walldren'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 Trades Cartage Association he has dealt with every labor dispute arising between the movers and musical instrument merchants and manufacturers 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 establishment 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 Pasadena, 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 demand from the very start. An increasing number of talking machine merchants seem to be

drawing to the new line and are making of it a highly profitable source of revenue. Cole & Dunas supplement the regular U. S. dealer service with a special list every month of the one-hundred best sellers. Personal advice is also given the dealer according to his location and clientele, as to just what rolls should sell best in his territory.

Since the issuance of their holiday bulletin, Cole & Dunas have prepared a new "accessory outfit" for the convenience of dealers in marketing the many profitable side-lines to talking machine customers. The outfit contains such items as needles, cutters, brushes, albums, stops, etc., and provides the retail merchant with the necessary counter articles. Another novelty introduced by this concern is a small table talking machine to retail at a price of six dollars. It is believed that a cheap machine of this price meets a definite need in the trade, both as a legitimate instrument and as a toy for children. In Chicago this instrument was advertised with half-page space in the Herald-Examiner by one of Cole & Dunas' customers, with excellent results.

Approximately one-third of their former space has been added to the wareroom of this supply house. They recently took over the rear of the third floor of the Commercial Building, in which their headquarters are located.

Issue Steger Magazine

An organ of the employes of Steger & Sons, manufacturers of Steger phonographs, made its first appearance for December, 1919. It is a very excellent little publication. Looking through its contents, one would never know that the magazine is especially devoted to one house, for the text matter is purely of an inspirational type, intended to present the reader, whether he be a piano worker or not, with interesting material for thought and study. The editors of "Steger" are to be congratulated on the excellent makeup

of the magazine. "Every Man Has His Chance," and "A Man Who Has Never Wasted His Time" are the titles of two of the principal articles. There are other smaller but equally interesting articles under such headings as "Success," "Work," "Thrift," and so forth. Upon the front and back inside covers appear jokes illustrated by pen and ink drawings, lending a lighter touch to the whole than if the entire magazine had been made up of "heavy" articles.

Move Empire Offices

In accordance with the policy of expansion of the Empire Talking Machine Co. in 1920, removal and enlargement of their space at 429 S. Wabash avenue is now under way. Both the fourth and fifth floors of the building will be partially occupied by the Empire Co. The offices and headquarters will continue on the fourth floor, but will be enlarged to accommodate the increased force which has been taken on within the past month. The record department and stops and accessories and sundries will be also on the fourth floor. The present talking machine display and demonstration room will be left as before and there will be an additional display and demonstration room erected adjoining it. Upon the fifth floor will be located the testing and assembling departments. The excellent lighting towards the front make this floor an excellent place for assembling machines, and the ample space will also permit more accelerated production. The shipping department will be located in the rear of the fifth floor.

A price increase in Empire talking machines in oak finishes was announced January 1. This amounts to ten per cent. E. B. Kropf says that the increase has been necessitated by the scarcity and excessive price now being obtained in oak panels. He states that there will be no immediate advance in the price of mahogany.

January will not see the customary release
(Continued on page 131)

TRANSFER NAME-PLATES

We make the Transfer Name-Plates and Trade-Marks for the largest talking machine manufacturers in this country and for dealers in every state.

YOUR NAME, Mr. Dealer, on every machine brings the owner back to you or records and his friends to you for a machine.

Samples, Suggestions and Sketches Furnished Free

THE MEYERCORD COMPANY, CHICAGO

Largest Manufacturers of

DECALCOMANIA

Transfer Name-Plates

JANUARY BARGAIN BULLETIN No. 107

Issued Monthly for the Trade

Olympian Concertone De Luxe



Liberally Proportioned
51 inches high, 23 inches deep,
23 inches wide.

Cole & Dunas Music Co.

54 W. Lake St., Chicago

Wholesale Headquarters for Phonographs and Supplies

Wholesale

\$71 50
Up

No. 400C—Price (not less than 6)
each..... 71.50

No. 401C—Price each..... \$74.50

This Bulletin

Shows Full Line of Records, Albums, Phonographs, Accessories, Music Rolls, Violins, Etc.

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 records and 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.

Our line is complete and embraces a full line of records, needles, brushes, phonographs, music rolls, violins and supplies of all kinds.

Better Profits

In view of the tremendous shortage this Christmas dealers were forced to get the top notch prices for the scanty supply of merchandise they had on hand.

We anticipated these conditions, and early in 1919 stocked heavily on all the items listed in our Bargain Bulletins.

Our prices are based on these low costs, and due to this condition and to our selling plan, we are able to offer standard merchandise at 15% to 20% less than you can obtain this merchandise elsewhere.

Lower costs and higher selling prices result in bigger profits to you.

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.

Dept. 101-A,
54 West Lake Street,
Chicago, Ill.

Gentlemen:

Kindly Send Us

Olympian Concert-tone De Luxe
Phonographs in accord with your offer. We enclose \$....., less 5% for cash, payment in full. Also send us your No. 107 Bargain Bulletin.
(If you want us to ship C. O. D., enclose 10% of order.)
\$.....

Firm Name

Street P. O.

Address Shipping Point..... State

If you want bulletin only, check in box opposite.

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

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 delight and appeal to ordinary human beings.



The Largest Job Plating concern in the Middle West. Let us figure on your requirements for the coming year.

We guarantee you satisfactory work and immediate delivery. Send us samples of your work. Let us quote you prices. No order too large or too small for us to handle.

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

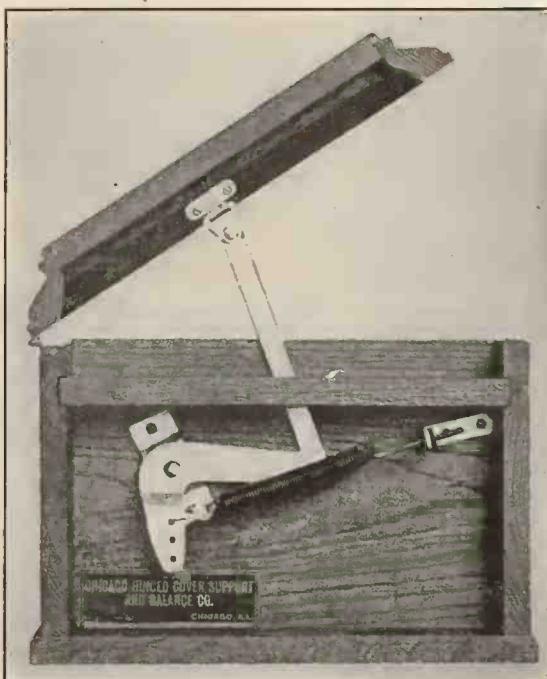
F. S. Spofford, retail representative in Chicago for Sonora talking machines, left the city on Saturday following Christmas for his annual Winter vacation, which he spends in Florida. He was accompanied by a party of seven friends

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)



COVER BALANCE No. 1

Two Patents Dec. 9, 1919—One Patent Dec. 12, 1916, and
Others Applied for

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 **Blood**

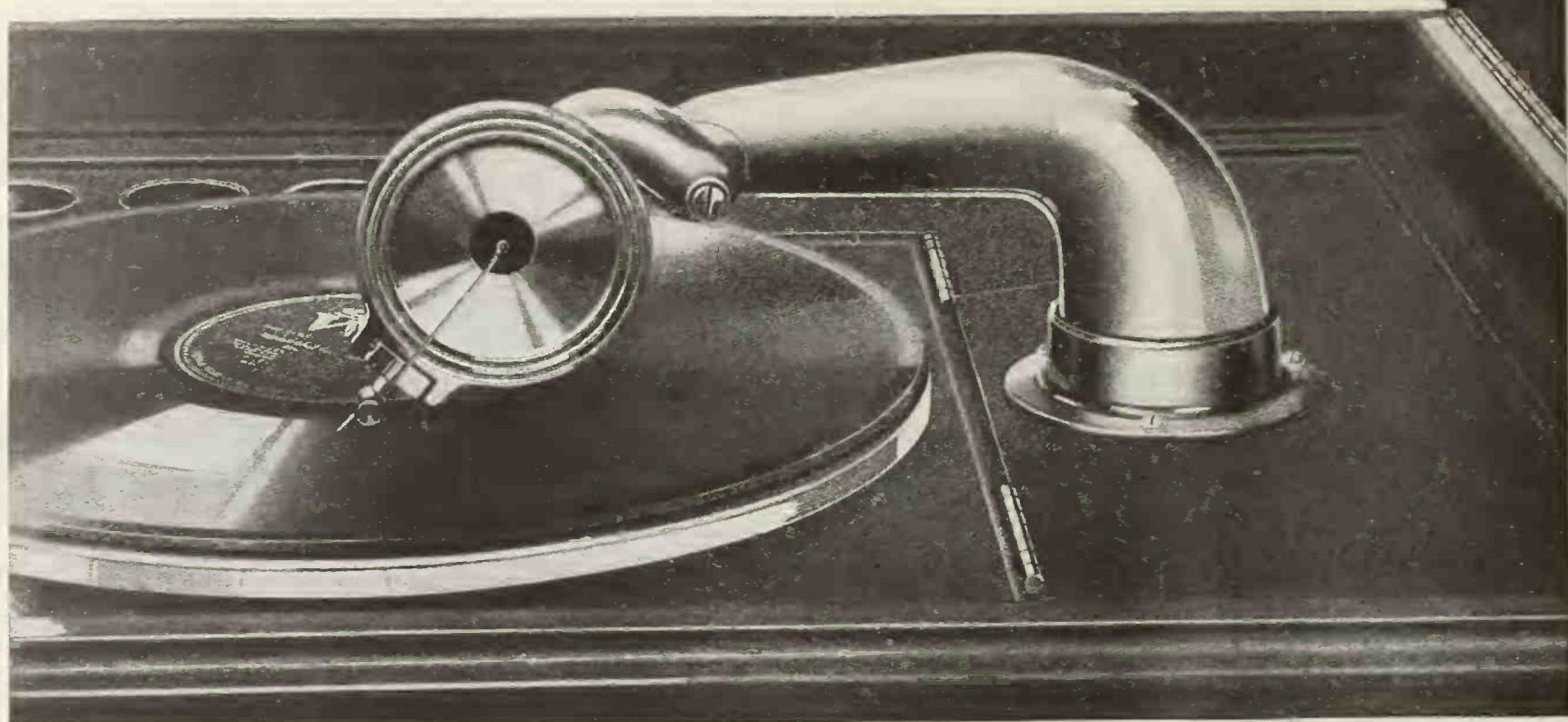
Tone Arm and Reproducer

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.

Applies 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," "Whoa January."

The six best Brunswick records are "Souvenir," "One Sweetly Solemn 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 Sur-

prised" 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

(Continued on page 134)

INCORPORATED UNDER THE LAWS OF ILLINOIS

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.

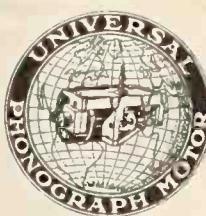
Expert repairing on all makes of phonographs and motors.

Consolidated Talking Machine Co. Manufacturers of

High Grade Talking Machines, Disc Records, Talking Machine Supplies, Etc.

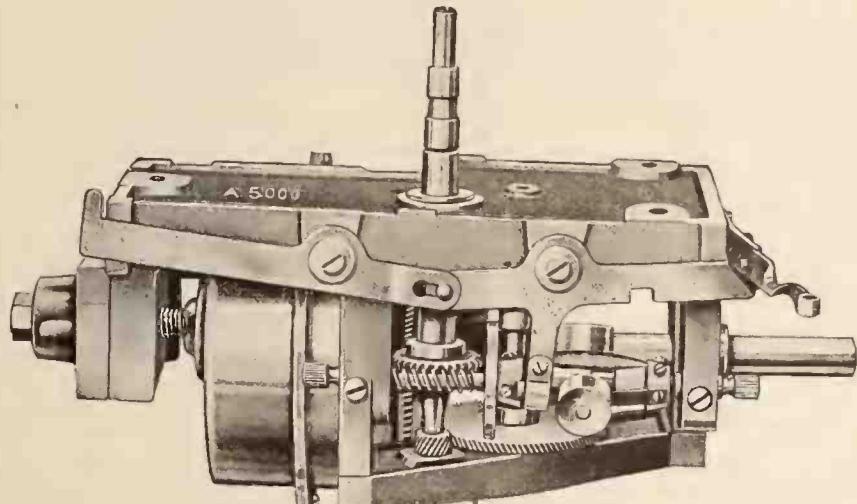
227-229 W. Washington St., Chicago, Ill.

TRADE MARK
"CONSOLA"
CABLE ADDRESS
CONSOLA



UNIVERSAL

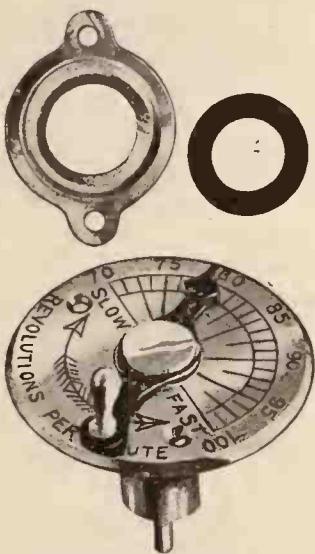
The Motor You Will Eventually Adopt



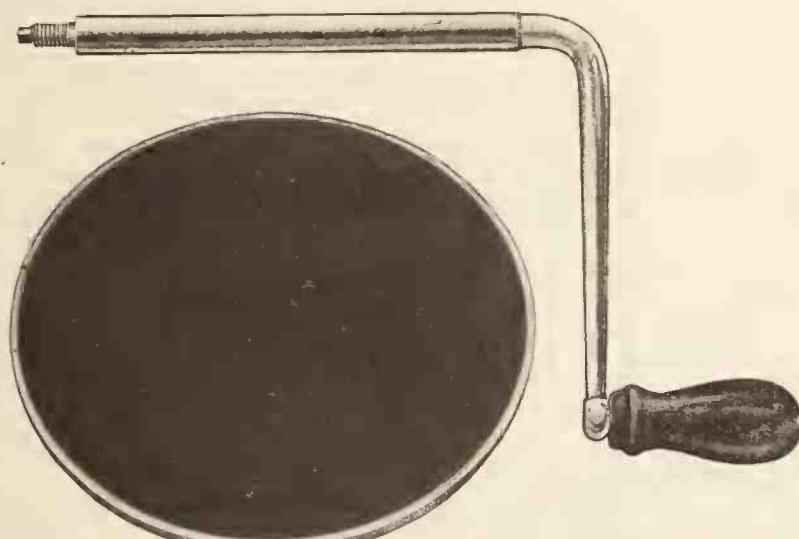
Universal Motor "A-5"

ALL
UNIVERSAL MOTORS
ARE
PERFECT IN MECHANISM

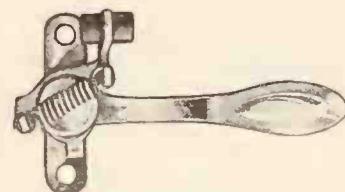
*All Universal Motors are
Perfectly Geared—run and
wind noiselessly and main-
tain an even tempo.*



The Universal Speed Regulator



The Universal Turn Table

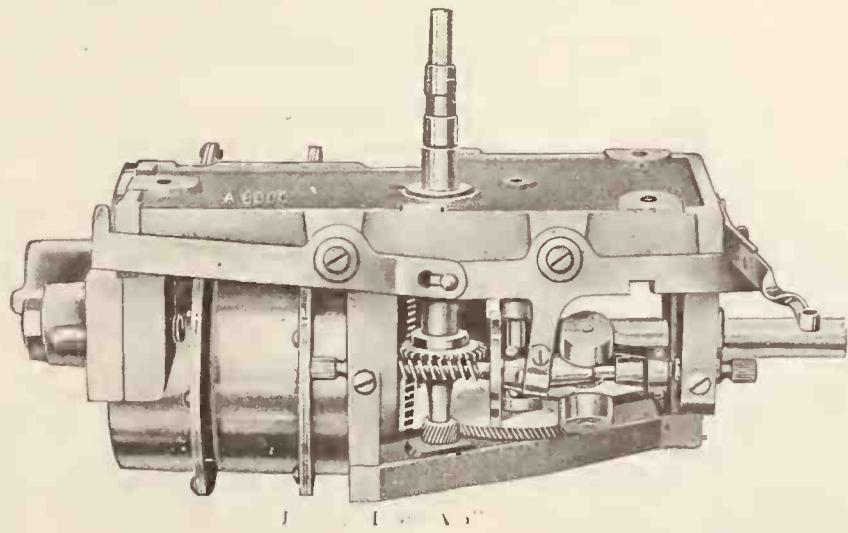


The Universal Stop

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

Mfrs. of highest grade tone arms, reproducers, attachments for phonographs for playing all records. Diamond and jewel point needles, motors, supplies, etc.

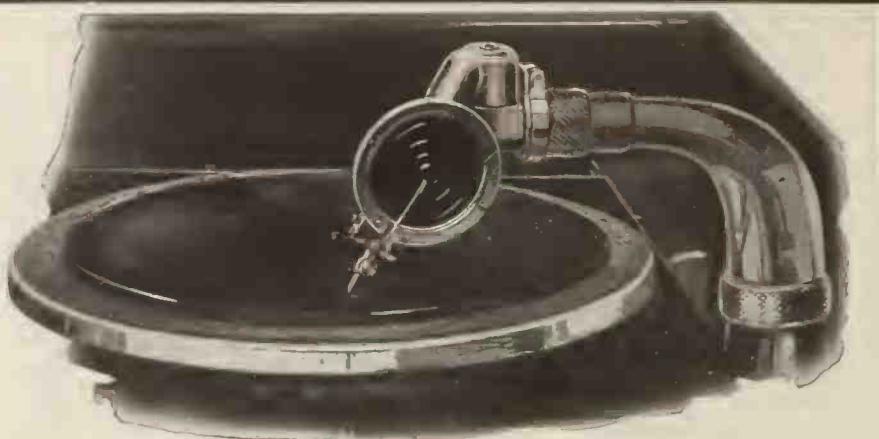


ILLUSTRATION SHOWS THE ORO-TONE ATTACHED

The Oro-Tone Co.
QUALITY FIRST

Successors to COMBINATION ATTACHMENT CO.

1808-10 IRVING PARK BOULEVARD, CHICAGO, ILL.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 132)

Pal Was Mary” and “Marilynn,” “A Pretty Girl Is Like a Melody” and “Weeping Willow Lane,” “That Naughty Waltz” and “That’s Worth While Waiting For,” “Starlight Love” and “Dreamy Amazon,” “Light Cavalry Overture” and “The Gladiator March,” “Nobody Knows” and “Goodnight Angeline.”

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,” “Cleo” 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 imme-

diate 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.

G. P. Ellis has been the victim of an illness that has kept him away from his desk for the greater part of a month. He is now recuperating, however, and expects to be back at the office within a few weeks.

Sees Better Music in 1920

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

Okeh Records have made an instantaneous success and you should share in these benefits.

Okeh Records

Wade Talking Machine Co.

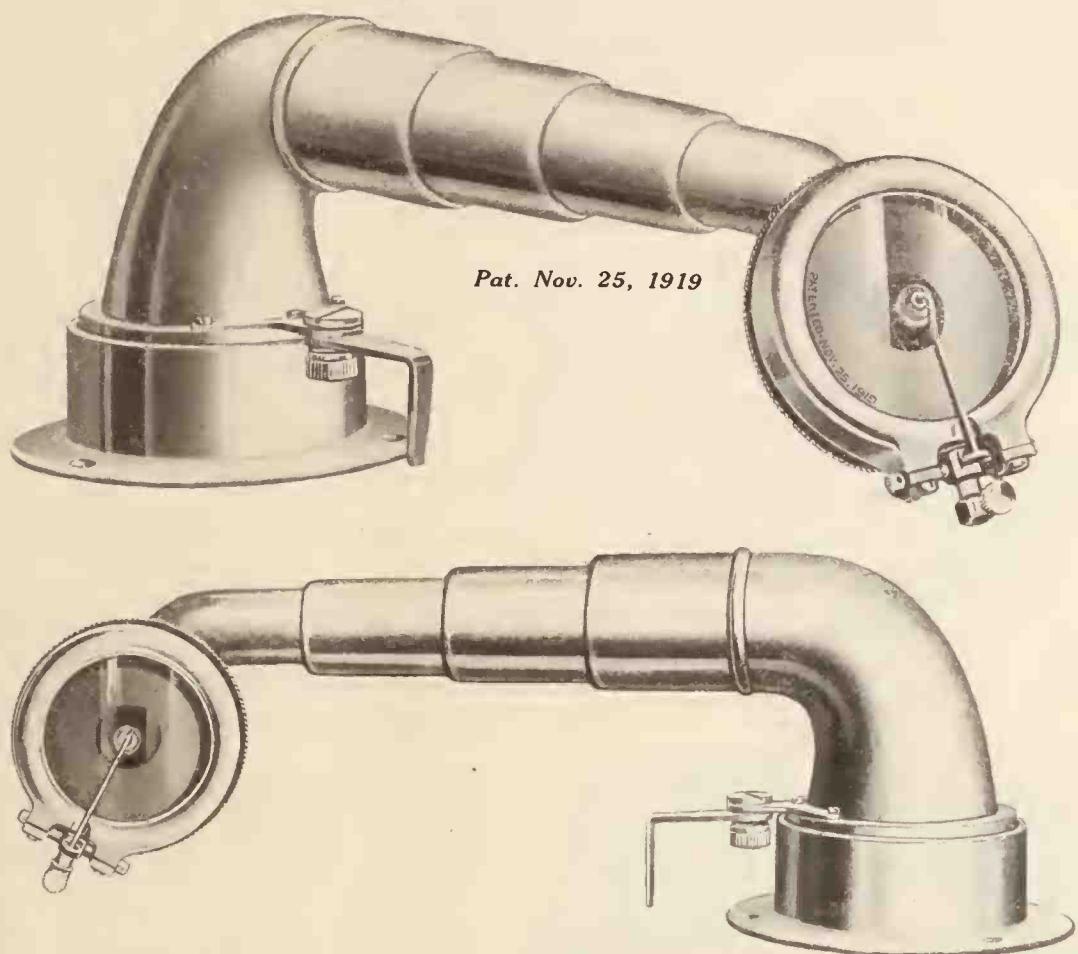
WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVENUE, CHICAGO

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.

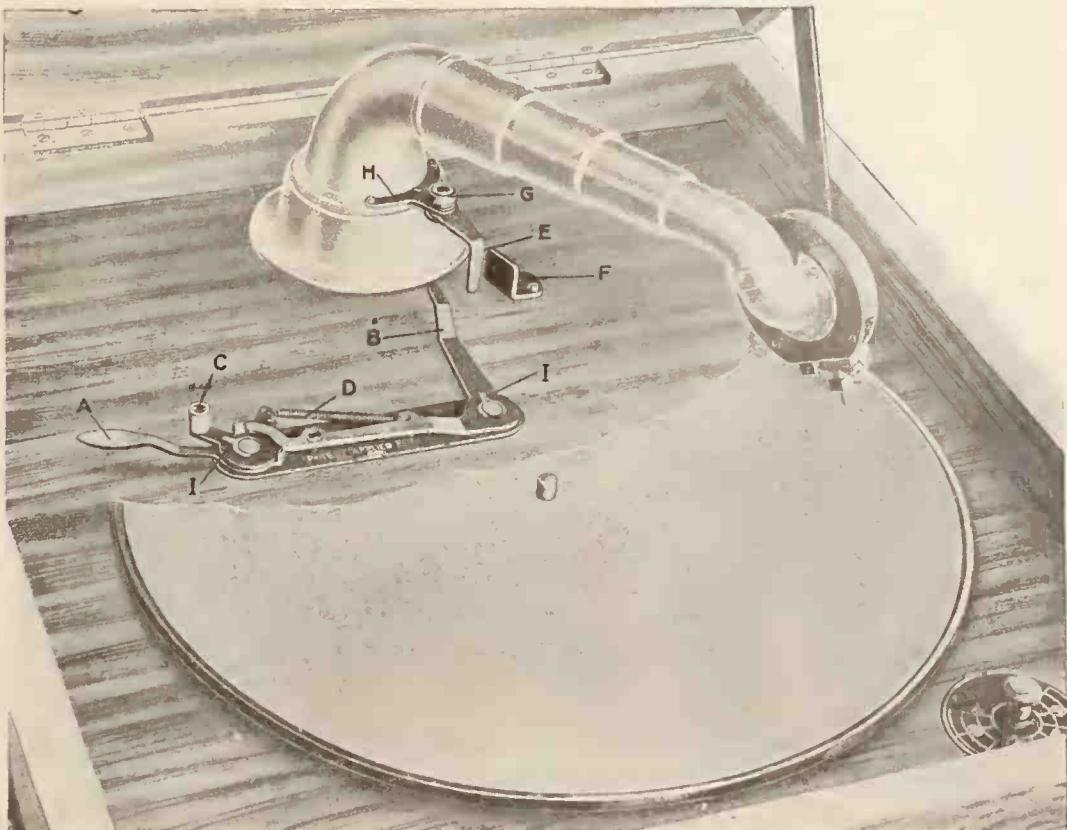
Do it to-day!

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

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

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 Première record."

With Okeh Forces

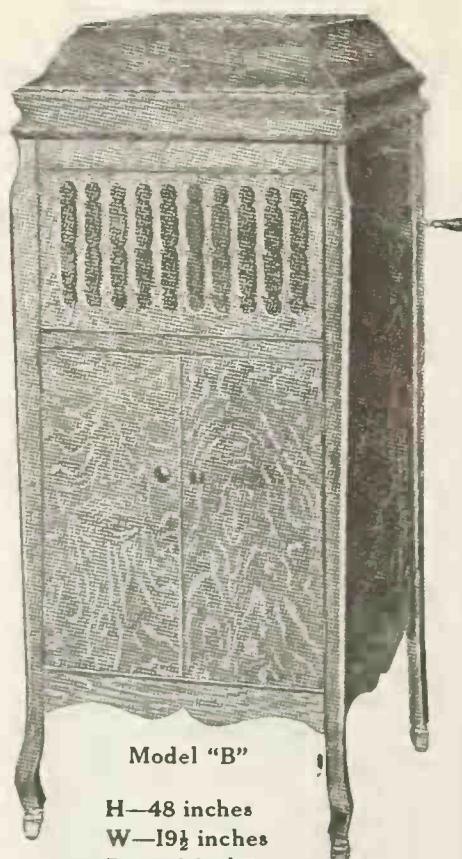
Ralph S. Peer, formerly connected with the Columbia Graphophone Co. as assistant to C. F. Baer, manager of the Chicago branch, announces

that he has joined H. C. Fuhr, general sales manager of the record division of the General Phonograph Corporation. He will be associated with Mr. Fuhr 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)



Model "B"

H—48 inches
W—19½ inches
D—22½ inches

*Specially priced
for the next 30 days*

We have other models.

Write us for printed matter and particulars

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.



Model 150

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 Widdicombe talking machines. They are optimistic over the trade outlook.

Spiegel's Push Vitanola

Spiegel's, the large housefurnishing merchants of Chicago, have been doing much strong advertising of Vitanola talking machines. Cuts of the four most popular Vitanola instruments have been inserted in the papers together with result-getting 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?

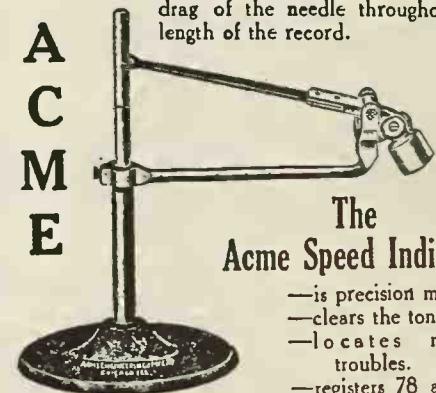
So says a reporter on the Chicago Herald and Examiner in an article recently published. The article quotes Billy Stonham, Chicago composer, as saying the following: "A while ago it was shimmie songs and wee-wee songs about mademoiselles, and before that there was a style in butterfly songs. If your song 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

"Guesswork Won't Do"

The ACME allows a test with the drag of the needle throughout the length of the record.



The Acme Speed Indicator

- is precision made.
- clears the tone arm.
- locates motor troubles.
- registers 78 and 80 revolutions.

"The repairman's stethoscope."
Made by
Acme Engineering & Mfg. Co.
1622 Fulton Street CHICAGO

AMBEROLA SERVICE

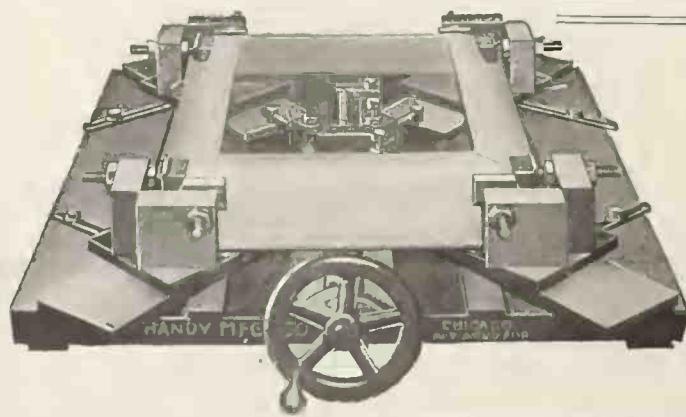
As the Edison Cylinder products are not controlled by zone system, dealers anywhere can take advantage of LYONS' SERVICE, which is efficient, skilled, and up-to-date.

Contrary to the general impression, the cylinder line IS NOT A THING OF THE PAST. It is absolutely the best value offered the public today.

J. I. LYONS

17 W. Lake St.

Chicago



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. P. Moyer in charge.

"Dealers are no longer debating prices," said



The O. C. Richardson Co.'s Widdicomb Display

Richardson holiday display of Widdicomb instruments. This window in conjunction with one-third page advertisements in Chicago daily newspapers resulted in a highly satisfactory volume 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 planning to increase the output of Windsor instruments 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

Mr. Moyer. "There is no haggling. It is instruments they want and not a matter of how much. Never was this spirit more evident than during the recent holiday season and at present at the Furniture Show. It is encouraging to note that the better grade of talking machines are selling best. Models ranging around \$250 seem to be going the best with us."

List New Styles

Starting with the first of the year the E. H. Stafford Mfg. Co., makers of Stafford talking machines, brought out a new line of Stafford models in their "Colonial," "Adam" and "Grand" instruments. The change from the old styles is considerable, in both finish and equipment. A striking feature of the new models is

(Continued on page 142)

"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 sonorous, 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 unsympathetic. 'Tis even so with phonographs.

Consequently, the Mockingbird has a tone and timbre like the voice of a living singer, like the peal of a pipe organ sounding through the windows of some cloistered hall, and like the thunder of a big brass band a-rolling down a distant street.

In harmony with its magnificent tone are the cabinets themselves. Built by master workmen, genuine woods, solid and substantial cases, artistic in design, symmetrical in form, and excellent in finish.

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, exclusive, 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.



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.
4. More Than 15 Years' Exclusive Player-Music Roll Manufacturing Experience.

Focus your sales efforts on a line that is 100% salable and 100% available.



Music Rolls Become Staple.

Some conspicuous successes have been won in a short time, in the distribution of player piano rolls, by wholesalers of phonographs and supplies. Last week a new department of this character showed for its Eastern owner several hundred retail accounts exclusively granted to his line and he said he would be asleep if he did not push it over a thousand before the new year. A Middle Western supply house that employs a man to call upon many dealers in the rural district with records alone added music rolls to his stock in trade with a gain of over \$900 weekly to the business from that source, without a cent additional investment to get it. For some months a single brand of rolls has sold phenomenally in all the Eastern wholesale houses of a record line.

The jobber's margin in player rolls is very substantial, particularly in view of the fact that he is almost certain to be subjected to no missionary expense in the bargain. A definite consumer demand has been created both by the national sale of player pianos and the national advertising and the store-display services of the music roll houses. Player rolls are universal; any player piano plays all the parchment on the market.

The staple character that these influences have given to the music roll sells it by name on demand, without demonstration. This is the reason why talking machine dealers, who are daily getting farther and farther away from even unnecessary record demonstrations, buy and sell player piano music.

Reprint of editorial in Oct. 8th issue of the Phonograph and Talking Machine Weekly

DISTRIBUTED BY

G. SOMMERS & CO.

PARK SQUARE,

ST. PAUL, MINN.

OKEH RECORD DISTRIBUTING CO.

97 FORT STREET, W.

DETROIT, MICH.

IRWIN PAPER COMPANY

MAINE AND THIRD STREETS,

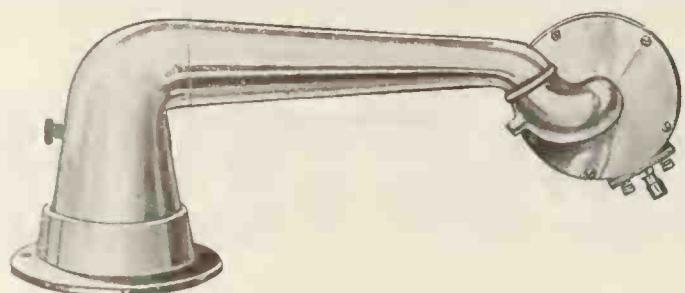
QUINCY, ILL.

LUCKY 13 PHONOGRAPH CO.

46 E. 12th STREET,

NEW YORK, N. Y.





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 dirt 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.

OKeh 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.

OKeh 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.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

EDISON JOBBERS CONVENE

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



Mid-West Edison Jobbers at 7.30 p. m. on Saturday, December 13, as he gathered up his papers after the conclusion of a strenuous two days' conference of Edison jobbers and laboratory representatives at the Congress Hotel, this city: "I have been present at a great many sales conferences, but this one was the most interesting, instructive and productive that I have ever attended."

The Edison advertising and sales promotion plans for 1920 are completed. The laboratories have been working on them for months. The conference with Mid-Western jobbers was called for December 12 and 13, to be held in this city. A. H. Curry, of the Texas-Oklahoma Phonograph Co., came all the way from Dallas, Tex. The other jobbers and jobbers' representatives present were: R. B. Alling, Detroit; Messrs. Babson, Goodwin and Eckhardt, Chicago; Messrs. Blackman and Bailey, Kansas City; Messrs. Blish and Silzer, Des Moines; Messrs. Smith and Bloom, Cleveland; W. E. Kipp, Indianapolis; L. H. Lucke, Minneapolis; P. H. Oelman, Cincinnati; W. A. Schmidt, Milwaukee.

The laboratories were represented by Messrs. Maxwell, Leonard, Gregg and Wood. The Fed-

eral Advertising Agency of New York City sent Messrs. Mahin and Nixon.

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 as a business getter for him and generally more attractive to the dealer?" Every man at 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 scientific

Equip Your Phonographs With Perfect Automatic Brakes

Samples
\$1.00 Each
Cash with order

State make
of tone arm used



Also made
with long
brake shoe
for 1 inch
offset

Patented Aug. 28, '17

Simple construction and easily attached.
Made in four styles to fit any make of tone arm.

Write for attractive quantity price

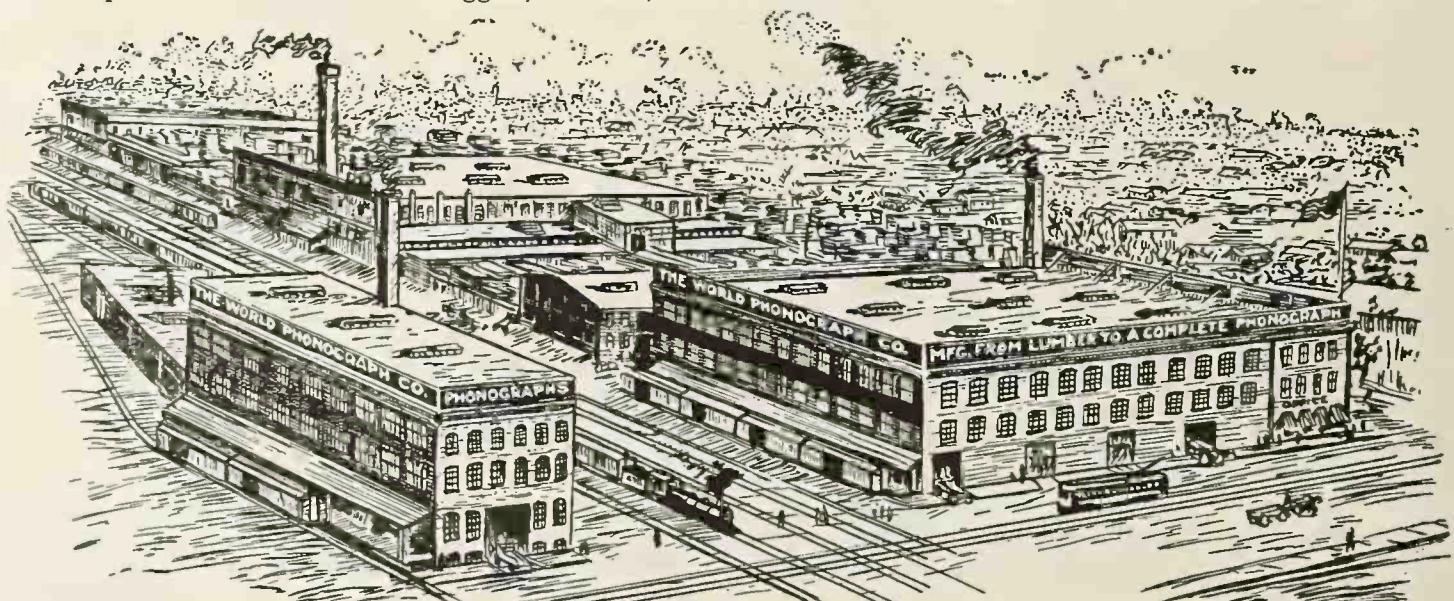
PERFECT AUTOMATIC BRAKE CO.
Room 400, 425 S. Wabash Ave., Chicago

NEW WORLD PLANT BEING EQUIPPED

New Factory of World Phonograph Co. Ready for Occupancy May 1—Remodeling in Process

CHICAGO, ILL., January 5.—Work of refitting the new plant recently acquired by the World Phonograph Co. is at present progressing at a most satisfactory rate. May first is given as the date of removal from the present location and installation of factory and office forces in the new quarters. "Over 150,000 square feet of floor space will give the World Co. facilities for an output of 250 machines per day," says E. C. Cook, sales manager.

Two more traveling men have been added to the World staff. Thus more efficient service to World dealers in the Southern and Eastern



New World Phonograph Co. Plant Now Being Equipped

cally worked out and most effective phonograph campaign that has ever been undertaken.

The jobbers' travelers will have all the material in their hands by March 1.

States will be provided, and it is expected that the increased output will take care of all 1920 orders, although the probabilities are that 1920 will be even more active than was 1919.

The Superior Lid Support

A Spring Balance that Does Not Warp the Lid—
No Pull on the Lid when Down

A mere touch of the finger lifts or closes the lid,
which stops at any point desired

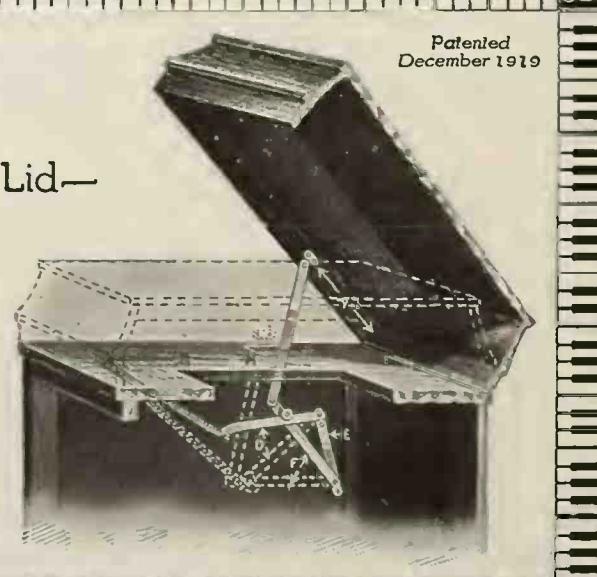
Sample—Nickel 75c—Gold \$1.00

Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.

Quantity Prices Quoted on Application

Barnhart Brothers & Spindler

Monroe and Throop Streets, Chicago, Illinois



Patented
December 1919



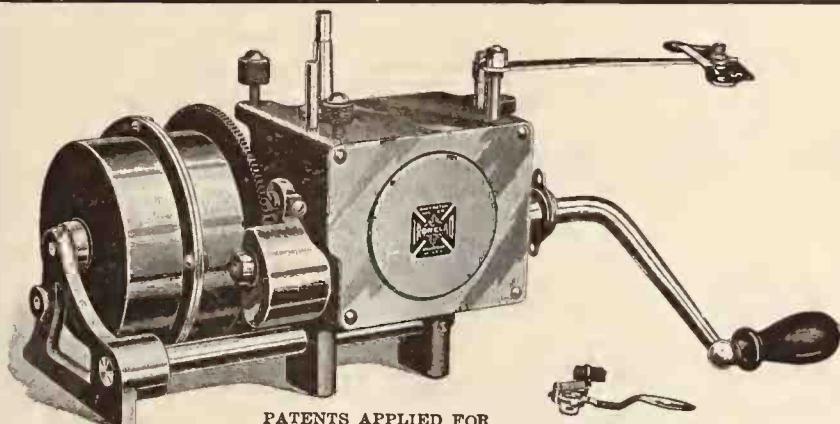
"IRONCLAD"

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.



PATENTS APPLIED FOR

Only the sensitive gears
are enclosed.

Speed Regulator is ex-
tremely rigid and posi-
tive.

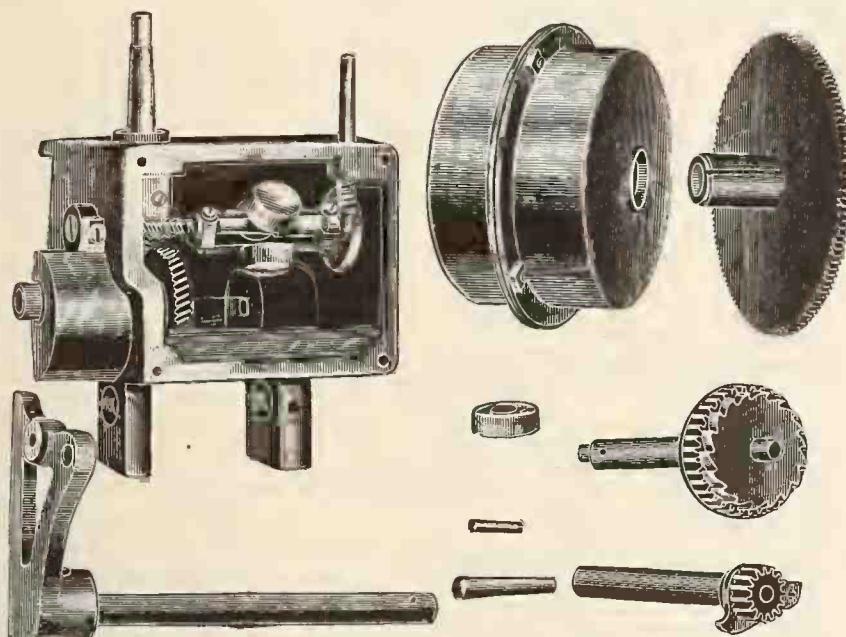
Thirty-six turns of crank
play 3 10-inch records.

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 re-
duced. 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.

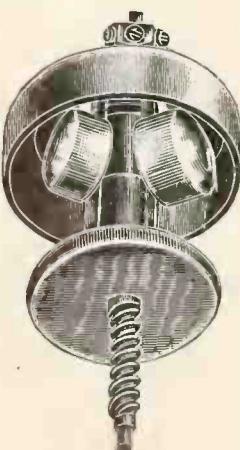
Most Progressive Manufac-
turers are now testing samples.
Got yours yet?



Taken down in 40 seconds without disturbing gears
or adjustment in case.

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

Ironclad
Motors
Will be
Equipped
With Non-
Breakable
Patented
Governor
at
An Extra
Cost.



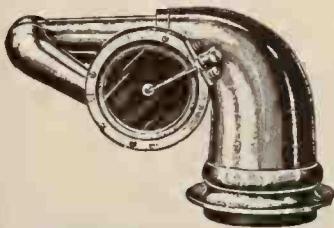
Mr. Dealer: You realize times are changing. The trimmings no longer sell an automobile. The customer insists on knowing "what is under the hood." Phonograph buyers are beginning to ask, "What kind of a motor?" "Is it a good one?" and "Why?" "Will the motor stand up?" "Is the motor noiseless?" and countless 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 makeshift 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."

Write us for sample motor or send us your name and we will be glad to recommend a manufacturer who will furnish you with a sample machine equipped with the dependable IRONCLAD ENCLOSED MOTOR.

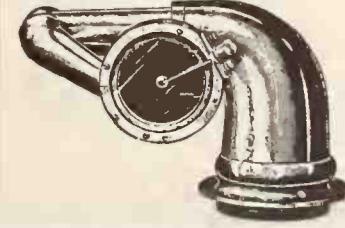
We will exhibit our full line at The National Music Show and Festival, Grand Central Palace, New York, February 2 to 7, 1920. Space 134.



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.



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.

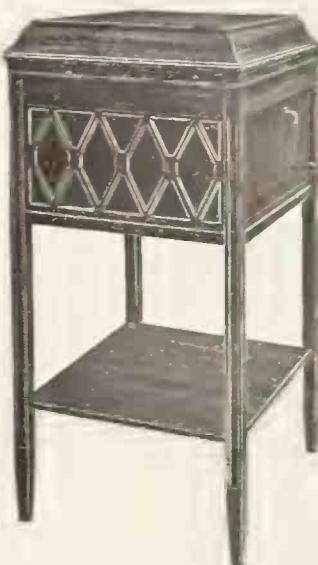
PHONOGRAPH DIVISION

The Widdicomb Furniture Co.
Grand Rapids, Michigan



MODEL "AA"—OPEN
Mahogany or Oak

14½" high; 16½" wide; 20¼" 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; 43¾" 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!"



MODEL "C"—CLOSED
Mahogany, Walnut or Oak
22¾" wide; 24½" deep; 46¾" high

A.J. Crafts Piano Co.

Manufacturers

RICHMOND

VIRGINIA

THE TALKING MACHINE WORLD SERVICE



Robert Gordon's Page -

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES

SID says: "If you expect any miracles during 1920 YOU'VE got to perform them."

They called Pat Moran a miracle man when he captured the world's baseball championship with the Cincinnati Reds. But when you take a miracle apart to see what it is made of you always find it is chiefly composed of Hard Work.

A little bit of "Hard Work" by 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 say to your public (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 where I start something!"—if you advertise, put in fresh window displays, mail out form letters and go after business full speed ahead—you'll get it.

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 activity, 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 noses pressed against your windowpane all day long. 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 it was mechanical, 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 the music of 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? Would you let him sell to your customers? Not a chance!

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 salesmen, 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, multographed 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."

WHEN the manna fell upon the Children of Israel in the wilderness they had gumption 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, newspapers, 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 every day or two. Other copies of these ad clippings in your booths will help your salesmen with many a sale.

"They that won't be counselled, 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.

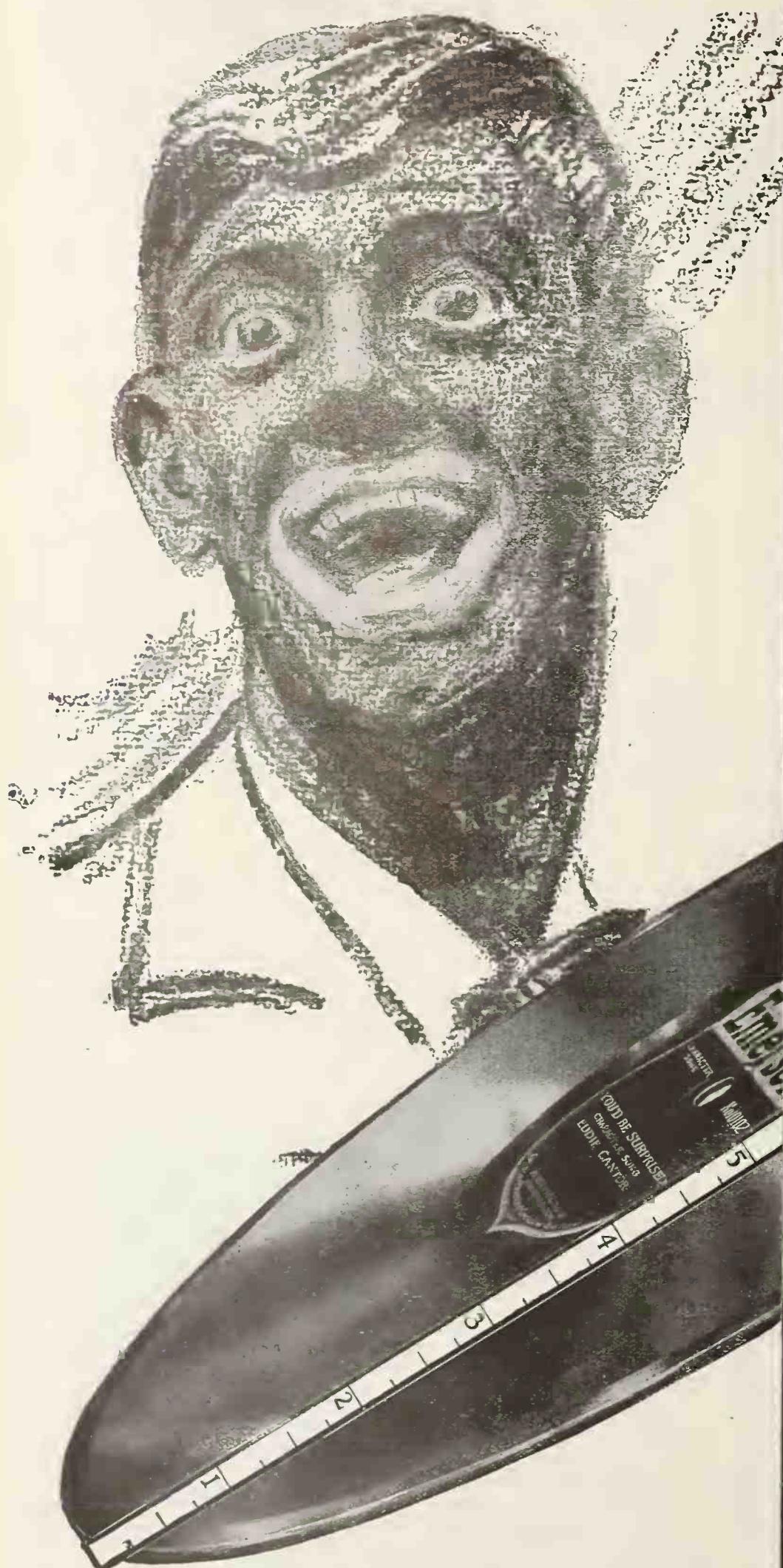
LOTS of people like to know exactly what their outfit is to cost before they decide to buy it. To catch their attention, display your machines as complete outfits. On the floor of your window, in front of the instrument, place a ten-inch album, a twelve-inch album, some ten-inch records, twelve-inch records, a few 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.

"Follies" headliner

renews exclusive contract with Emerson for 5 years more



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
3 West 35th Street

CHICAGO
7 East Jackson Blvd.

emerson
records

Emerson Records

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 unique success of his connection with the music industry, which dates back a number of years. He is widely known throughout the country and has a host of friends, and

his policy of quality first has gained universal recognition for Crippen products. The new Crippen "Interpretone" talking machine embodies many original ideas. Its most salient



Walter R. Crippen

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.

BANG!

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

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 circulars to

LU-FRANC SALES SERVICE
1202 Dime Bank Building, Detroit

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.

GROVER WITH KOERBER-BRENNER

Former Victor Traveler to Carry on Development Work for St. Louis Wholesalers With Special Attention to State of Illinois

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



H. Spencer Grover

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."

VICTOR TRAVELING STAFF CONVENES

Semi-annual Gathering at Home Office on January 2nd Proves a Distinct Success—Enjoy Old English Banquet at the Adelphia

CAMDEN, N. J., January 6.—The 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 Dclano, who described to them the latest development in the Victor School of Red Seal Record Salesmanship.

H. A. Beach, manager of the traveling department, addressed the representatives, giving them an intimate outline of the company's plans for the future, during which he referred to the forecast made by Eldridge R. Johnson, president of the company, which was published in the January issue of the "Voice of the Victor," and which has been referred to in these columns.

H. C. Brown, sales manager of the company, in a brief address paid a glowing tribute to the splendid spirit of co-operation fostered by the representatives with Victor dealers, and was most optimistic as to the future of the Victor industry and the important part that will be taken in its development by the Victor representatives.

The men listened to talks by C. L. Egner and P. A. Ware, assistant managers of the department, who supervise the field work in the East and West, respectively.

In the evening there was a dinner at the Adelphia Hotel, when a typical Yuletide meal was served with Old English settings. The room was decorated after the manner of an old English inn, the menu being replete with Shakespearean quotations appropriate to the viands. Instead of printing the menu, a large sign was painted, such as might appear in an old English inn.

Major Theodore Waters, who was commissioned by the Government to take an important part in the first American Red Cross Expedition into Palestine, working in conjunction with General Allenby's forces, delivered an interesting address on his experiences with the Victrola, and Mart King, a humorist, entertained. P. A. Ware, assistant manager of the traveling department, was toastmaster.

L. A. SCHWARZ ON SOUTHERN TRIP

L. A. Schwarz, representing the Jones-Motrola, the New England perfection tone arms and reproducers and other well-known accessories, has left on his first trip of the new year to the South, in the interest of the companies he represents. Mr. Schwarz has started the new year with much optimism and believes that 1920 will eclipse the records of all former years in number and volume of sales.

The constant use of flattery will leave you flat.



The
HARPONOLA
for
HAPPINESS

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.

Everything about the Harponola spells "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

HARPONOLA COMPANY

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.



Operaphone RECORDS

PLAY ON ALL TALKING MACHINES
WITHOUT ATTACHMENTS

SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.

QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33½ in. Top 17½ x 17½ in. Holds 168 12-in. Records.

For Victrolas IV-A and VI-A; Columbia No 25 and No. 35.



Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records.

For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16½ x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19½ x 22½ in. Holds 96 12-in. Records.

For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19½ x 22½ in. Holds 96 12-in. and 96 14-in. Records.

For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records.

For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.



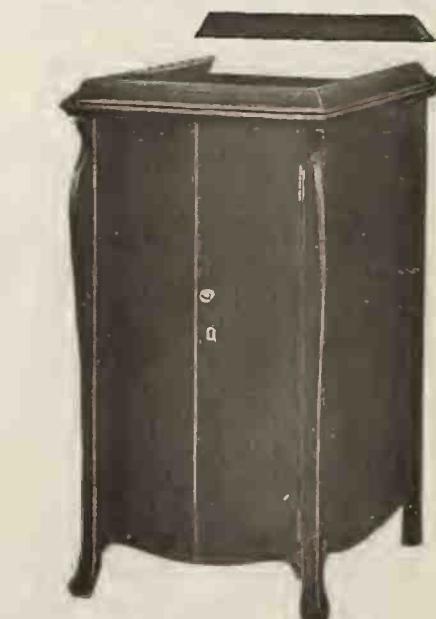
Style 78.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19½ x 22½ in. Holds 96 12-in. and 96 14-in. Records.

For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 10½ x 22½ in. Holds 96 12-in. and 96 14-in. Records.

For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Shows cabinet equipped with top moulding to be used only in connection with Victrola IX-A.

**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

Strand Temple of Music Under Management of Al. Edelstein Making Rapid Progress—Gately-Haire Co. Now Wholesale Dealers Only

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 con-

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 af-



View of Showrooms of Temple of Music fairs 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.

KNICKERBOCKER RECORD RECITAL

Many Dealers Gather in Knickerbocker Co.'s Recital Hall on January 6th in Order to Listen to the New Victor Record Releases

The Knickerbocker Talking Machine Co., Victor distributors, held their first record recital of the new year on Tuesday, January 6th, in the Retailers' Recital Hall in their handsome quarters at 138-140 West 124th street, New York.

Singers from sheet music publishing houses rendered new popular selections and Billy Cripps, of Remick & Co., sang "My Isle of Golden Dreams" in such fashion that several encores were necessary before the audience was willing to allow him to leave.

After several selections had been rendered by these artists and after some of the February releases had been played, Abram Davega, vice-president of the Knickerbocker Co., spoke to those assembled on the value of window dressing and mentioned the fact that, in order to help the dealer to attractively decorate his windows at a reasonable cost, the Knickerbocker Co. was releasing for 1920 a series of window displays, these window displays to be rented at a price of about \$25.00 per display, which is but a small part of their cost.

After giving more detailed information as to how this service was to be operated, Mr. Davega escorted his guests through two floors of his establishment, showing them window designs already gotten up to be used in this new department. At 12:30 Mr. Davega, assisted by Joe Schwetz, conducted all those present to the Hotel Theresa for luncheon.



Night View of Strand Temple of Music 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



Model 137

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.

MODEL 137 (as illustrated)—Solid mahogany. Needle cup. Indicator. No. 16 Meisselbach motor. Universal sound box. Supreme tone arm. List, \$137. Complete specifications on request.

Ready for immediate delivery. For better music, better entertainment, you can provide no finer instrument for your customers than *Sona-Tone*—the proven phonograph. Write for details.

Sona-Tone Phonograph, Inc.

Executive Offices:
World Tower Building
110-112 West 40th Street

Demonstration Rooms:
Bush Terminal Sales Bldg.
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*



New Model "E" Garford Phonograph

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

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

Order Now For Immediate Delivery

Sells like "Wild-Fire" the Year Round

We have an Attractive Dealer Proposition

The GARFORD MFG. CO.
ELYRIA, OHIO

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

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 H.

Bookkeeper Score 100 Per Cent," by Marion Dorian, auditor; "Small Account—Sick," Doctor in Charge, F. R. Erisman, manager Dallas branch; "Medium Sized Account—Sick," Doctor



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. Benz,



H. L. Willson

general sales department; "Recording and Better Recording," E. N. Burns, vice-president; "Gems of the Catalog Compared," by A. R. Harris; "Three Hundred Word Stories of Best Record Selling Stunts," by F. F. Dawson, manager Cincinnati branch, F. A. Denison, manager Buffalo branch; H. E. Gardiner, manager New Haven branch, and Frank Dorian, manager Seattle branch; "Accomplishment in Selling Foreign Records," by R. F. Bolton, sales manager international record department; "Personal Stories of Columbia Artists," by Theo. H. Bauer, 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.

On Saturday the branch managers resumed their conferences, with the following addresses programmed: "Developing Rural Sales," by E. (Continued on page 158)



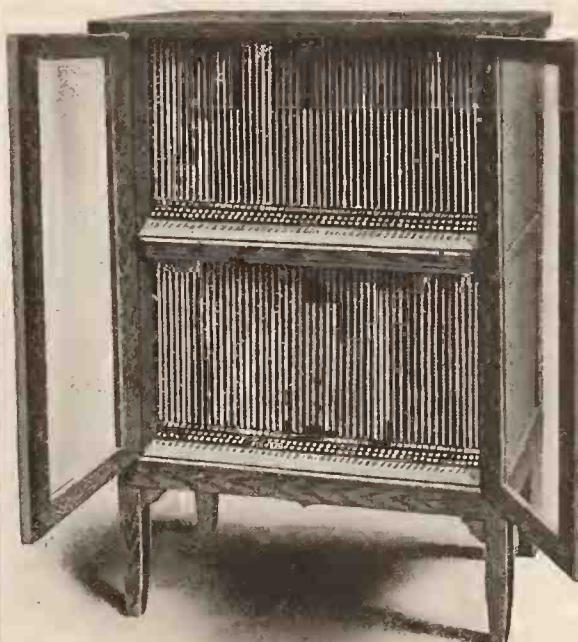
Columbia Branch Managers on Steps of East Plant

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

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



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.

Haag File "F 100"
Price \$58.00

Deliveries Begin in February

ANNUAL CONVENTION OF COLUMBIA BRANCH MANAGERS—(Continued from page 157)

A. McMurtry, manager Kansas City branch; "How Best to Run a Dealers' Meeting," by Ben L. Brown, manager Indianapolis branch; "How to Conduct a Branch Sales Meeting," by Kenneth Mills, manager Chicago branch; "Canada," by A. E. Landon, manager Canadian branch; "Teaching a Class by Use of Grafonola and Columbia Records," by W. A. Willson,



Geo. W. Hopkins

manager educational department; "Five Hundred Word Stories on the Right Kind of Dealer Representation," by W. L. Sprague, manager Minneapolis branch; S. E. Lind, manager Detroit branch; John McKenna, manager St. Louis branch, and N. J. Wilcox, manager Philadelphia

branch; "Merchandising Advertising," by L. L. Leverich, assistant advertising manager; "Changing the Complexion of a City," by N. F. Milnor, manager San Francisco branch; "Demonstration Sales—Selling a Grafonola to a Retail Customer"—retail customer portrayed by G. P. Donnelly, manager Portland, Me., branch, and the salesman portrayed by A. B. Creal, manager New Orleans branch; "Sales Targets," by W. F. Stidham, manager Los Angeles branch; "What Are Your Girls Doing for You?" by Miss M. E. Schack; "Smiles and What They Will Do," by F. K. Pennington, assistant general sales manager; "Advertising Plans for 1920," by Wm. H. Johns, president Geo. Batten Co.; "Service," by Geo. W. Hopkins, general sales manager.

The Dictaphone sales managers held an interesting session on Friday, with C. K. Woodbridge, Dictaphone sales manager as chairman. H. L. Willson, vice-president and general manager of the company, opened the morning session with a talk on "The Present and Future of Dictaphone Manufacture." Addresses were made by several of the Dictaphone sales managers, and the afternoon session was opened by Frank K. Pennington, who gave a short talk on "Smiles." The business sessions were continued on Friday afternoon and Saturday, and on Saturday morning Geo. W. Hopkins gave a valuable talk entitled "Columbia and the Gem of the Office," which, as usual, was couched along constructive and interesting lines.

COLUMBIA CONVENTION CLOSES WITH GREAT BANQUET

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 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, Mme. Jeanne Gordon, Percy Grainger, Charles Hackett, Mme. Marion Harris, Sascha Jacobsen, Keegan and Edwards, Ted Lewis and his Jazz Band, Jose Mardones, Mme. Barbara Mael, Geo. Meader, Mme. Carmela Ponselle, Mme. Margaret Romaine, Oscar Seagle, Toscha Seidel, Riccardo Stracciari, Mme. Grace Wagner. The conductors were Charles A. Prince, Robert Hood Bowers and Romano Romani. 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. Several of 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. Willson, 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. Willson 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. Willson 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

Delphon

Incomparable

A tone that is ineffably exquisite—not phonographic

STEADILY INCREASING PRODUCTION ASSURES DELIVERIES.

Delphon Model C
\$215

THE DELPHEON COMPANY

Bay City, Michigan

The Delphon Sales Co., 25 Church St., New York

Rosen Phono. Sales Co., 28 Court Square, Boston, Mass.

Walter Verhalen, 703 Bush Building, Dallas, Texas

ANNUAL CONVENTION OF COLUMBIA BRANCH MANAGERS—(Continued from page 158)

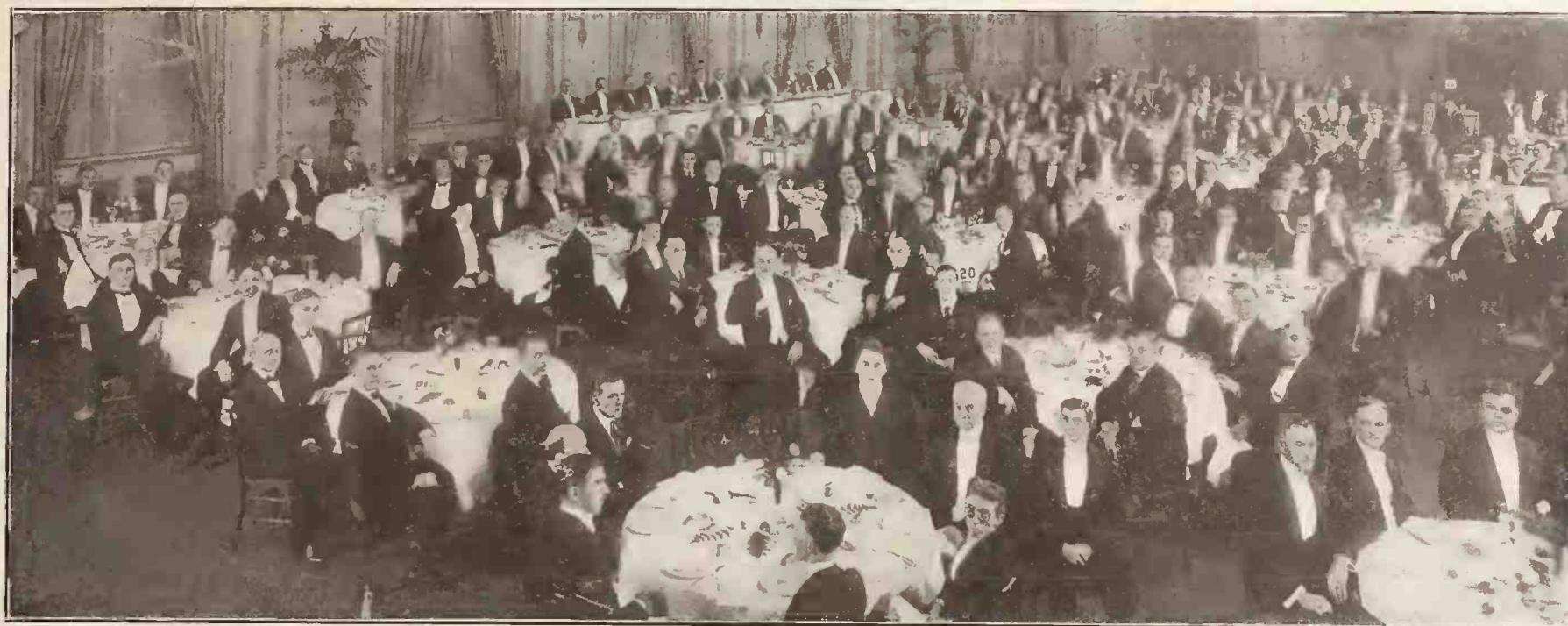
1920 would be a wonderful year for business, and Mr. Woddrop told the managers that Columbia was "ready" for this prosperity and activity. As treasurer of the company, Mr. Woddrop presented some interesting details regarding the strength and stability of Columbia finances.

Mr. Woddrop 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

ing to illness. Mr. Burns, who is one of the most popular Columbia executives, is now recuperating and when Mr. Hopkins proposed three cheers for "Ned" Burns they were given with an enthusiasm that undoubtedly echoed hundreds of miles away. N. F. Milnor, manager of the San Francisco branch, suggested that a telegram be forwarded to Mr. Burns advising him of the deep regret of the Columbia organization that he could not be with them, and expressing the hope that he would soon be back at the helm of the recording division. Mr. Hop-

attributed in a large measure to the indefatigable efforts of Mr. Hopkins, who, with the assistance of Mr. Pennington, prepared the complete program from start to finish. With his thorough and invaluable knowledge of merchandising and sales problems, Mr. Hopkins so arranged the program that every discussion and address provided the managers with practical information and informative ideas. The managers left for their respective branches imbued with the thought of Columbia progress and accomplishments and possessed of the knowledge



Annual Banquet of Columbia Branch and Dictaphone Managers, Held at the Hotel Pennsylvania Saturday Evening, January 3

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 sincere appeal to the managers to make the coming year the greatest in the history of the company. The concluding addresses of the evening, made by Geo. W. Hopkins, Frank K. Pennington and C. K. Woodbridge, constituted a series of informative and valuable talks that were keenly appreciated by the managers.

During the course of the evening Mr. Hopkins advised the diners that it was with extreme regret that he was obliged to announce that E. N. Burns, vice-president of the company and in charge of recording, could not be present, owing

kins appointed Mr. Milnor a committee of one to draft this telegram.

The signal success of this convention may be

that each and every department at the executive offices and in the factories is working in the closest co-operation with the sales force.

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."

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.

SAPPHIRE!

Highest Grade—Direct Importations Now Available

Pathé Full Tone \$140 { Metal Holders
Edison Full Tone 150 } Per 1000

Pathé Half Tone \$160 { Imitation
Edison Half Tone 170 { Ivory Holders
} Per 1000

Samples on receipt of price
Special prices on direct imports of 10,000 sapphires

E. C. HOWARD

215 NORTH LAFAYETTE STREET
GRAND RAPIDS MICHIGAN

Wholesale
Victor
Service
for Southern Dealers

Band and Orchestra Instruments
Player-Piano Music Rolls
Musical Merchandise

**Complete Stocks, Quick
Shipment, Right Prices**

Make Our Store Your Headquarters When in Richmond

The Corley Company
Richmond, Virginia

The Puritan

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.

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



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.

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 at 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-eminent 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 do the logical and practical thing. Therefore, we will establish a differential in the price of our records between top-notch stars and the lesser known and less expensive artists. The first of the series of records issued under this policy will be Eddie Cantor's records, which, on and after this date, will be sold by Emerson dealers at the list price of one dollar. Distributors will on this date invoice to the dealer all Eddie Cantor records at this list price. Announcement of further records issued by Emerson under this policy will be made from time to time."

In a chat with The World regarding this im-

portant 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



Arthur H. Cushman

support and approval of a new Emerson policy. It has been a source of great satisfaction to the Emerson Co. to have so fundamental 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 dis-

tinct 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 reliable 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 Urlass, 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.

Plays On All Phonographs

Ends Needle Trouble

Ten-M-Needle

PLAYS 10,000 RECORDS

RECORD.

Ten-M-Needle under Magnifying Glass.

Patent Applied For

Retail Price, \$1.50

Jobbers:

Write nearest Sales Representative or Baker-Smith Co. for sample and prices.

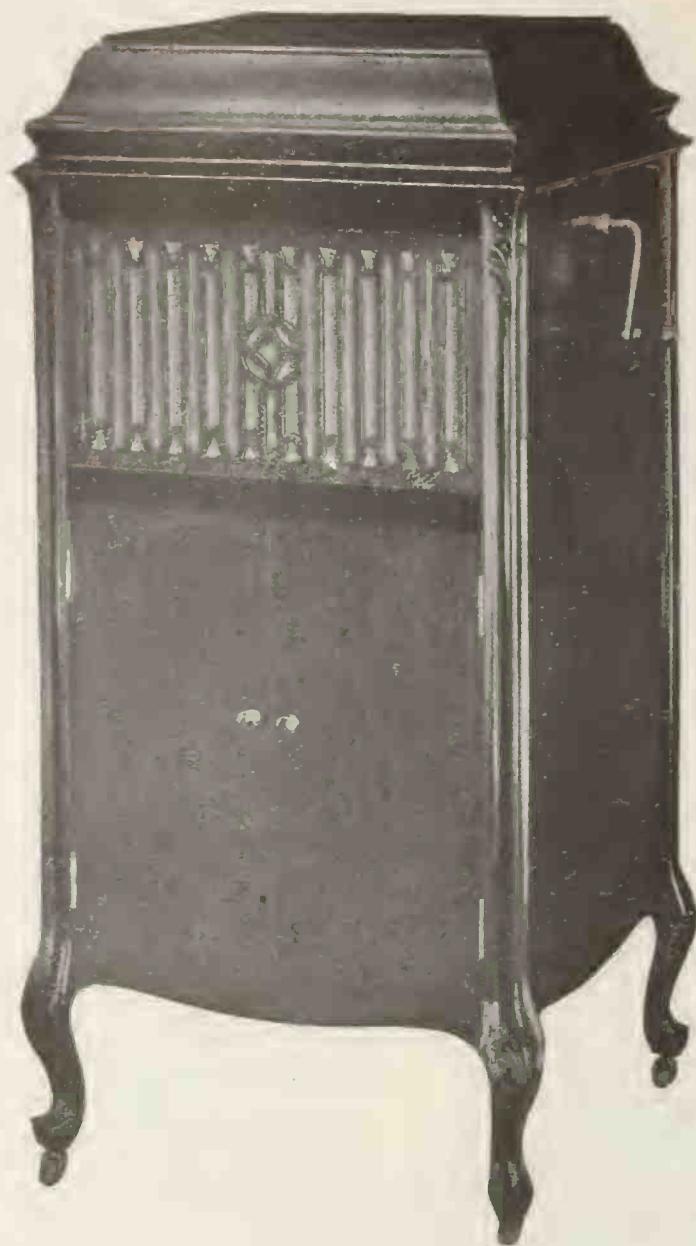
A Never-Change Needle

The one needle plays continuously without injury to records. Saves the trouble of changing needles and reduces the needle cost to about one-tenth the usual cost of old style needles. By actual test this Ten-M-Needle has the capacity of playing ten thousand records. Always the same point. Never the danger of playing with a used needle.

Dealers:
If your jobber cannot supply you, write us.

BAKER-SMITH CO.
SALES MANAGERS
RIALTO BLDG., SAN FRANCISCO, CAL

GEORGE MITTELMAN, 487 Broadway, New York, Sales Representative
We carry New York stock at all times. Quick delivery from New York or any city for the dealer



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.

*E. R. Godfrey & Sons Co., Milwaukee, Wis.
Sole Distributors for Wisconsin, Iowa, Michigan,
Illinois and Indiana*

WRITE US

VISTA TALKING MACHINE <sup>Dept.
"D"</sup>
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 sale of records for one month was greater than for the whole of the previous year. The cessation of hostilities saw an immediate jump in sales of both machines and records and for a long time 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 shells by the thousands, is now devoting much of its attention to the manufacture of motors, cabinet hinges, winding cranks and other metal parts.

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 success in some of the larger cities of 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 the children's rest and play room, so that mothers need not hesitate to bring their children to the store.

W. H. Banfield & Sons, Ltd., is now working at top speed on motors and talking machines. This firm is also producing, under contract, the Stewart phonograph. Here again is a remarkable example of Canadian development in the direction of big business. The Stewart Phonograph Corp., Ltd., a purely Canadian company, has purchased outright the world rights of the Stewart Phonograph. Toronto must benefit by the acquisition of an industry of this magnitude.

The Emerson Canadian Co., Ltd., with headquarters in this city, have been incorporated with a capitalization of \$500,000, to carry on business in talking machine records and accessories.

H. R. Braid, well known to the trade throughout Canada through his connection with I. Montagnes & Co., Canadian distributors of the Sonora line, has joined the selling staff of the Music Supply Co., Columbia distributors.

The Starr Co., of London, Ont., have opened up a Toronto branch for the sale of Starr phonographs and Gennett lateral cut records, which are pressed in Canada. E. W. Wood will be in charge. While in England recently J. A. Croden made arrangements whereby his firm will have

exclusive control in Canada of a number of well-known makes of lateral cut recordings. As Canadian distributors of the Starr Phonograph and Gennett lateral cut records this firm reports exceptionally heavy business throughout the Dominion.

At a recent meeting of the Canadian Phonograph Manufacturers' Association held in the King Edward Hotel here one of the principal topics discussed was the problem of getting more apprentices into the cabinet making end of the business. It was shown in the interesting discussion which the question provoked that there is a serious scarcity of recruits to the army of workers in the woodworking industries and that the future of the talking machine industry demanded some active recognition of this condition. It was decided to endeavor to enlist the co-operation of the piano manufacturers and furniture manufacturers in securing government aid in the matter of technical instruction for boys.

The Brilliant Phonograph Co. and the Brunswick Shop, Ltd., have registered with capital stocks of 50,000.

May Peterson, the celebrated prima donna soprano and exclusive Aeolian-Vocalion artist, recently sang in Montreal and in Massey Hall, Toronto. These appearances of May Peterson gave a big impetus to the demand for her Aeolian-Vocalion recordings.

The Voice-O-Phone Co., and also the Phonograph Specialties, Ltd., have incorporated, capital \$150,000.

In order to make surroundings as pleasant as possible, and to attain the utmost in convenience, the National Piano Co., Ltd., is constructing seven sound-proof rooms on the ground floor of their premises, where Victor records may be heard to advantage.

Maud Powell, whose death was recently announced, last month delighted Toronto audiences with a violin recital at the King Edward Hotel.

While they have not definitely decided upon the extent of the enlargement, Piano Cases and Phonographs, Ltd., Brantford, successors to the Brantford Piano Case Co., Ltd., will extend their present factory sufficiently to double output.

HOLIDAY TRADE IN MONTREAL GREATEST IN HISTORY

All Dealers Closed Christmas Week With Stocks Completely Sold Out—N. H. Phinney, Ltd., Now Exclusive Agent for Talking Books—Continued Activity Everywhere

MONTREAL, CAN., January 3.—The situation in this city during the holiday season was no different from other points throughout Canada. The demand for talking machines exceeded the supply and the majority of dealers could have sold twice the number of machines had they the goods. As it was in most cases stocks were depleted and dealers supplied customers with any make they could get in order not to disappoint them. Never in the history of the industry was the demand for records so great.

The result of a recent visit of Henry Burr to Montreal is a new "His Master's Voice" record, "Oh, What a Pal Was Mary," which is predestined to be a big seller. Mr. Burr recorded this selection at the laboratory of Berliner Gramophone Co., Ltd., and this particular number is a fine specimen of good recording.

N. H. Phinney, Ltd., Halifax, N. S., have secured the exclusive selling rights for the famous talking dolls and talking books. One corner of Phinney's Barrington Street store will be devoted entirely to the kiddies. There will be a young lady continually at the "Kiddies' Corner" to give them every attention. The Bubble Books, which are now so popular among the children, will also be shown in this corner.

Battered and battle-scarred, but with its soldier's soul undaunted, the Columbia Grafonola that N. H. Phinney, Ltd., of Halifax, N. S., presented to the 85th Battalion before it went overseas, has just returned from active service.

It can be seen in their window, where it rests with its laurels around it, proud of its "wound stripes," but prouder still of its ability to play. The 85th Battalion on demobilizing returned it

to N. H. Phinney, Ltd., as a souvenir of the war.

During the recent showing of "Mickey" at the Royal Theatre at Dartmouth, N. S., the manager had a new Edison Diamond Disc on the stage and delighted capacity houses with the sweet music of "Mickey" during the performance.

The Nova Scotia Furnishing Co., Ltd., Halifax, N. S., sole agents for Pathéphones and records in that city, recently demonstrated to capacity audience the Pathé Actuelle.

Goodwin's, Ltd., are using some attractive illustrated street car cards featuring the Brunswick phonograph.

Phonograph Specialties, Ltd., has been incorporated at Montreal with a capital of \$150,000.

CALGARY COLUMBIA MEN ORGANIZE

Local Association Formed to Better Trade and Selling Conditions—B. R. 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 Columbia line, 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)

Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

**THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY**

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



The Best Talking Machine Needle on the Market

PACKED IN COUNTER SALESMEN

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

THE FRED. GRETSCH MANUFACTURING COMPANY

60 Broadway

Manufacturers of Musical Instruments

BROOKLYN, N. Y.

Canadian Wholesale Agent: H. A. BEMISTER, 10 Victoria Street, Montreal, Can.

Western Distributor: WALTER S. GRAY, 530 Chronicle Building, San Francisco, Cal.

NEWS FROM DOMINION OF CANADA

(Continued from page 163)

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.

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

Pathé Frères Phonograph Sales Co., Ltd., have incorporated at Vancouver, B. C., with a capital of \$40,000.

FEATURING STARR PHONOGRAHS AND GENNETT RECORDS

The picture shows the interior of the W. H. Caldwell Store, Shelbyville, Kentucky, jobbers of Starr phonographs and Gennett records. On

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



Interior of W. H. Caldwell Store, Shelbyville, Ky.

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.

be in charge. Mrs. Lyons reported an excellent Christmas business and says further the outlook for the coming year is very bright.

MAUD POWELL, VIOLINIST, DIES

One of America's Greatest Native Musicians Dies Suddenly on Tour—Her Art Preserved by Her Records—Had World-wide Reputation

UNIONTOWN, PA., January 8.—Maud Powell, who is perhaps one of America's most famous violinists and whose Victor records have won unanimous praise among music lovers throughout the world, died here to-day. She suffered a nervous breakdown yesterday and became so ill that her concert last night was canceled. On Thanksgiving night she collapsed on the stage during her concert in St. Louis. For twenty-four hours she was said to be dangerously ill, but she recovered and continued her tour. The illness was reported as acute gastritis at that time.

Maud Powell was regarded by both American and European critics as the foremost woman violinist in the world, and she is entitled to rank as one of the greatest musicians ever produced in the United States. When she first appeared in public as a young girl in the eighties she had some of the reputation of a youthful prodigy, but she proved the estimate of the great Joachim by continuous advance to the highest realms of her art.

In the death of Maud Powell the world has lost a brilliant and talented artist, but it is some slight consolation to know that her art will always remain and will be available to all through the medium of her records, of which she has made many for the Victor Talking Machine Co.

TAKES OVER VANCOUVER MUSIC SHOP

Arthur E. Wood, Vancouver, B. C., has taken over the business formerly known as the Vancouver Music Shop and in future will operate same as an exclusive talking machine shop, featuring "His Master's Voice" line. Mr. Wood has had fourteen years' experience, ten of which were spent with the Kent Piano Co. of Vancouver.

Switzer Bros., Ltd., is the name of a new firm in Vancouver, B. C. In the talking machine department they are exploiting the Sonora line and His Master's Voice line of records.

THE PHONOSTOP

WELL KNOWN AND USED EVERYWHERE

We Want Your 1920 Orders Early

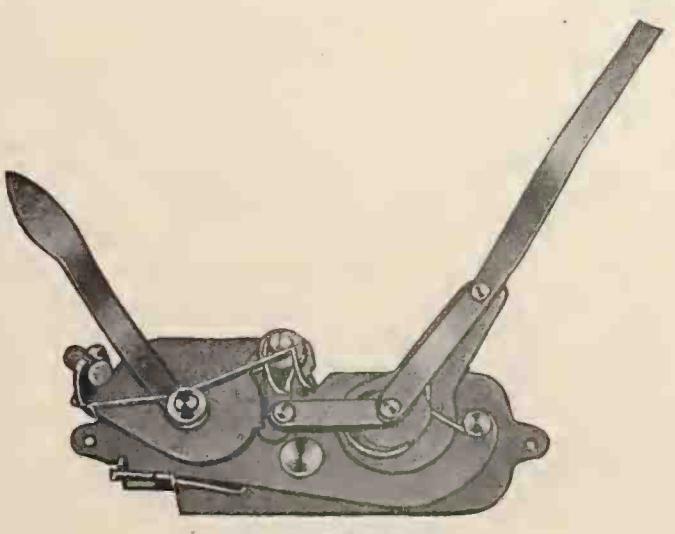
500,000 the limit this year
Join the procession NOW

We can make immediate deliveries
of any quantity

THE PHONOMOTOR COMPANY

121 WEST AVENUE

ROCHESTER, N. Y.



(PATENT APPLIED FOR)

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

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 brilliancy, 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 harems, to the friska, or quick, section, vibrating with the dash and vigor of the Magyar peasant dance, and pulsating with the trobbing of the velvet-throated chimes of the Hungarian desert-winding caravans.

Mr. Rachmaninoff is seated at the piano. The other gentlemen are A. J. Palmer, Advertising Manager of Thomas A. Edison, Inc.; Robert Gayler, Musical Director at the Edison Recording Laboratories, New York City, and Nicolas de Strouver, a friend of Rachmaninoff's. This picture was taken in Rachmaninoff's New York home, 24 East 92nd Street.

to-day, 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

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.

as for several years he was assistant manager of the Kansas City branch of the Columbia Graphophone Co., having been connected with that branch for eight years.

APPOINTED JOBBERS

PHILADELPHIA, PA., January 10.—Penn Phonograph Co., Inc., of this city announce that hereafter C. Bruno & Son, Inc., New York City, Victor wholesalers, will handle the Penn Victor plaster of paris miniature dog in a jobbing way.

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. Fuhr, general sales manager of the record division of the General Phonograph Corp., New York. Mr. Peer assumed his duties the first of the year and is rendering efficient co-operation to Mr. Fuhr 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



Delivery Envelopes

Art Series

New Designs

New List of Records

Every 60 Days

**Very attractive
proposition to
Jobbers**

Write for trial shipment

CLEMENT BEECROFT

309 W. Susquehanna Ave.

PHILADELPHIA

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.

Van Veen
"BED SET"
**Booths
Sectional
Record Racks
Record
Sales Counters**

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

TELEPHONE GREELEY 4749

Chicago Office, 105 West Monroe Street

MAXIME PATHÉ 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 Pathé, 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. Pathé 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 Pathé Actuelle, to which he is seen listening in the accompanying photograph.

Mr. Pathé is the son of Emile Pathé, 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. Pathé 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. Pathé, 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 suc-

ceeding years of the fierce struggle participated in many thrilling engagements. Mr. Pathé 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 doc-



M. Maxime Pathé

tors 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. Pathé 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. Pathé 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.

Built for People Who Want the Best

LAWSON UNIVERSAL PHONOGRAPHS



Play All Disc Records
BEST
with the
Lawson Wood Tone Arm
(Patented)



Backed Up By

40 years' experience in manufacturing Musical Instruments. Also a "Gold Bond Guarantee" of satisfaction or money back.

Three Attractive Designs
Fancy Mahogany, Golden Oak, Fumed Oak,
Ready for Immediate Shipment

SOLD DIRECT TO DEALER AT JOBBER'S PRICES

LAWSON PIANO CO.

Executive Offices
372 East 149th St. NEW YORK

Factory
2572 Park Ave.

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 Co., Woolworth Bldg., New York City. 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 Dunham, 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 la Petite Poule" (The Fox and the Little Red Hen), Marguerite Clément—French story; "Le Bonne Femme et Son Biquet" (The Old Woman and Her Goat), Marguerite Clément; "Histoire de Cendrillon" (La Fontaine) (The Cobbler and the Banker), Marguerite Clément—French story; "Après la Bataille" (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 school credit but are 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 in 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 the work when Grinnell Bros. (Victor jobbers) established an educational department in their Woodward avenue store some years ago.

The new educational catalog of the Columbia Co., "The Grafonola 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, sug-

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 printing, postage prepaid.

In writing for samples, address Department "C."

Stewart Talking Machine Company
Victor Distributors
INDIANAPOLIS, IND.

gested 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 Dunham. (Continued on page 170)

We are now opening new accounts and making immediate deliveries on

VITANOLA TALKING MACHINES
The Phonograph of Marvelous Tone

OKeh 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

... . . . THE VISION
(Continued from page 169)

ham, Educational Director, Landay Bros., Victor jobbers, this month. The subjects are from the brush of Harry M. Kurtzwirth, 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 Grafonola 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 PATHÉ 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 Pathé Frères Phonograph Co. The officers of the company are Alfred Struck, president; Robert N. Weaver, vice-president and general manager, and Robert E. Brandeis, 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
Everlasting**

**Regulation Perfect
Guaranteed**

Patented in United States and Canada

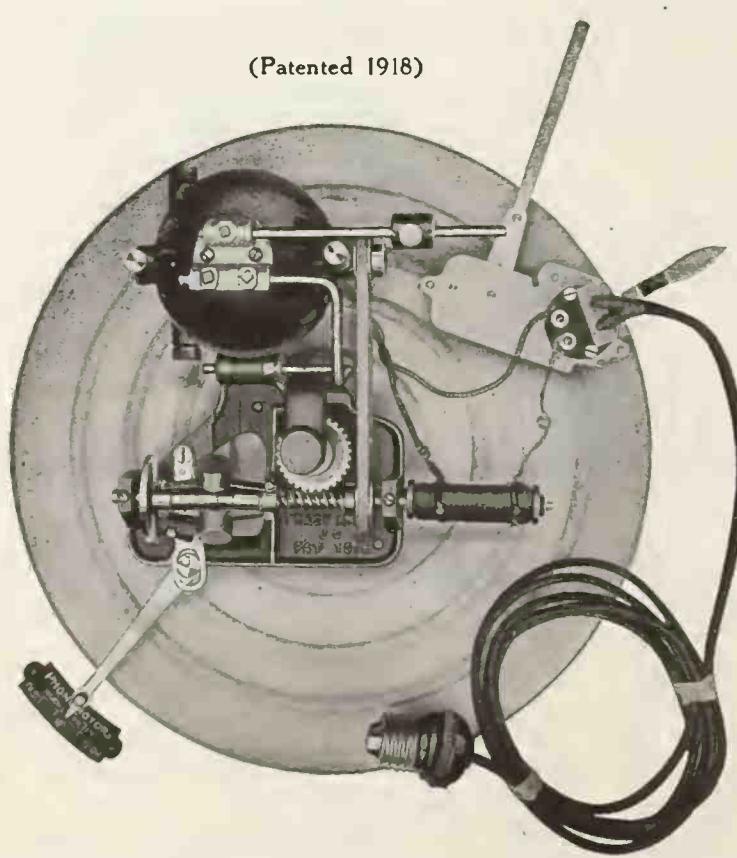
AUTOMATIC STOPS

supplied on all Phonomotors and Spring Motors, an approved, reliable stop.

THE PHONOSTOP

Supplied the Trade

Write for Quantity Prices Now



Discard your old Spring Motor. Have our representative install a Phonomotor in your Phonograph

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 re-

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 in-

have had a wide experience in the talking machine field and whose musical training and reputation make them competent to produce a rec-



HENRY P. EAMES, Director Music Dept. 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



W. A. BROPHY, General Manager Record Dept. stalled the production of Brunswick records will grow by leaps and bounds.

The primary consideration in the selection of



WALTER B. ROGERS, General Musical Director ord 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 se-



WALTER HAENSCHEN, Manager Popular Record Dept. 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 laborato-



FRANK HOFBAUER, Director Recording Rooms 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 popu-



P. L. DEUTSCH, Assistant Secretary cured 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.



ARCHER CHAMLEE, Dramatic Tenor ries 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



MAX ROSEN, Violinist © Georg lar 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



Elias Breeskin, Violinist 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)



IDA PAVLOSKA, Mezzo-Soprano © Hix-Con.



VIRGINIA REA, Coloratura Soprano



DOROTHY JARDON, Soprano



THEO. KARLE, Tenor © Hill



BRUNSWICK RECORDS SCORE "HIT"

(Continued from page 171)

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 its success as is the possession of sheer business acumen.

Mr. Brophy 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 scientist 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. Mr. Eames is director of the Cosmopolitan School of Music in Chicago, and is one of the best known musical educators in America. He has firm faith in the future of the talking machine industry and his plans for the development of the Brunswick record list are most comprehensive.

As general musical director of the recording laboratories the Brunswick Co. has secured Walter B. Rogers, whose training in theoretical and applied music began in the Cincinnati College of Music. He has been director of several famous bands, among them being the New York Seventh Regiment Band. He was for some time cornet soloist with the noted band under the baton of John Philip Sousa. He was with the Victor Talking Machine Co. from 1904 to 1916 as musical director.

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

THIS SALESMAN
WILL
DISPLAY SUGGEST REMIND SELL
FOR YOU

Dulciphone Needles

"The Highest Quality Needle in America"

Made scientifically of the highest-grade carbon-steel obtainable. Our policy—unconditional guarantee for all our products—has helped establish the popularity of Dulciphone Needles.

DEALERS' PRICE 6½c. Per 100 to the Package | Your Initial Order for 200 Packages Brings the Handsome Display Case **Free**

GRAND TALKING MACHINE CO., Inc.
Manufacturers of Dulciphone Phonographs & Dulciphone Needles | Distributors of QRS Player Rolls & Emerson Records | 366 Adams St., Brooklyn, N. Y.

he has earned an enviable reputation as an expert in dance music and was in 1916 manager of the talking machine department of Scruggs, Vandervoort & Barney in St. Louis. He has composed several songs, one of which was the sensation of the 1914 Follies, where it was known as "Underneath the Japanese Moon."

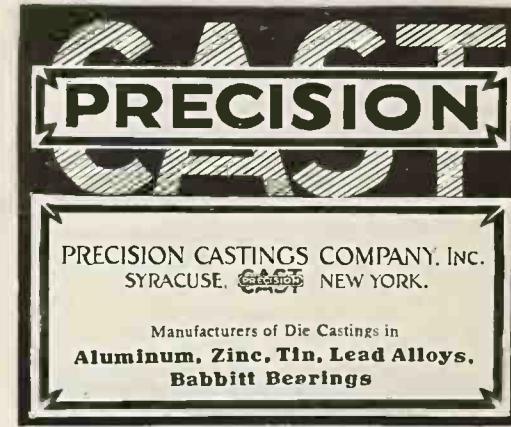
Among the artists who have been secured to make Brunswick records are some of the leading musicians of the day. The introductory list which has been sent to the trade is headed by Archer Chamlee, the American dramatic tenor; Dorothy Jardon, the noted dramatic soprano who has had a rapid rise with the Chicago Opera Co.; Max Rosen, the young violinist who has captured the music lovers of two continents, Theo Karle, the American tenor; Elias Breeskin, violin virtuoso; Virginia Rea, Irene Pavloska. All these artists record for the Brunswick exclusively. Other prominent artists whose records have appeared in the first list are: Elizabeth Lennox, John Young, Ida Heydt, Criterion Quartette, Shannon Four, Ernest Hare, Al Bernard, Fred Van Eps, Rudy Wiedoeft, All Star Trio, Green Bros., Palace Trio, Carl Fenton's Dance Orchestra, Brunswick Concert Band and the Collegiate Choir.

The first record shipment has already gone out to the trade and others will appear at regular intervals. Within a few months a considerable record catalog will be built up and this will grow rapidly as new numbers are

added. The demand among Brunswick dealers throughout the country has already more than taken the available supply of records and is expected to do so for some time to come.

P. L. Deutsch, assistant secretary of the Brunswick-Balke-Collender Co., as well as assistant general sales manager, while not directly connected with the New York office, is greatly interested in the new records and has done much to bring together the men now united in the new enterprise.

The recording laboratories are now in temporary quarters at 19 East Twenty-First street, New York, but in the near future will move into permanent quarters at 16 West Thirty-sixth street as soon as the building there is completed.



Pathé Superior Quality coupled with Fischer Superior Service

Makes Dollars for Dealers

ASK us for Agency proposition NOW

THE FISCHER COMPANY

OLDEST PATHÉ JOBBER

CLEVELAND
943-947 Chestnut Avenue



CINCINNATI
44-46 Vine Street

Gleanings From the World of Music

SHEET MUSIC SALES REFLECT INTEREST OF THE PUBLIC

Volume of 1919 Business Broke All Records Despite Tripled Retail Prices—Publishers' Advertising Should Interest Talking Machine Dealers—Music as a Side Line

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

If, 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



Victor Jacobi

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,

FRED FISHER, Pres.

NEW YORK CITY

J. MITTENTHAL, Gen. Mgr.

GLEANINGS FROM WORLD OF MUSIC

(Continued from page 173)

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 especial 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 ascer-

Watch It Grow

On MIAMI WALTZ

WORDS BY WILLIAM LE BARON

MUSIC BY VICTOR JACOBI

CHAPPELL & CO., Ltd., New York, Toronto and Melbourne

J. WILL CALLAHAN
Author of "Smiles" and "Tell Me" and
FRANK H. GREY
Composer of "Think, Love, of Me" and other successes, have collaborated in the exquisite ballad

"IN THE AFTER GLOW"

Programmed by America's Foremost Concert Artists
Published by
Hinds, Hayden & Eldredge, Inc.
11 UNION SQUARE, NEW YORK CITY

tained 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, Ia., 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.

STERN'S SLATE NO. 1 HITS 1920 WATCH OUT for SLATE NO. 2

SURPRISE HIT
YOU DIDN'T WANT ME WHEN YOU HAD ME
CAME IN ON RUBBER SHOES AND PASSED THEM ALL

5 HERE 5 MORE TO COME !

FOREMOST HIT
BLUES MY NAUGHTY SWEETIE GIVES TO ME
A TEMPTING DELUGE OF DEVILMENT

DOUBLE HIT
NOW I KNOW
Now I know — the pang of long-ing —
Now I know — the ca-sual why —
Every morn-ing brings a sur-row —

ENDURING HIT
KENTUCKY DREAM
The music play-ing an old fun-ny strain.
Dre-ssed in say-ing come back to me a-
gain — Back when she-as and he-
A PUBLIC DEMAND EVERYBODY PLEASED

SCOOP HIT
HONEYMOON (WALTZ)
Hone-ey moon, All the world
in tune, Sweet-heart, you're
Love-ly and stores no

BIG SALES on Records and Player Rolls

QUALITY-ARTISTRY A SONG THRILL

CHICAGO 119 N. CLARK ST. **JOS. W. STERN & CO. 102 W. 38TH ST. NEW YORK** **BOSTON 181 TREMONT ST.**

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President
General Offices 711 MILWAUKEE AVENUE CHICAGO
Southern Wholesale Branch 1530 CANDLER BLDG. 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

SCHWOEBEL WITH FLORIDA T. M. CO.

Resigns from Victor Co. to Travel for Southern Wholesale House

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 these 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.

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.

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.

ARRANGES TO HANDLE MICA

Wm. Snyder Appointed American Representative of the Mica & Micanite Supplies, Ltd.

William Snyder, long known in the music industries, and president of the Crescent Card Works, New York, specialists in display advertising material of all kinds, has just been appointed American representative of the Mica &



William Snyder

Micanite Supplies, Ltd., an English firm known for their mica products. They have of late years been specializing in the finest grade of mica diaphragm products from their mines in India and South America, and they are, without doubt, one of the largest mica firms in the world.

William Snyder left last month for London, where he will complete negotiations for the American representation. It is the policy of the company to ship only the finest grades of mica for American consumption, and it is understood that deliveries will commence in the late spring, followed by quantities each month throughout the balance of the year.

In addition to mica for talking machine sound box diaphragms the firm will also make shipments of mica and mica products for many other industries, including the electrical field.

WESER

A Talking Machine noted for its tone qualities, durability and finish. Write for catalog

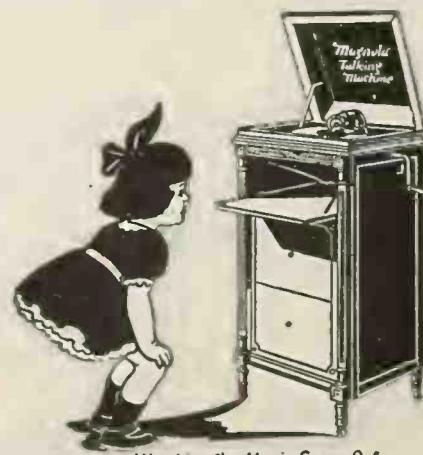
WESER BROS., Inc.
Manufacturers
520 TO 530 WEST 43rd STREET
NEW YORK

Piano Builders for over forty years

"Does It Play All Records?"

Certainly MAGNOLA does; and without any extra attachments, too. This is only one feature, albeit a most important one, in the thoroughly up-to-date equipment of the MARVELOUS MAGNOLA.

MAGNOLA "Built by Tone Specialists"



Watching the Music Come Out

May we send you our handsome, illustrated catalog chock full of information concerning the wonderful construction system of Magnola and the beauties of its musical results, its artistic appearance and its moderate price?

Send your name and let us tell you more!

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

General Offices
711 MILWAUKEE AVENUE
CHICAGO

Southern Wholesale Branch
1530 CANOLER BLDG.
ATLANTA, GA.

METROPOLITAN VICTOR RETAILERS

KNICKERBOCKER'S WINDOW-DRESSING LEASING PLAN WILL HELP YOU

NOW IS THE TIME TO MAKE YOUR PLANS
DO NOT DELAY, OTHERWISE IT MAY BE TOO LATE

By using the Knickerbocker Window Dressing Leasing Plan, it is possible to obtain window displays which cost \$125 to \$200 per window to produce, at a leasing rental of \$25 for a period of 3 weeks. Our displays are original and will positively increase your business. Visit Knickerbocker Headquarters, and see some of our displays or at retail stores everywhere.

Knickerbocker Talking Machine Co.

METROPOLITAN VICTOR WHOLESALERS

138-140 West 124th Street

New York City

COLUMBIA CO. PLANS INTEREST THE BALTIMORE TRADE

Big New Plant and New Local Headquarters Coming in That City—Dealers Generally View Future Prospects With Confidence—New Cohen & Hughes Warehouse Ready Soon

BALTIMORE, Md., January 5.—The talking machine trade is optimistic for the season of 1920, after a year of many obstacles in the way of shortage of product, but which finally closed with profits well on the right side of the ledger. 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 offices, which will be independent of the factory. William S. Parks, 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 had 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 Whitten, who is a native Baltimorean, has had the vision to make possible the great Columbia enterprise. Mr. Pennington told of the many stars that are 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

profits for the year. We have received word from many quarters of the big business done after the regular holiday season closed. It appears that the men and women by the hundreds who received bonuses from their employers decided upon the wise course of investing in music to help in cheering the home. For 1920 we see nothing but brightness. We believe we are going to get a liberal supply of machines and records. It will be our aim to see that all those dealers who have 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. & 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 froze 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., Pathé 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)



THE PORTOPHONE
High Grade—Fully Guaranteed

Dealers, Fall In!

A most valuable agency acknowledged by progressive merchants everywhere. A YEAR-ROUND MONEY MAKER. The ideal HOME Phonograph adaptable for any occasion. Record container attached. Plays any record with perfect tone. Unsurpassed two-spring motor. No scratch—no noise. Built in handsome leatherette, chemically-treated carrying case.

Write for catalog and full particulars.

THE TRI SALES COMPANY

616 Victoria Bldg.,

ST. LOUIS, MO.



Harry Fox sings two Southern songs! Send in your orders quick! A-2828.

**Columbia Graphophone Co.
NEW YORK**

NEWS FROM THE BALTIMORE TRADE (Continued from page 177)

Emerson records in Maryland, Delaware and the District of Columbia, according to Edward Rosenstein, report a truly phenomenal business and declare that the business is going ahead by leaps and bounds. The firm has already established 110 dealers in their territory and more customers are on the waiting list to be taken care of as soon as conditions in the way of product permit. The Eddie Cantor and the Louisiana Five records are having a wonderful sale.

Arthur Ansell, formerly of McCrory, Pittsburgh, is now associated with Robert W. Ansell, Inc., Victor dealers. He is in charge of the Lexington street store in the downtown shopping district, while Robert W. Ansell is looking after the business in the South Baltimore store.

Business went well with the Brunswick-Balke-Collender Co., says Manager Petit, in charge of the local Brunswick territory. The firm placed its first consignment of records on sale in Balti-

more just before the holidays at the three local dealers of the city who handle the Brunswick line.

W. B. Turlington, manager of Sanders & Stayman, distributors for the Vocalion, says 1919 was a great year. Both records and machines went just as fast as they were able to get them in. The firm could open more accounts in Baltimore, but is holding down to take care of the dealers already on the list.

One of the biggest piece of advertising done in Baltimore in many years was that pulled off by Sol Rosenstein, of the Rosenstein Piano Co., on New Year's Eve. Mr. Rosenstein hired a mystic musical organization, which was appearing at the Hippodrome a local playhouse, and this production gave several hours' entertainment as a parting shot to the old year and a welcome to the new year. It was considered as an exceptionally good advertising stunt, for the firm has only within a few weeks completed remodeling their establishment. To-day the first floor boasts of two show windows of modern type, a dozen ivory booths, a record department and the office of the cashier in the rear. The second floor of the establishment is used for piano and player display, while the third floor is for storage and repair department. The Rosenstein Co. is an exclusive Columbia dealer, besides carrying a line of the Mansfield and the Milton instruments.

Among those who called at the Columbia headquarters during the month were John White, of the Southern Furniture Co., Richmond, Va., accompanied by Mrs. White; John T. Smullin, Jr., Pocomoke City; R. K. Beaver, Hillsboro, Md., and H. A. Garren and A. K. Hunter, Washington, D. C.

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 but 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-starter has 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.

Main Springs

2 in. x 0.22 x 16 ft., Meisselbach	Each \$1.25
1 1/4 in. x 0.22 x 17 ft. reg., Victor	Each 0.75
1 in. x 0.28 x 10 ft., for Columbia	Each 0.50
1 in. x 0.20 x 13 ft., Victor	Each 0.50
5/8 in. x 0.23 x 10 ft., for Blick mtr.	Each 0.38
3/4 in. x 0.23 x 10 ft., oval hole	Each 0.35
5/8 in. x 0.22 x 8 ft., for Swiss mtr.	Each 0.27
5/8 in. x 0.25 x 11 ft., for Edison	Each 0.27

MICA DIAPHRAGMS

1 23/32 in. Victor Ex. Box, first grade, Each	0.15
1 1/2 in., new Victor No. 2 very best	0.18
1 31/32 in., for Sonora	0.20
2 3/16 in., for Columbia No. 6	0.25
2 9/16 in., for Pathé or Brunswick	0.45

SAPPHIRE

Pathé, very best loud tone, genuine, Each	0.27
Pathé, soft tone	0.27
Edison, very best, medium tone	0.27
Edison, very best, loud tone	0.27
Edison, genuine diamond	2.50

ATTACHMENTS

Kent attachments for Victor Arm.....	Each 0.25
Kent attachments for Columbia Arm.....	Each 0.25
Edison attachments with C box	Each 2.50
Kent attachments for Edison	Each 1.60

REPAIR PARTS

Columbia driving shaft, No. 11778.....	Each 0.70
Columbia bevel pinion, No. 12333.....	Each 0.90
Columbia cranks	Each 0.45
Columbia governor weights	Each 0.08
Columbia governor shaft, No. 3004.....	Each 0.40
Columbia gov'r bearing, No. 11923.....	Each 0.25
Columbia governor springs	Per 100 1.00
Columbia governor screws	Each 0.01
Columbia barrel screws, No. 2621, Per 100	1.00
Columbia so'dbox thumb screws	Per 100 1.50
Victor cranks, short or long	Each 0.45
Victor soundbox thumb screws	Per 100 1.00
Victor Stylus bar (needle arm).....	Each 0.35
Victor governor springs	Per 100 1.00
Victor governor screws	Each 0.01
Turn-table felts, 10 in., round	Each 0.15
Turn-table felts, 12 in., round	Each 0.20
Victor governor balls, new style	Each 0.10

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

SOME RECENT CALLERS

Among the recent visitors at the offices of the New York Talking Machine Co., Victor wholesalers, were the following Victor dealers: W. J. Killea, Albany, N. Y.; Mr. and Mrs. Lanterman, E. Stroudsburg, Pa.; R. V. Davis and J. McMillan of the F. C. Henderson Co., Boston, Mass.; Hyman Landau and J. Michloskey of the Landau Music House, Wilkes-Barre, Pa. All spoke enthusiastically of business.

**Wonderful Tone Quality
Unusually Attractive
Appearance
Extreme Value**

**Low Price of \$60.00
Large Production
Mahogany Finish
Immediate Deliveries**

All these things and other talking points have spelled the success of

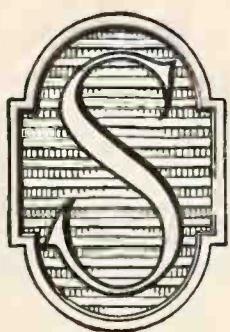
“THE AMERINOLA”



It is suggested that dealers investigate our proposition without delay.

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

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-gearred 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 Vitanola 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 Vitanola 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.

FIRST VOCALION LATERAL CUT RECORDS ARE RELEASED

Latest Development in Aeolian Co. Products Announced to Trade and Public Through Trio of Lateral Cut Records in January Mid-Month Bulletin—New Artists Signed Up

In connection with the issuance of the January Mid-Month Bulletin of Aeolian-Vocalion records, the Aeolian Co announces the first of the new Vocalion lateral cut records, there being two popular songs and four dance numbers in the list. This announcement of the new Vocalion lateral cut records is naturally considered most important, and in advising their dealers of the placing on the market of these new records the Aeolian Co. states that the Vocalion laboratories worked for two years, carrying on careful and costly experiments in order to produce a lateral cut record that would measure up fully in quality and other particulars to the Vocalion standard as established in the hill and dale records.

The three records listed in the January Mid-Month Bulletin were in the nature of a welcome New Year surprise for the majority of the company's representatives, and the initial releases will be followed up with general publicity and

dealers' service work that will keep the public advised of this new departure. The hill and dale type of records are also listed, which provides the dealer with a double argument, as it were.

A number of important new artists have recently signed exclusive contracts to record for Vocalion records, among them being Marguerite D'Alvarez, one of the leading contraltos of the Chicago Opera Company, who has achieved triumphs as "Carmen" and in other roles, and Evelyn Scotney, coloratura-soprano of the Metropolitan Opera Company, who recently made her debut and won immediate success. Records by both these new artists will appear in early bulletins.

HOW OGDEN CO. WON OUT

Successfully Circumvented Lack of Power for Manufacturing Purpose in a Most Ingenious Way—Enterprise Wins Favorable Comment

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 125 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.

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.

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 astounded. 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.

Edgar Eskew, manager of the Pathé Shop, commented on the way business was still coming in after Christmas. He looks for a big year in Pathé machines and records.

George Standke, manager of the Brunswick Shop, received a shipment of the new Brunswick records and they were all gone as fast 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., reported.

A. H. Snyder, manager of the Edison Shop, said the Christmas business practically depleted the Shop's supply of Edisons, the laboratory models being completely sold out.

A clean sweep was made of the Victors in the Indianapolis Talking Machine Co. store, Carl Anderson, president of the company, told The World. The demand for Red Seal Victor records was remarkably heavy, and in machines the period models and the higher priced instruments were in heaviest demand. The company

Room No. 321

Clifford A. Wolf
MANUFACTURER OF
Diamond and Sapphire
Phonograph Points

New York City

YAZOO RIVER RED GUM

For high-grade cabinet work. Of soft texture and rich, dark color. Sawed from mature, thrifty trees. Specially manufactured and air seasoned.

Adapted to a variety of finishes—Satin Walnut to Dark Mahogany. Can furnish either in Plain or Quarter sawed stock.

SOME SPECIALS FOR JANUARY-FEBRUARY SHIPMENTS

- 10 cars 2½" No. 1 Com. & Btr. Plain & Qrted. Red Gum.
- 10 cars 3" No. 1 Com. & Btr. Plain & Qrted. Red Gum.
- 10 cars 1" 1st & 2nds Quartered White Oak.
- 10 cars 1" 1st & 2nds Quartered Red Oak.
- 5 cars 1½" No. 1 Common Sap Gum.
- 3 cars 1¼" 1st & 2nds Quartered Red Gum.
- 5 cars 1¼" No. 1 Common Quartered Red Gum.

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.

furnished a Victrola concert for the New Year's dinner of the Indiana State pure food laboratory and the educational department entertained the Shriners' children party. This entertainment was in charge of Mrs. Florence Browning, of the Indianapolis Co., and of Miss Caroline Hobson, of the Stewart Talking Machine Co.

C. P. Herdman, manager of the Columbia department of the Baldwin Piano Co. store, found that business came much steadier during the holiday season than in 1918. The shortage in records was felt more than the shortage in machines, Mr. Herdman added.

W. G. Wilson, manager of the Grafonola Shops, Inc., is 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.

The Sonora department of Charles Mayer & Co. was oversold more than \$20,000, according to Ernest Arthur, manager. During the holidays Sonora music floated down to the street crowded with Christmas shoppers through the use of the Magnavox and this proved a good ad for the Sonora department.

Miss Minnie Springer, manager of the Victor department of Taylor's, said that the December business was much larger than any previous December, and that the department was entirely sold out of cabinet machines. The management of the store gave all employes a ten per cent wage increase and gold pieces and life insurance policies at a Christmas party at which C. A. Taylor complimented the employes on their loyalty and good work.

F. W. Fromm, manager of the talking machine department of the Baldwin-Miller Co., Dalton distributors, told The World that his department was still shipping out machines endeavoring to catch up with the Christmas orders.

"December business exceeded any previous December and for the entire year the business will exceed that of any other year by a small per cent in spite of the serious shortage of Victors during the first six months of 1919," George Stewart, of the Stewart Talking Machine Co., Victor distributors, said. "Present indications point to a great year for Victor business in 1920." The monthly house organ of the Stewart Co. tells of the enthusiasm with which Victor dealers are receiving the new period style Victrolas. Schultz & Schultz, Victor dealers, at Crawfordsville, Ind., are endeavoring to arrange for a concert for a Victor artist in the brand new auditorium of the city.

Tom Sawyer, director of penmanship in the Indianapolis schools, advocates the use of Victrolas in teaching penmanship as the music keeps the minds of the pupils off everything but the grace of the work they are performing.

Frank Buttweiler, manager of the Indianapolis branch of the Brunswick-Balke-Collender Co., expressed the opinion that the Brunswick

130 Fulton Street

Phone, 2812 Cortland

All Good Sellers

Our fine line of low-priced table and floor phonographs \$60.00 per dozen and up. We stand good for our merchandise. Send for prices and illustrations.

In our accessory department, we have a full supply of Victor and Columbia repair parts and everything necessary for phonographs.

Wollman Talking Machine Mfg. Co.
Stagg 918
560-562 Grand Street
BROOKLYN, N. Y.

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 Sascha 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!

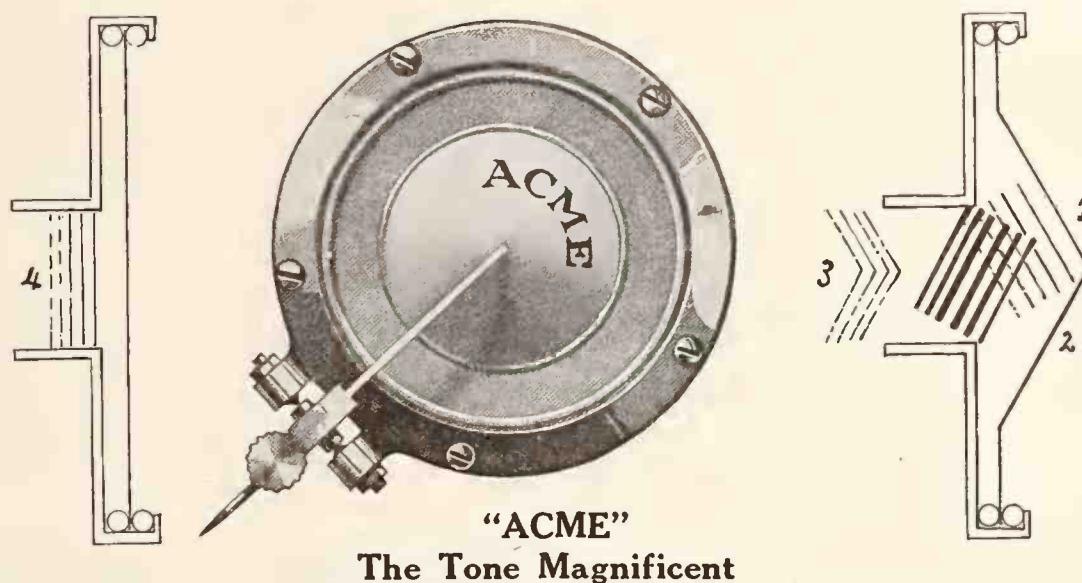
to get in touch with several cabinet makers. Cabinet standards for \$100 to \$400 machines. Submit first letter specification and prices lots 100 and 1000.

MORRIS SERVICE CO.

Office 24, No. 164 Federal St. Boston, Mass.

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.



This illustration shows the short tone waves of the ordinary soundbox as used on most phonographs.

Nature's tone wave as produced by the ACME reproducer and approximately six times longer than tone waves of the ordinary soundboxes

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.

From F. G. Perine, Advertising Manager of the F. C. Henderson Co. of Boston—
 "We are hearing nothing but praise for the Talking Machine World Service—advertising manager of the Shepard Store in Boston says it is the best thing of the kind he has ever seen. Advertising Manager Major Tully of the R. H. White Co. Store, says: 'Most of these drawings are certainly excellent.'"

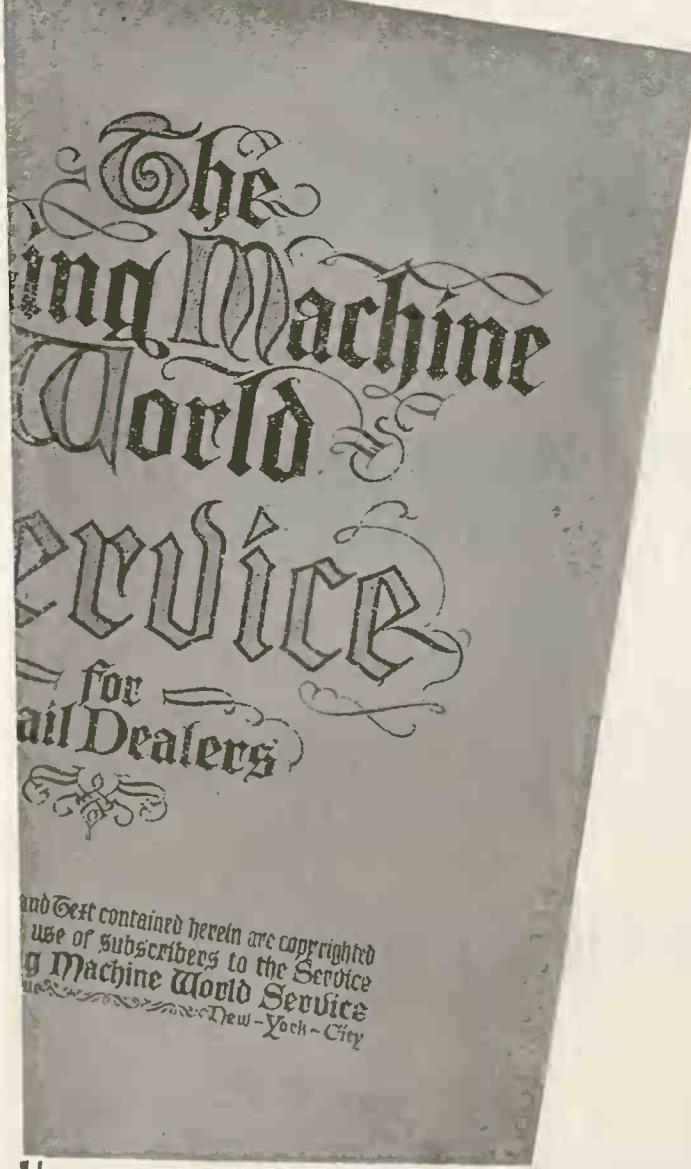
The store with new ideas and new methods collects the cash; the store that goes ahead in the same old way for ever and ever collects nothing but dust. Through the T. M. W. Service a constant stream of seasonable, timely ideas passes over your desk.

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.

F. C. Howard, general manager of the F. C. Howard Piano Co., of Syracuse, N. Y., says:

"We received the copy for the fine newspaper advertisements which you got out for us pertaining to our exhibit at the New York State Fair. We will send you copies of these advertisements as soon as they appear in the newspapers.

"We wish to commend you on your splendid monthly service, and thanking you for your co-operation. . . ."

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 accounts 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 new lateral cut Okeh records, Mr. Roemer stated that the demand for

**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, Haag Files for Edison Phonographs, Lansing Covers for Pianos & Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags & Supplement Envelopes, Globe Decalcomanie, Supplies, Diamond and Sapphire 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

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 ready sale throughout this territory, and according to Mr. Roemer's figures it is solely a question of receiving sufficient shipments from the factory, as the dealers are selling the records as fast as they are received. Mr. Roemer plans to increase his sales force materially

during the next few months, and is making plans whereby his dealers will receive intensive and efficient co-operation during the coming year.

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

BUSINESS DEPARTMENT

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.

Those representing the talking machine trade who have made reservations for space at the show as officially announced include:

The Aeolian Co., New York.
Barnhart Bros. & Spindler, Chicago.
Bush & Lane Piano Co., Holland, Mich.
Brilliantone Steel Needle Co., New York.
Brunswick-Balke-Collender Co., Chicago.
Cheney Talking Machine Co., Chicago.
Cherington Mfg. Co., Waukegan, Ill.
Columbia Graphophone Co., New York.
Chute & Butler Co., Peru, Ind.
Thomas A. Edison, Inc., Orange, N. J.
Efficiency Electric Corp., New York.
The Fern-O-Grand Co., New York.
General Phonograph Corp., New York.
Haywood Bros. & Wakefield, Boston.
Krasberg Engineering & Mfg. Corp., Chicago.
Modernola Co., Johnstown, Pa.
Pathé Frères Phonograph Co., New York.
P. E. D. Corp., New York.
George Seiffert, New York.
Sonora Phonograph Sales Co., New York.
Udell Works, Indianapolis, Ind.
Universal Picture Co., New York.
Victor Talking Machine Co., Camden, N. J.

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: 415397, 416006, 440473. Mr. Mayers would appreciate receiving any possible information as to the whereabouts of these missing Victrolas.

The Louis Buehn Co., Philadelphia, have purchased the building now occupied by them at 635 Arch street.

NOW FOR 1920

Unrivaled 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.



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.

FEDERAL TONE ARM

MAKES SOUND REPRODUCTION AS
Natural as Life

A LOUD, clear, natural tone—the very best selling argument for any phonograph—is what you can offer your customers if you equip your phonograph with the FEDERAL TONE ARM. It is beautifully designed and blends well with any cabinet. It is well built; will give long satisfactory service under all conditions.

Write for Prices and Descriptive Circular.



Telephone Central 2025

Plays
All Records

FEDERAL PHONOGRAPH PARTS CO., 8 South Dearborn Street, CHICAGO

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 Fortieth street, New York, Victor wholesalers, when a mammoth Christmas tree was the center of attrac-

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"



Christmas Scene at Office of New York Talking Machine Co.

tion for the company's employees. 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 employees, which added considerably to the enjoyment of the occasion. Besides the

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 employes 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 execu-

tives. 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 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."



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Price, \$15.00.

MELLOWTONE (Model 50) With Cover

Mahogany, 17x19x13 in., double spring motor, Universal Tone-arm. Price, \$16.00.

True-tone and Cleartone Needles, in metal boxes or packages at lowest prices.

Universal double and triple spring Motors, Tone-arm, Auto Stops, etc. Phono parts and accessories, as Motors, Tone-arms, Sound Boxes, Cabinets and Cabinet hardware. Repair parts for all makes.

Records—Standard make, lateral cut, at \$40.00 per 100.

Cash with order

FULTON TALKING MACHINE CO.
640 Broadway New York, N. Y.

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



E. R. Johnson

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 is 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 a 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 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

PORLAND, ORE., January 3.—A remarkably good holiday trade is reported by all the talking machine 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 before Christmas, but the holiday weather was agreeable and the music houses reaped a harvest. Shortage of stock is all that interfered with a most phenomenal trade.

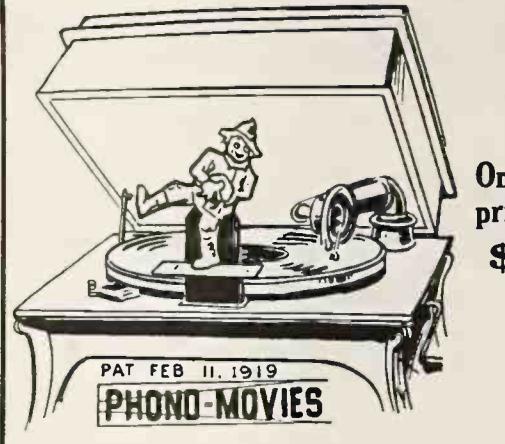
E. B. Hunt, Portland manager of the Victor Co., reports dealers very enthusiastic over the Christmas trade, which in spite of the shortage of stock was surprisingly good. With an adequate stock the Portland dealers would have had a wonderful trade, as the demand for Victors is of a constant and consistent as well as persistent growth. Mr. Hunt has just returned from a trip through the southern part of Oregon and conditions there indicate that the business in Victors would have been truly wonderful 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 Edisons there has actually been a greater quantity 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 Spalding's records. He played recently with the Portland Symphony orchestra, making a profound impression.

Interesting demonstrations of the Stradivara are being made at the stores of the various dealers 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 instrument.

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 Washington and Idaho. Louis P. Older, well-known talking machine salesman, is now with this company.

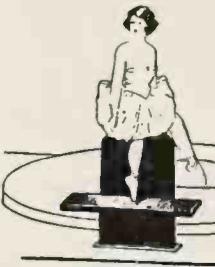
Large orders are being received for "Tone Clear," made by the M. J. Wax Co. It is in



PAT FEB 11, 1919
PHONO-MOVIES



"Band Master"



"Ballet Girl"

NOTICE TO DEALERS

On and after February 1st the price of Phono-Movies will be **\$12.00 per dozen**

"Dancing Darkey"

Phono-Movie Sells on Sight!

Get in on the best novelty proposition of the season.

Easily Operated on any Disc Phonograph.
Does not interfere with the record. A small, highly colored, artistically designed figure placed (not fastened) directly in front of the turntable, mechanically devised so that it dances as the record is played. Most entertaining to watch because of its ever-changing action. Adds greatly to the "pep" of the present "jazz" records. As a novelty it sells itself, by placing it on the machines when playing dance records to customers.

Complete attachment, with actors, retails for \$1.50
Cost to dealers, \$10.50 per dozen. Send one dollar for sample outfit. Extra figures, \$2.00 per dozen.

ORDER AT ONCE FOR PROMPT DELIVERIES

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

great demand by jobbers, dealers and owners of talking machines.

The Hyatt Talking Machine Co. are displaying 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 manager 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 wholesale department of the Brunswick-Balke-Collender Co. for distributing the Brunswick in Washington, Oregon and Idaho.

Mrs. Blanche Watts Himes, whom James Loder, head of the Bush & Lane talking machine department, considers the best record and machine saleswoman 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 Victors, Brunswicks and the Stradivara.

The Record Shop, of which Carl H. Williams is manager, is moving from its present location on Broadway to 353 Alder street, in the Medical Building.

Charles D. Ray, who has a drug store on Alberta street, on the east side, a store doing a most excellent business, put in a Victor department last March and by so doing increased his trade in the drug department as well as establishing 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, Edison and Brunswick.

The McDougal 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 holiday trade was the result. They have recently added the Stradivara to their stock.

Lipman & Wolfe's new talking machine department 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 Widdicombe machines, which have recently been added to the stock, are much admired.

Tetrazzini sang in Portland on Monday, December 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 Wiley B. Allen Co. had a fine display 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 establishment at 428 Washington street. A. P. Knox is the manager. This is the fourth phonograph 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 satisfied 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 a unit.

These attractive subjects are recorded by leading artists, such as Russell Hunting, "Pathé Company"; Charles Hart, "Victor Company"; Sybil Sanderson Fagin, "Edison Company"; Harry Humphreys, "Edison Company"; Greek Evans, "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

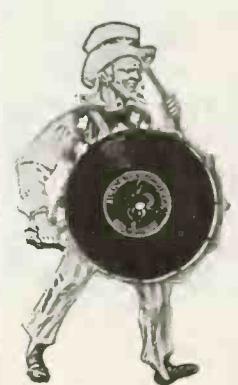
One West 34th St. at 5th Ave., New York City

Sole Distributors for the Dominion of Canada
TALKING BDK CORP., 95 King St., Enst., Toronto, Canada

DHIO TALKING MACHINE CO.
27 Taylor Arcade
CLEVELAND, OHIO

TALKING BDK CORP., (Western Division)
608 South Dearborn Street
CHICAGO, ILL.

(Exclusive Export Distrib.)
EMERSON INTERNATIONAL, Inc.
180 Broadway
NEW YORK CITY



Uncle Sam 35c



Talking Parrot 35c



Mocking Bird 35c

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.

**BIBIGHAUS MANAGES ELYEA CO.**

B. F. Bibighaus, formerly of the Victor Co., has become manager of the Victor department of the Elyea Co., Atlanta, Ga., who are jobbers in that region. Mr. Bibighaus, who is thoroughly familiar with the trade throughout the Southeast, believes that there is a great chance for expansion and development in that territory. For a considerable length of time prior to accepting this position he traveled as representa-

tive of the Victor Co. in the states of Alabama, Mississippi, Tennessee and Louisiana.

There is little doubt but that Mr. Bibighaus will give a new impetus to the Victor business in the Southeast. R. W. Lewis, formerly traveling representative of the Victor Co. in the state of Michigan, will assist Mr. Bibighaus.

The Remington Phonograph Co. has incorporated in Delaware to deal in talking machines, with a capital of \$1,000,000.

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 the 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

MAIN OFFICES:

100-108 WEST 23rd STREET

NEW YORK CITY

Factories
New York City.
Latrobe, Pa.
Newark, N. J.

I WANT TO REPRESENT IN THE EAST

with headquarters in New York

A first-class Phonograph with
standard equipment.

Active man, 38, thoroughly experienced
Bond Furnished

ADDRESS BOX 725

Care TALKING MACHINE WORLD
373 FOURTH AVE., NEW YORK

THE PATHÉ AT THE MUSIC SHOW

The Pathé Frères Phonograph Co. will exhibit as usual at the National Music Show, to be held in New York during the first week in February. An added feature of this year's exhibit will be the Pathé Actuelle period model known as the "Actuelle Classique," recently referred to in The World.



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

DOEHLER CO. OFFICERS RE-ELECTED

Two New Members Added to Official Family of
Doehler Die Casting Co.

At the annual meeting of the board of directors of the Doehler Die Casting Co., held at its main office, Brooklyn, N. Y., on January 5, the following officers were re-elected: H. H. Doehler, president; H. B. Griffin, vice-president; O. A. Schroeder, treasurer; O. A. Lewis, assistant secretary.

They also added to their list of officers the following: J. Kralund, second vice-president, in charge of production, and Charles Pack, secretary and chief chemist.

A COMPREHENSIVE VOLUME

New Catalog Issued by Lucky 13 Covers a Wide and Interesting Field of Operations

The Lucky 13 Phonograph Co., New York, has just issued a comprehensive catalog giving the details of their line of talking machines and accessories. A foreword states that the catalog is unique inasmuch as it completely covers everything in the entire phonograph industry, and should be a ready reference and guide to both the manufacturer and dealer.

Illustrations and descriptions of the leading phonograph motors are given a feature position, and much space is devoted to tone arms and sound boxes. Auto-stops, cover stays, governor springs, small parts and cabinet hardware are included in the catalog, as well as albums and needles of all kinds.

The Lucky 13 Phonograph Co. announce that they are able to make immediate shipments of everything that is included in the lists and are in a position to give special quotations to quantity buyers. They are also prepared to manufacture special machine parts, such as worm-gears, stampings, screw machine parts for inotors, reproducers and parts manufactured. Covering as it does the technical end of the talking machine industry so completely, the catalog should prove most valuable.

COLUMBIA AUDITING STAFF CONVENE

The annual convention of the auditing staff of the Columbia Graphophone Co. was held on January 2 and 3 at the Hotel Pennsylvania, New York. Marion Dorian, chief auditor of the company, was chairman of the convention, and, as usual, many important topics pertinent to the work of the auditing staff were discussed at the conference. During the convention the auditing staff was visited by H. L. Willson, vice-president and general manager of the company; Geo. W. Hopkins, general sales manager, and H. C. Cox, comptroller, all of whom gave brief addresses incidental to the activities of the auditing division. At the conclusion of the con-

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brassed nickelized catches and loops, metal covered handle. Record size.... 3 x 12½ x 12½", No. 204 Sheet Music Size 3 x 11 x 15", No. 203

Write for Prices and latest catalogue

J. D. HUNT MFG. CO.

Mass. & Davidson Sts. Indianapolis, Indiana
Manufacturers of all kinds of Musical Instrument Cases and Covers

vention the members of the staff joined with the executives, branch managers and Dictaphone sales managers in the banquet held at the Hotel Pennsylvania January 3. Among those present were E. O. Rockwood, T. A. Laurie, Homer Reid, Hayward Cleveland, W. G. Wustenfeld, S. S. Gilroy, H. T. Victor, W. E. C. Heim, R. A. Grant, F. M. Snell, J. J. McGeehan, N. C. FitzGibbon, J. N. Brewster, J. J. Munro and H. A. Schmeideke.

FEATURING A LARGE LINE

The New England Musical Instrument Trading Co., New York, world-wide agents for the Bell-Hood, semi-permanent talking machine needle, have just forwarded to the trade a new price-list on their well-known "Nemitco Brand" of musical merchandise, which includes strings of all kinds and small goods. The company are also featuring a complete line of violins, ukuleles, mandolins, banjos, drums, etc. They recently opened up a resin factory which will make a specialty of violin, cello and bass resin.

NAME CHANGED TO SONORA, INC.

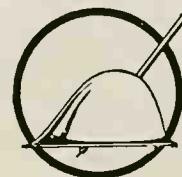
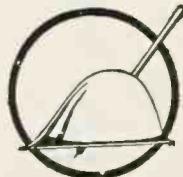
At a special meeting of the stockholders of the Sonora Phonograph Corp., held Saturday at the company's executive offices, it was voted to change the name of the corporation to Sonora, Inc. On January 20 stockholders of the Sonora Phonograph Sales Co., Inc., will hold a meeting, during the course of which action will be taken on a proposal to change the name of this company to the Sonora Phonograph Co., Inc.

NEW ENGLAND MUSICAL INSTRUMENT TRADING CO. WORLD AGENTS FOR

The Bell Hood Semi-permanent Needle

(Plays 50 to 100 Records)

WHICH HAS MET WITH SO MUCH FAVOR.
ARE ALSO DISTRIBUTORS OF



UKULELES
BANJOS

VIOLINS
MANDOLINS

DRUMS
HARMONICAS

STRINGS OF ALL KINDS and the Famous
"NEMITCO" Brand

AS WELL AS ALL SMALL GOODS AND MUSIC BOOKS

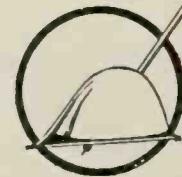
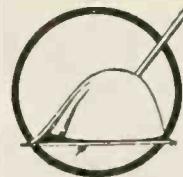
NEW CATALOG NOW READY. SEND FOR IT
BELL HOOD SEMI-PERMANENT NEEDLES

Retail one package of 3 needles 25 cts.

Dealer's Price, \$15.00 for 100 pkgs. Jobber's Special Prices.
Now booking orders for Violin, Cello and Bass Rosin, a product from our new factory. Made up in boxes for jobber and dealer with your own imprint.

MUSIC SHOW VISITORS WELCOME

NEW ENGLAND MUSICAL INSTRUMENT TRADING CO.
127 East 23rd Street, New York



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 29th, the salaried employees of the Musical Phonograph Division of Thos. A. Edison, Inc., gathered in the company'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 leisure hours to a prize money plan for salaried employees, 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 qualities most likely to fit them for better positions and greater responsibilities. The plan provides that each employee who gains a Class A rating thereunder shall receive prize money equal to at least twenty-five per cent of his or her salary—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 making his headquarters at the offices of the New York Recording Laboratories, where Paramount records are recorded. In a chat with The World Col. Barrett stated that all of the manu-

Quality—Service—Satisfaction

We manufacture a complete line of first quality SPRINGS and repair parts.

Full stock on hand at all times.
Prompt deliveries is one of our "hobbies."

RENE MFG. CO.

Montvale, N. J.

faturing companies connected with his organization closed a record-breaking business in 1919, and that the sales totals for every division were limited only by the factory production. Paramount records are achieving phenomenal success, and plans are being made to increase the output of the record factories in every department, thereby enabling the company to give its jobbers and dealers maximum service and co-operation.

called at the offices of the Reed Co., Inc., during 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. establishment.

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. 126, 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 Lawson 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,

BRUNSWICK INTRODUCTORY LIST

First Booklet Sent Out to Trade With Hangers and Other Display Material

The Brunswick-Balke-Collender Co. has prepared and sent to its dealers some attractive display material announcing the new Brunswick records. The first record list or supplement contains useful information concerning the various artists who have been secured and features Archer Chamlee, Dorothy Jardon, Max Rosen, Theo. Karle, Elias Breeskin, Virginia Rea and Irene Pavloska, who record exclusively for the Brunswick. The booklet is attractively printed in color. Window streamers and display 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.

IMMEDIATE DELIVERIES OF THIS QUALITY MODEL**CHARMAPHONE
AT A POPULAR PRICE****EQUIPMENT**

UNIVERSAL TONE ARM. SOUND BOX OF BEST QUALITY. CABINETS OF FINE VENEERED WOOD WITH QUALITY MAHOGANY FINISH. HEINEMAN DOUBLE SPRING MOTOR ALL WOOD AMPLIFIER. NICKEL-TRIMMED THROUGHOUT

MODEL 8
44 in. high, 18 in. wide, 20 in. deep, Heineman No. 33 motor, Charmaphone Universal tone-arm and sound-box, tone modifier, casters.

Wholesale Price \$45.00
Plus War Tax
F. O. B. Pulaski, N. Y.

3% 10 days

Net 30 days

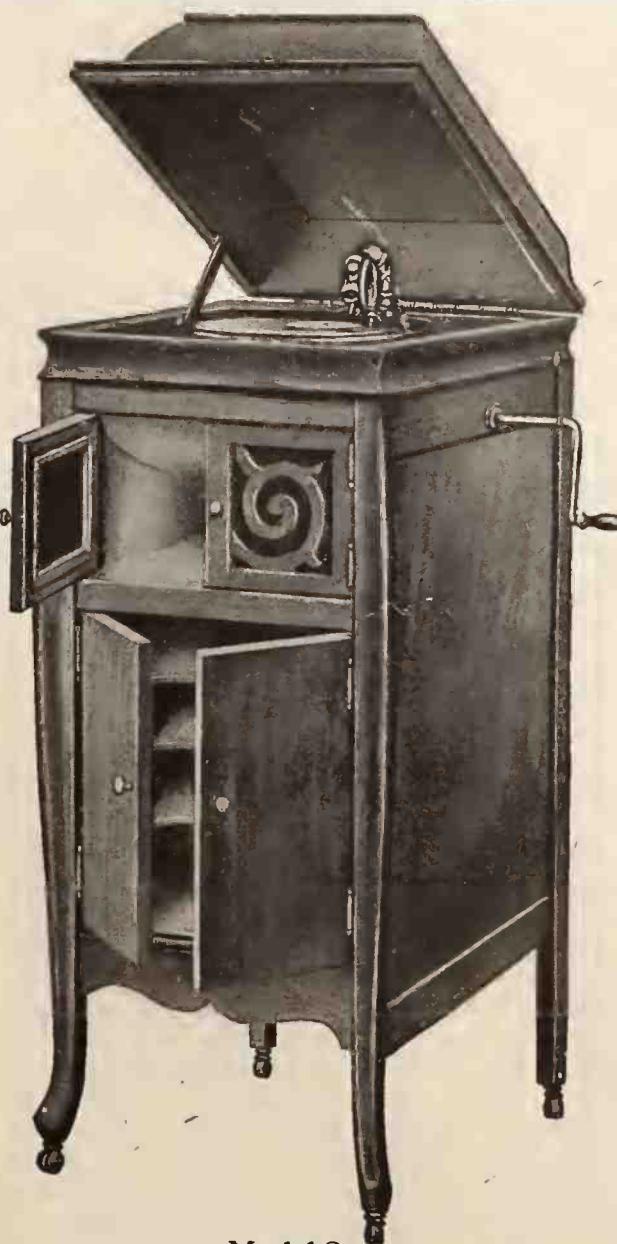
**ORDER A SAMPLE AT ONCE
AND ASK FOR THE**

**CHARMAPHONE PROPOSITION
TO LIVE DEALERS****THE CHARMAPHONE COMPANY**
EXECUTIVE OFFICES AND SHOWROOMS

39 AND 41 WEST 32nd STREET

NEW YORK, N. Y.

Manufactured at our Factory, Pulaski, N. Y.



Model 8

WORLD'S CLASSIFIED ADVERTISING

Any member of the trade may forward to this office a "Situation" advertisement intended for this Department to occupy a space of four lines, agate measure, and it will be inserted free. Replies will also be forwarded without cost. Additional space will be at the rate of 25c. per line. If bold faced type is desired the cost of same will be 25c. per line. Rates for all other classes of advertising on application.

WANTED—Talking machine repairer, good opportunity for reliable man. State salary and experience in first letter. Address "Box Perfect," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED—To get in touch with man that is competent and skilled enough to take the superintendency of an assembling plant of phonographs. Must know 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 would want to invest about \$10,000, I would consider incorporating this business for \$50,000 (actual value—no water), 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, until 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 town in Kansas. 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. Bourgette, 16 McGill College Ave., Montreal, Canada.

SITUATION WANTED—By thoroughly experienced man, both wholesale and retail, with large wholesale house. Familiar with all phonographs 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 line on commission. Some of the territory is as follows: Pittsburgh and southwestern Pennsylvania, Cleveland and northern half of Indiana, Indianapolis and territory from Ft. Wayne south, the state of Tennessee, state of Texas and the state of Minnesota. Address American Phonograph Co., 17 N. Ionia Ave., Grand Rapids, Mich.

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 735," care The Talking Machine World, 373 Fourth Ave., New York.

SALESMAN for permanent exclusive territories. Low priced high quality phonograph, ten models, large output. Commission basis. Firestone Phonograph Co., 1302 Michigan Ave., Chicago, Ill.

SALES MEN calling on retail phonograph and music stores to handle line of Universal Displayers as a side line. No samples to carry—sell from circulars. Large commission paid to good men. Address Universal Fixture Corporation, 135 West 23rd St., New York.

WANTED—Talking machine salesmen to call on jobbers and retailers. Choice territory open. Address Parlephone Company, St. Joseph, Mo.

WANTED—By phonograph manufacturer. Man experienced in staining, filling and varnish work. Must be capable of taking charge of department. Good wages. Address "Box 733," care The Talking Machine World, 373 Fourth Ave., 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 734," care The Talking Machine World, 373 Fourth Avenue., New York.

WANTED

A cabinet factory or factory building, large size, suitable for the manufacturing of high grade cabinets, good location and shipping facilities, floor capacity 20,000 square feet. Address "Box 741," care The Talking Machine World, 373 Fourth Ave., New York.

FOR SALE

SUBSTANTIAL BRICK FACTORY BUILDING, near Pittsburgh, Pa. Will rent or take stock. Cheap fuel. Good railroad facilities. Favorable labor conditions. Address "Box 742," care Talking Machine World, 373 Fourth Ave., New York.

STOLEN

Three No. 9 Victrolas were stolen on January 8th. Any information as to their whereabouts will be appreciated. The numbers on the missing machines are as follows: 415397, 416006, 440473. Address A. H. Mayers, 783 Ninth Ave., New York.

FOR SALE

Phonograph records, Victor, Columbia, Emerson (brand new). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER,
3064 Albany-Crescent Ave.,
Brooklyn, N. Y.

WANTED

Victor and Columbia records. Job lots any quantity. *Spot cash* paid for them. Address

DENINGER CYCLE CO.,
Rochester, N. Y.

YOUNG MAN 25 has experience on all makes, expert repairman, assembler, also salesman, has had charge, wishes position with reliable concern. Address "Box 727," care The Talking Machine World, 373 Fourth Ave., New York.

SITUATION WANTED—Foreign record specialist who wants to take charge of foreign record department of some house, or start one. Address "Box 728," care The Talking Machine World, 373 Fourth Ave., New York.

POSITION WANTED—Young man thoroughly familiar with all the domestic and foreign record catalogs. Well understands the talking machine lines. Address "Box 729," care The Talking Machine World, 373 Fourth Ave., New York.

(Continued on page 195)

\$250,000 CAPITAL WANTED

To enlarge phonograph manufacturing and selling organization.

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.

FOR SALE

Best steel needles, loud and soft, 100 in a package—30c per 1,000. Mahogany complete table machines, \$4.50 up. Genuine mahogany piano finish cover machines, 17"x18"x14". Double-spring motor 12-in. turntable, universal tone-arm, \$15.00. Also motors single and double spring with 10 and 12 in. turntable, \$2.00 up. Six different styles of universal tone-arms, \$1.00 up. Also eight different models of floor cabinets or complete machines at very low prices, 10-in. turntables with green felt to fit any motor, 30c. We also carry a large stock of all makes of parts, such as springs, felts, thumb screws, governor springs, etc. Cash with order.

UNITED PHONOGRAPH CO.
107 E. 10th St. New York City

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 \$40.00 and up. For particulars apply to Unico Talking Machine Co., 113 North Ninth St., Philadelphia, Pa.

WORLD CLASSIFIED ADVERTISEMENTS
(Continued from page 194)**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 World, 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 1414 Franklin Ave. St. Louis, Mo.

FOR SALE

Motors, strong, single-spring, quiet running. Plays 2 10" records in one winding. 10" turn-table, runs level. Top regulator, all attachments, nickel-plated. EACH \$3.00. Quantity prices on request. Check or cash must accompany sample orders. Address WOLLMAN TALKING MACHINE MFG. CO., 560-562 Grand St., Brooklyn, N. Y. Phone: Stagg 918 Established 1889

WANTED

Reliable dealer to take output of small factory manufacturing a high grade Phonograph of exceptional quality. For full particulars write "Box 738," 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. Malis, 1315 No. 7th St., Philadelphia, Pa.

BROKER—Seeks commission accounts, Cabinets, motors, accessories, parts. New York, Philadelphia and export. Address "Box 737," care The Talking Machine World, 373 Fourth Ave., New York.

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 739," care The Talking Machine Co., 373 Fourth Ave., New York City.

WILL SELL

Talking machines and cabinets to the trade; any style made to order. Best possible grade at lowest prices. Address Delaware Talking Machine Co., Elsmere, Ind. Main Office, 2616 N. 11th St., Philadelphia, Pa.

CABINETS

We make a beautiful phonograph cabinet ready for installation of motor and tone-arm. Size 48x21x23, mahogany, walnut or oak. Swelled legs all around. Beautiful grille. Send \$25.00 for sample.

BADGER STATE CABINET CO.
P. O. Box No. 391 Milwaukee, Wis.

**WE ARE IN THE MARKET
FOR PHONOGRAHPS**

Your best jobber's proposition. We reach all the jewelry trade.

HENRY PAULSON & CO.,
37 So. Wabash Ave., Chicago, Ill.

CABINETS

An old established plant, making the highest grade Phonograph cabinets and building new factories, is prepared to figure on your phonograph cabinet requirements for 1920. Address

SOLOTONE MANUFACTURING CO.
1727 Chestnut St. Philadelphia, Pa.

Music Show

WANTED—Experienced phonograph salesmen for week of Feb. 2nd-7th. Excellent proposition. State salary expected, etc. Address, Box No. 726, care Talking Machine World, 373 Fourth Avenue, New York.

WANTED

Second-hand, in good condition, talking machine booths, racks, counters and merchandise. Write, giving particulars, to "EXCHANGE," care The Talking Machine World, 373 Fourth Ave., New York.

WANTED--SPOT CASH PAID

Records in the following languages: Italian, French, Spanish, German, Jewish, Russian, Polish, Chinese, Japanese, etc.

VICTORIA RECORD EXCHANGE
2104 Third Ave. New York
Phone: Harlem 7848

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 for the past two years, left on Wednesday 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 proved 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.

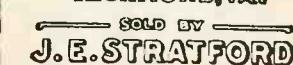
The staff of the retail Vocalion Department at Aeolian Hall regret exceedingly to see Mr. Wheatley leave for other parts, and expressed their regrets most earnestly. He took with him to Boston two members of the local staff, John F. Leavy and Raymond H. Clarke. His associates at the Hall feel that Mr. Wheatley will register new success in his latest post and that he has a great opportunity before him.

Mr. Wheatley's successor at Aeolian Hall has not yet been announced.

**"MAGNET" DECALCOMANIE NAMEPLATES
FOR TALKING MACHINE CABINETS ETC.**

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

SMITH-SCHIFFLIN CO.
126 Liberty Street New York City

**GOLD PLATING of Tone Arms, Sound Boxes and Phonograph Parts
OUR SPECIALTY**

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc.

20-22 JACOB STREET
NEW YORK CITY

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STRUDY, MANAGER

Members of British Talking Machine Trade View Future Optimistically—Expect Unusual Developments During 1920—Louis Sterling Honored—World Ads Bring Floods of Orders—Bliss Reproducer in London—New Hoffay Representatives Appointed—Gramophone Dealers' Association Formed—Dinner to M. E. Ricketts—What New Record Lists Have to Offer—General News of the Month

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. Hail 1920! 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 foretell 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 hereunder, breathe a 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 upon 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 great artists such as Caruso, Melba, Tetrazzini, 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 reiterating 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 all share in the great prosperity which will abound."

Craies & 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 the Sound Recording Co., 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 for 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 30 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



"His Master's Voice"

Copyright

This intensely human picture stands for all that is best in music

—it is the "His Master's Voice" trade-mark, and it brings to you, no matter where you are, the very best music of every kind, sung and played by the world's greatest artists—the greatest singers, pianists, violinists, orchestras and bands—all enshrined in the unequalled "His Master's Voice" records

'His Master's Voice'

—the trade-mark that is recognized throughout the world as the HALL-MARK OF QUALITY

Branches

DENMARK: Skandinavisk Grammophon-Aktieselskab, Frihavnen, Copenhagen.

FRANCE: Cle. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottninggatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoï Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michalovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Balhaghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain:

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonium, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbnrger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queenstown; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lorenzo Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Sudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

EDISON BELL



CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

**Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire**

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England

FROM OUR LONDON HEADQUARTERS—(Continued from page 196)

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 honeymoon. Now, Mr. Sterling occupies a public position in the gramophone trade, and moreover enjoys a full measure of the respect and esteem of his fellow-men. Wherefore, the occasion is not to be missed of paying due homage to the happy pair. A few personal friends have therefore decided upon a dinner and presentation to Mr. and Mrs. Sterling on the evening in question. At the moment of writing, the form of the presentation has not been decided, but we may rely on its being something handsome and acceptable. The World tenders its hearty congratulations to Mr. and Mrs. Sterling.

Merchandise Marks Inquiry

The officials of the Gramophonic Association are active in the above matter, now that a committee appointed by the Board of Trade is sitting to consider: (1) Whether any extension

or amendment of the Merchandise Marks Act is required in respect to the provisions relative to indications of origin; (2) the utility and effect of national trade "marks" or other similar (collective) marks, and how far they should be authorized or encouraged in this country; (3) how far further international action may be necessary for the purpose of preventing the false marking of goods.

"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 Grammavox 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 an 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, Inc., 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 Bliss reproducer, I am in a position, myself, to endorse all that Mr. Tilson claims for it in the way of good all-round tone-fidelity. Subject to adjustment of price, Mr. Tilson expects to consummate satisfactory arrangements for having the Bliss 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-horn 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

(Continued on page 198)

PEROPHONE—PERFECTION—PRODUCTS

**PEROPHONES
SELL - - -
and carry with
them a reputa-
tion of sound
business for the
Agent. - - -**

THE whole output of Perophone Machines is practically booked up month by month.

Watch the New Models we are introducing to the gramophone public during the present season. They will be found to be incomparable for quality, value, beautiful design and finish.

PEROPHONE LTD. (Lockwood's Branch) 76 & 78 City Road,

Cable Address—Perowood, London. Shipments January, 1920. LONDON, E. C., ENGLAND.
A. B. C. Codes.

GRAMOPHONES

Complete—Fittings—Sundries—Repair
Parts—Needles

Special Lines and Quotations for Export Trade

THE BRITISH POLYPHON CO.

Glasgow, Scotland
27 Jamaica St.

1, 2 and 3 NEWMAN STREET
LONDON, W. 1, ENGLAND

FROM OUR LONDON HEADQUARTERS—(Continued from page 197)

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 adequately 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 anent 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 it on the high pinnacle where it now stands. Mr. Dow didn't think 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. Rasen 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 Rasen 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 Rasen 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

Export Quotations for Quantities at Extraordinarily Low Prices.

LARGEST OUTPUT IN UNITED KINGDOM



HOME TRADE OUTPUT BOOKED UP FOR SEASON 1919-1920. WILL MAIL SAMPLE SET 4 MODELS B.C.E.F. (one only) TO ANY RECOGNIZED JOBBER ON RECEIPT DRAFT, \$5 (DOLLARS)

Vernon Lockwood
Manufacturing Co., Ltd.

76-78 CITY ROAD
LONDON, E. C. I.



YE "POPULAR" RECORDS

LONDON'S LEADING VALUE!!!

Double-Sided
Superb Needle Cut
"Lateral"

"OUR POINTS"
SET OUT BELOW

Have Attracted Keen Overseas Houses

from SCANDINAVIA to PATAGONIA
AND THE PRINCIPAL
EAST and WEST MARKETS of the WORLD

IMPORTANT We can give
customers their
own design Labels for LARGE Parcels.

REMEMBER You Can Have CLOSE QUOTATIONS

For 5,000 Lots and up "Your Selection" or a Sample 1,000,
made up with "One Example" of Every Catalogued Pairing.

Address: SOUND RECORDING CO., Ltd.
EXPORT DEPT., 18-19 Swallow Street
Piccadilly, London, England

CABLES "Grammavox"
London
"QUOTATIONS CABLED FREE"

POINTS

- Repertoire Approx 2,000 Titles—Covering
- Superb Selection, Bands and Orchestras
- Lightning Shipments
- Packing by Experts
- Rock Quotations "Always"
- F. O. B. London
- We attend to all Insurances "if Requested" to Buyers A/c
- Our Shipping Services, this Side FREE

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 familiar 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 like popularity on this side. It 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. We are getting rather much attention from the States these days, but can take care of all the goods shipped, especially when they are such good 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 Tonophone 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 fine 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 exhibits 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.

Columbia Co.'s Achievement

In the production of gramophone records the Columbia Co. have made most elaborate arrangements to produce all the biggest musical successes with the original theatre artists.

Ten of our greatest theatrical managers have signed exclusive contracts with this company. Sir Alfred Butt, George Grossmith, C. B. Cochran, J. L. Sachs, Edward Laurillard, Robert Evitt, Albert De Courville, Andre Charlot, Oscar Asche and Gilbert Miller are sufficiently well known not to need any more mention than just by name. "Who's Hooper?" and "Brau Gie?" 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 trading firms interested and he also points out that to prove successful this should be followed up by sending out properly qualified travelers. 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 a meeting between American, 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. 1953 Valse Demure and Hesitation (Valse Boston) 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 foretell 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 advertising 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 stopping device. 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 can be moved from room to room can certainly be compared, as is stated, with that in moving a small table. The company is embarking 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 urges this 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 movement as welcome as it is momentous has recently taken definite shape and on November 28th a committee of six influential gramophone 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 GRAMOPHONES FOR EXPORT

Please State Your Requirements

REX GRAMOPHONE CO. 2 Elizabeth Place
Rivington Street, LONDON, E.C. 2, England
Cable Address "Lyrecordic, London"

J. Stead & Co., Ltd.
Manor Needle Works
SHEFFIELD, ENGLAND
MANUFACTURERS OF
Talking Machine
Main Springs
Best Prices—Best Quality
Inquiries Solicited



Stoffer & Stackhouse Co. BOURBON, IND.

Factory distributors for Indiana and Lower Michigan for the DUSONTO Phonograph and OKEH Records

The DUSONTO is built not to see how cheap a machine can be assembled to sell at a big price, but built from the very best materials to be had by the most skilled workmen and built to give the user years of satisfaction and happiness. In addition to being built 100% perfect in the most minute details, the DUSONTO is equipped with the new and unbreakable process Diaphragm and the Magnetic Reproducer, two very important factors, over which the Belcanto Co. have control. This new process Diaphragm, instead of the Mica diaphragm, insures the user as well as the dealer against broken diaphragms. Then the very important factor of the Magnetic Reproducer, which enables the DUSONTO to bring forth from the record many sweet and most pleasing tones that otherwise either go unnoticed and unheard or in tones not desirable to the hearer. These two very vital and important factors insure 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. Write us and we will have one of our men call in person and arrange to demonstrate for 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.

FROM OUR LONDON HEADQUARTERS—(Continued from page 199)

to honor M. E. Ricketts, as reported elsewhere. In the past such a movement might have been impracticable, but with the strong position now obtaining here and the possibilities of this industry being more fully understood in retail gramophone circles, it is essentially now practical and a striking example of the country's post-war appreciation of business and business methods. Many opinions were voiced in sound and enthusiastic support of the value of this new movement, especially to dealers. Herbert Marshall (Sir Herbert Marshall & Sons, Ltd.), Mr. Mason (Aeolian Co.) and Mr. Cullum (Perophone, Ltd.) may be mentioned as those who have effectively brought their influence to bear upon this successful result. The Gramophone Dealers' Association is now an accomplished fact and it is the commencement of a new era in the gramophone business of this country. With proof of such representative and whole-hearted support the future of the association is assured.

The Edison-Bell "Discaphone" Catalogue

Not the least among several British firms to issue a complete machine catalogue since the war may be mentioned the firm of J. E. Hough, Ltd., London. It is a high-class production worthy of this old-established house. Therein are to be found illustrations and complete information of all types of gramophones—horn, hornless, table grand, cabinet, etc.—which Messrs. Hough are able to supply. Such a full range of instruments represents the most comprehensive collection catalogued by any one firm this season. They are altogether too numerous to mention in the space at my command; suffice it to say that every class of trade is catered to in machines priced from £4 17s 6d to £36 retail, subject, of course, to a liberal trade discount.

The designs of "Discaphones" are planned out on most pleasing lines, and in general there can be nothing but praise in regard to their construction and quality—features that worthily uphold British production in competition the world over. Discaphones are stocked by most good-class dealers here, and as a commercial investment the British trade can offer nothing better to live colonial and foreign houses.

This Edison-Bell catalogue also features many other lines marketed by Messrs. J. E. Hough, as, for instance, record carrying cases, sound boxes, needles and a patent needle box (for attachment to any machine) that ingeniously supplies a new needle, as required, by the manipulation of a simple lever device.

Some Belated Comments on Prospects

As this section of The World goes to press, we have received from several of our British

friends, including J. E. Hough, managing director of J. E. Hough, Ltd.; H. J. Cullum, managing director of Perophone Ltd., and E. Pathé, of Pathé Frères Pathéphone Ltd., interesting comments on the business prospects for the year.

The comments by J. E. Hough are particularly interesting, and are presented herewith, though lack of space precludes the publication in full of other comments. Mr. Hough says:

"There can be no doubt that the gramophone, as an effective scientific instrument, has been growing steadily for some years in the world's favor and one which appeals more to sentiment than perhaps any other product of human ingenuity. It talks the languages and reproduces the music of all peoples, whatever may be their intellectual range, and must of necessity be universally attractive. But it appears to specially appeal to the sentiment of the higher grade population because of the wonderful improvement in the art of recording sound, yet, marvelous to relate, in this field no real inventive improvement has taken place for the last 20 years or more. The improvement is due to the more skilful application to present-day methods of the inventions of the past. Still, the enormous developments of what are rather inefficiently termed 'talking machines' in the popular favor is remarkably apparent to all observers. This being so, it is difficult to consider the

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 were very agreeably surprised 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, are very enthusiastic over them and realize that this record is what the public has long been calling for."

"The dealers first appreciate the smoothness of the records, which eliminates the extremely annoying surface noise that is heard so often

possibility of declining popularity or demand during the coming year. There is, however, at least one prospect which may have a great deterrent effect in the no distant future. It is the rapidly advancing price of one of the principal materials of which gramophone records are manufactured, and for which, up to now, no substitute has been found, although many attempts have been made by experimentalists to produce one.

"This commodity is shellac, without which no gramophone record—as at present constituted—can be made. The base of supply is Calcutta. The material is one of the productions of the forests of India. The reason alleged for its abnormal cost is that there is not sufficient produced to supply the requirements of civilization, the fact being that the cost is to-day ten times the amount it was six years ago, and four times its cost two years ago. All manufacturers in this country have since the armistice been compelled to advance from time to time the prices of the records manufactured by them, in consequence of the increased price of this commodity, which during the past year has made advancing bounds in cost. Labor also rightly claims its meed.

"The dominating features, therefore, are whether supplies of shellac will fail, and if so, whether some substitute will be discovered, and upon this to a very great extent depends the abounding continuance of the gramophone and record trade.

"So far as our prospects of trade are concerned we have nothing but confident expectations to look forward to. We have great demands from abroad, both for our records and for machines. Indeed, we have not been able to fully supply the requirements of our customers both at home and abroad. The machine trade has been exceptionally good and the highly satisfactory feature is the fact that the demand is for a better class of machine than those which prior to the war flooded the world from Germany. Really good machines render the reproductions from well-made records so agreeable and gratifying that the old prejudices against talking machines seem to have entirely disappeared, and we certainly look forward to a continuance of the public favor and abounding trade in the future.

"With this confident anticipation we are now, as fast as we possibly can, increasing our factory and machinery with the hope of at least doubling our product in the ensuing year, and so far as I am able to judge, our contemporaries are all busy and look forward fully assured that the future requirements and public demands will even exceed those of the past. The only possible 'rift in the lute,' as far as I can see, is the deepening cloud on the horizon as to whether the shellac supplies of the world will be equal in future to the world's requirements."

or 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 every popular star known to the talking machine industry is recording regularly for the Emerson library, he freely admits that our records would greatly increase the volume of his business."

H. A. Beach, manager of the traveling department of the Victor Co., is at present visiting distributors in the South.

REPAIRS

All Makes of Talking Machines
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

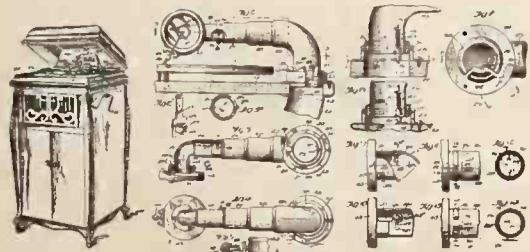
WASHINGTON, D. C., January 7.—Sound Reproducing Machine. Edward Schwartz and Louis Mandel, Chicago, Ill., assignor to the Mandel Corp., same place. Patent No. 1,321,559.

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 of the type having what is known as lateral sound wave indications, and also to position the stylus for use with records having what is known as "hill and dale" sound indications, and securing means for retaining the sound box in its adjusted positions.

A further object is to provide an improved mounting for the tone arm and improved means operating to assist in holding the supporting arm to relieve the record from the pressure of the stylus point, thereby preserving the record from being cut or worn out by the stylus.

A further object is to provide an improved hollow sectional tone arm, the sections of which gradually increase in size in cross section and the wall of each section being continuously curved in cross section, with the result that quality and volume of the reproduction will be obtained, while the sound waves will gradually expand and a continuous metallic sound will be obviated.

Figure 1 is a perspective view of a sound reproducing machine constructed in accordance with the principles of this invention. Fig. 2 is an enlarged view partly in elevation, partly in section and partly broken away showing the tone arm and the manner for supporting the same. Fig. 2a is a perspective view of the yielding supporting means for the tone arm shown in Fig. 2. Fig. 3 is an irregular sectional view as taken on line 3—3, Fig. 3. Fig. 3a is a sectional view taken on line 3a—3a Fig. 3. Fig. 4 is a detail top plan view of the parts shown in Fig. 2 and with the sound box arranged in a horizontal position with respect to the record support. Fig. 5 is an enlarged detail view partly in elevation and partly on section of the sound box and showing the stylus socket in section. Fig. 6 is an enlarged detail vertical sectional view of a portion of the tone arm, showing one form of yielding support for the arm. Fig. 7 is a sectional view as taken on line 7—7, Fig. 6. Fig. 8 is a sectional view taken on line 8—8, Fig. 6. Fig. 9 is a view partly in elevation and partly



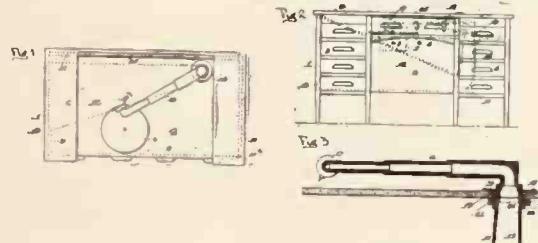
in section of a portion of the tone arm showing the manner of connecting the sound box thereto. Fig. 10 is a sectional view on line 10—10, Fig. 9. Fig. 11 is a modified form of fastening device for retaining the sound box in its adjusted position with respect to the tone arm. Fig. 12 is a sectional view 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.

Talking Machine. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,321,178.

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 has for its object to produce a device wherein the purity and sweetness of the reproduced tones will be brought out, ob-

jectionable noises such as blasting, scratching, etc., will be eliminated, and the volume of tone greatly increased.

Figure 1 is a top plan view of the invention, the same being inclosed in a cabinet representing an office desk. Fig. 2 is a front elevation of



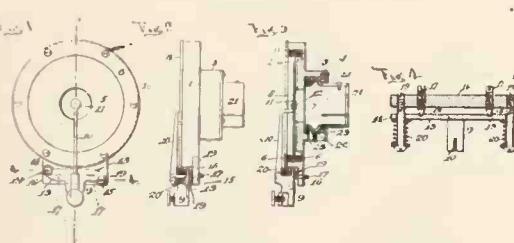
the same, and Fig. 3 is an enlarged sectional view of the tone-arm and a portion of the horn or diffuser.

Talking Machine. Joseph Wolff, Brooklyn, N. Y., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,321,177.

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 sec-

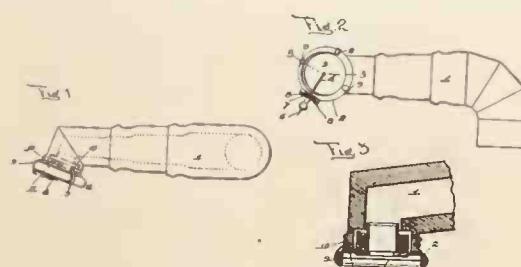


tion on the line 3—3 of Fig. 1, and Fig. 4 is a section on the line 4—4 of Fig. 1.

Fastening Device for Sound Boxes. Pincus Farb, Newark, N. J., assignor to the Sonora Phonograph Co., New York. Patent No. 1,321,193.

This invention relates to a device for securing the reproducer, commonly called a sound box, of a talking machine to the tone arm, and has for its objects to produce 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



side elevation of the same, and Fig. 3 is a section taken on line 3—3 of Fig. 2.

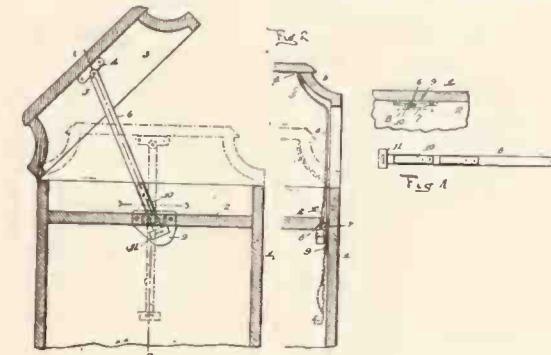
Talking Machine Cabinet. Pincus Farb, Newark, N. J., assignor to the Sonora Phonograph Corp., New York. Patent No. 1,321,194.

This invention relates to talking machine cabinets, and more particularly to devices for securing the covers of such devices in the open

position. The object of the invention is to provide means whereby, when the cover is raised, it will be securely retained in such position, and by which the cover may be moved to its closed position by the use of one hand only.

A further object is to provide means whereby the cover may be locked in open position automatically, and to prevent undue strains on the securing means when the cover is being opened.

Figure 1 is a sectional view of a portion of a talking machine cabinet provided with the improvement, the cover being shown in the open position in full lines and closed in dotted lines. Fig. 2 is a section on the line 2g2 of Fig. 1, the Fig. 2 is a section on the line 2—2 of Fig. 1, the



3 is a detail horizontal section on the line 3—3 of Fig. 1, and Fig. 4 is a detail view of a modified form of supporting link.

Needle Holder for Talking Machines. Frank Beaudouin and Thomas P. Beaudouin, Philadelphia, Pa. Patent No. 1,322,282.

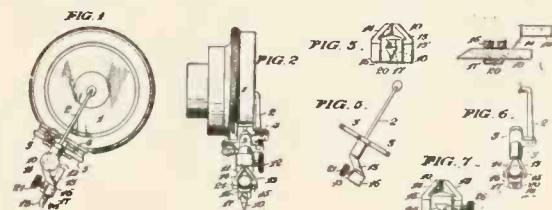
This invention has for its object broadly to provide a needle holder for talking machines by the use of which a fiber needle may be rendered more satisfactory, more desirable and efficient than heretofore has been the case.

It is well known that the use of fiber needle eliminates much of the rasping, scratching unpleasant sounds present when a steel needle is used in talking machines, but one of the defects and objections heretofore present and which in many instances has rendered fiber needles undesirable has been and is that the sounds and tones which result when such needles are used have been of insufficient volume. Hence it is one of the objects of the invention to provide a construction of holder whereby when a fiber needle is used the volume of sound reproduced upon a machine shall be amplified or increased as compared with what the same would have been had such fiber needle been used with the form of needle holder heretofore employed.

The invention also has for an object to provide means whereby fiber needles may be shortened to a greater extent than at present and still be satisfactory and desirable for use.

In the drawing:

Figure 1 is a front elevation of a sound box, needle arm and holder, the latter embodying



the invention. Fig. 2 is a side elevation of the same. Fig. 3 is a view in end elevation of the holder shown in Figs. 1 and 2 and of the fiber needle in place therein. Fig. 4 is a central longitudinal sectional view of the holder embodying the invention. Fig. 5 is a front view in elevation of a modified construction of needle arm and holder embodying the invention. Fig. 6 is a side elevation of the same, and Fig. 7 is an end view of a holder showing another modification of construction embodying the invention.

Phonograph Repeater. Robert G. Brown, Swarthmore, Pa., and John E. Strietelmeier, Cincinnati, O. Patent No. 1,322,286.

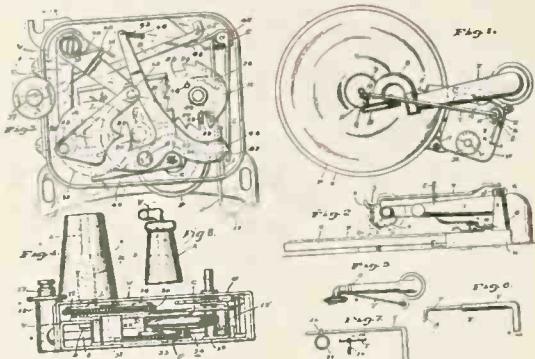
This invention deals with mechanisms for enabling phonograph records to be automatically re-played any desired number of times and then to stop the running of the machine; and it more

(Continued on page 202)

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 201)

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 capacities aforesaid.

This construction effects various structural improvements over the aforesaid arrangements, whereby (1) certain parts are eliminated; (2) the device is rendered more compact; (3) it is

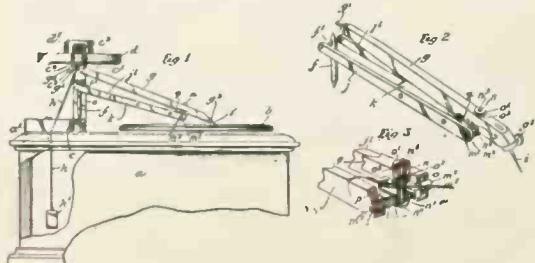


less costly to make; (4) it is more completely universal in its application to various types of phonographs; (5) it is easier to adjust; and (6) it is smoother in operation.

Phonograph. Clinton B. Repp, Plainfield. Patent No. 1,323,317.

The object of the present invention is to provide a phonograph possessing the advantageous 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 slight inaccuracy in the dimension of parts, as will result in the development of vibrations in said transmitter arm due to a relative movement of the transmitter arm and the supporting arm while the stylus is traversing a record. These results are secured by having the weight for the supporting arm positioned between the point of pivotal support of said supporting arm and the end of said arm to which the transmitter arm is attached, and by connecting said transmitter arm directly to said supporting arm while subjecting it to the action of a spring, normally held under tension by said connecting means, and automatically taking up any lost motion which may be present by reason of the necessary looseness of fit of the co-operating parts, or by such looseness resulting from wear. The connecting means between the transmitter arm and its supporting arm are so insulated as to minimize likelihood of the development of vibrations through the impact of different parts of such connections with each other and the transmission of vibrations from one of these arms to the other through said means.

The invention consists primarily in a phonograph embodying therein a stationary sound box having a diaphragm therein, a transmitter arm, means whereby vibrations passing through said arm are transmitted to said diaphragm, tensioning means for said diaphragm, a pivotal weighted supporting arm and connections between said supporting arm and said transmitter arm embodying therein a bar pivotally

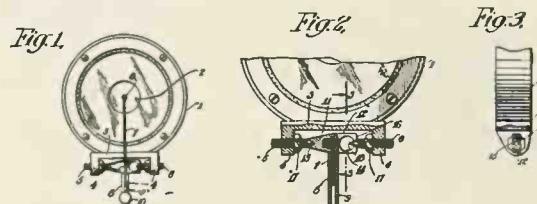


mounted adjacent the free end of said supporting arm, a spring interposed between said bar and said transmitter arm, and means pivotally connecting said transmitter arm and said bar and placing said spring under tension.

Figure 1 is a side elevation of a portion of a phonograph embodying the invention. Fig. 2 is a perspective view of the transmitter arm and its supporting arm removed from the machine; and Fig. 3 is a view in perspective showing the connecting means between the transmitter arm and supporting arm in section.

Sound Reproducer. Alexander H. Welker, Kitchener, Ont., assignor to Pollock Manufacturing Co., same place. Patent No. 1,323,429.

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 coacting 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 coacting 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



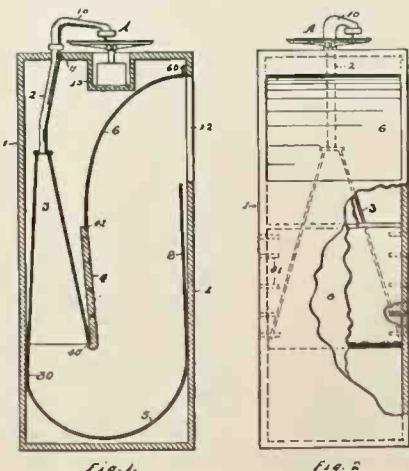
but with a certain amount of resiliency so that binding between the thrust member and its bearing will be prevented.

In the drawings, Figure 1 represents a front elevation of a reproducer sound box provided with the invention; Fig. 2 is an enlarged partial view of the same with certain parts shown in section; and Fig. 3 is a vertical section taken on line 3-3 of Fig. 2.

Phonograph Horn. Carl H. Larsson, Seattle, Wash. Patent No. 1,323,777.

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



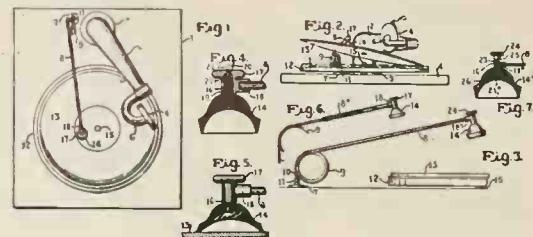
phonograph is supported and which will improve both the volume of sound and quality of tone.

Figure 1 is a vertical section or elevation of the device. Fig. 2 is an elevation, in partial section, of the same.

Record-Lifting Device for Phonographs. Joseph Menchen, New York, N. Y. Patent No. 1,317,630.

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 over 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 lifts the record from the turntable. By 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 suction cap.

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. Strietelmeier, Elyria, O.; patent No. 1,320,732. Phonograph reproducer, T. H. Reed, Newark, N. J., patent No. 1,321,476. Graphophone attachment for moving pictures, A. Dawer, New York; patent No. 1,323,579.

AN INTERESTING SONORA BOOKLET

"Here Are the People You Do Business With," is the title of an artistic rotogravure booklet just prepared by the advertising department of the Sonora Phonograph Sales Co., Inc., and mailed to every Sonora dealer as a part of the current issue of the "Sonora Bell." This handsome publication visualizes the extent and scope of the many departments incidental to the company's executive and sales offices, and gives Sonora dealers an opportunity to understand and appreciate the far-reaching importance of the service that is offered them.

In this booklet, the Sonora dealer is taken on a personally conducted tour which starts at the reception room of the Sonora Building at 279 Broadway, New York, and comprises photographic views of the following departments and executive heads: Office of Miss Mahoney, secretary to President Brighton; Mr. Brighton's office, including Mr. Brighton and Joseph Wolff, treasurer; the office and staff of Frank J. Coupe, director of sales; the advertising department and the staff of L. C. Lincoln, advertising manager; the dealer display room, presenting J. W. Desbecker, editor of the "Sonora Bell;" production data department, which is under the direction of Mr. Pringle; purchasing department and staff of Mr. Gerard, purchasing agent; importation department and staff, which is under the direction of Mr. Varin; filing department, bookkeeping department, needle department, service department, parcel post department, packing department, shipping department and interior views in the Fifth Avenue Shop.

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Indianapolis, Indiana

ADVANCE RECORD BULLETINS FOR FEB., 1920

VICTOR TALKING MACHINE CO.

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 FrecklesBilly Murray 10
 18635 Bye-LoVernon Dalhart 10
 While Others Are Building Castles in the Air John Steel 10
 18638 Let the Rest of the World Go By. Elizabeth Spencer-Charles Hart 10
 I'm Like a Ship Without a Sail. Charles Hart-Elliott Shaw 10
 DANCE RECORDS
 18632 On Miami Shore—Waltz. Joseph C. Smith's Orchestra 10
 Peggy—Medley Fox-trot. Joseph C. Smith's Orchestra 10
 18633 Dardanella—Fox-trot. Selvin's Novelty Orchestra 10
 My Isle of Golden Dreams—Medley Waltz. Selvin's Novelty Orchestra 10
 18640 Where the Lanterns Glow—Medley Fox-trot. Van Eps Trio 10
 Taxi—One-stepJoseph C. Smith's Orchestra 10
 18641 Poor Little Butterfly is a Fly Girl Now—Medley Fox-trotAll Star Trio 10
 Fluffy Ruffles—One-step.....All Star Trio 10
 INSTRUMENTAL RECORDS
 18639 Drowsy Maggie—Medley of Reels. Patrick J. Touhey 10
 Dublin Jig Medley. Patrick J. Clancy-Arthur P. Kenna 10
 18637 The Haymakers (No. 1 "Magnolia Reel"), No. 2 "Staten Island" (from "American Country Dances") (Burchenal). Victor Military Band 10
 Lamplighter's Hornpipe (from "American Country Dances") (Burchenal) Victor Military Band 10
 RED SEAL RECORDS
 FRANCES ALDA, Soprano 10
 64844 The Bells of St. Mary's.....Furber-Adams 10
 ENRICO CARUSO, Tenor—In Italian 10
 87305 Vieni sul Mar (Over the Sea).....JASCHA HEIFETZ, Violinist 10
 (Pianoforte by André Benoist) 10
 74600 Romance (from Concerto in D minor). Wieniawski (Veen-yaf'-skec) 12
 LOUISE HOMER, Contralto 10
 FIRST RECORD BY EDWARD JOHNSON
 EDWARD JOHNSON, Tenor—In Italian 10
 64840 Pagliacci—Vesti la Giubba (On With the Play) Leoncavallo 10
 EDWARD JOHNSON, Tenor 10
 64839 Her Bright Smile Haunts Me Still....Wrighton 10
 HANS KINDLER, Violoncellist 10
 64841 BenettHandel 10
 FRITZ KREISLER, Violinist 10
 64842 La Gitana (The Gypsy). Arabo-Spanish Gypsy Song of the 18th Century.....Kreisler 10
 ERNEST SCHUMANN-HEINK, Contralto 10
 87288 Thy Beaming Eyes.....Gardner-MacDowell 10
 REINALD WERRENTHAHL, Baritone 10
 64843 Dreaming Alone in the Twilight..Clemson-Moore 10

COLUMBIA GRAPHOPHONE CO.

- 49616 Rigoletto—E Il Sol Dell' Anima (Like to the Sun Is Love).....Barrientos and Hackett 12
 78356 Lullaby from "Erminie".....Hilda Lashanska 10
 78101 Canta Pe' MeRiccardo Stracciari 10
 A6128 Polish Dance E Flat Minor, Op. 3, No. 1—Piano solo.....Percy Grainger 12
 To the Springtime. One More Day, My John. Piano solo.....Percy Grainger 12
 A6129 William Tell Overture. Part I, Columbia Orchestra 12
 William Tell Overture. Part II, Columbia Orchestra 12
 A6130 William Tell Overture, Part III, Columbia Orchestra 12
 William Tell Overture. Part IV, Columbia Orchestra 12
 A2834 Temperamental RagGuido Deiro 10
 Lola—One-stepGuido Deiro 10
 A2824 Uncle Josh and the Fire Department Cal Stewart 10
 The Courtship of Uncle Josh and Aunt Nancy, Cal Stewart and Ada Jones 10
 A2825 Lassus Trombone.....Columbia Band 10
 Miss Trombone. Intro. Trombone Spec. Columbia Band 10
 REVIVAL HYMNS
 A2833 Still Undecided, Virginia Asher and Homer A. Rodeheaver 10
 When I Look in His Face, Virginia Asher and Homer A. Rodeheaver 10
 THE NOVELTY RECORD
 E4440 Hay Harvest.....Russian Balalaika Orchestra 10
 At a Russian Inn.....Russian Balalaika Orchestra 10
 TWO AMERICAN INDIAN DANCES
 A6131 War Dance (Cheyenne Indians), Columbia Orchestra 12
 Deer Dance (Rogue River Indians), Columbia Orchestra 12
 MARCHES FOR HOME, SCHOOL OR FACTORY DRILL WORK
 A6127 Assembly March.....Columbia Band 12
 Fire Drill Gallop.....Columbia Band 12
 POPULAR RECORDS
 A2835 I Gave Her That.....Al Jolson 10
 Don't Take Advantage of My Good Nature, Fred Whitehouse 10
 A2823 Prohibition Blues.....Nora Bayes 10
 Taxation Blues.....Nora Bayes 10
 A2830 Just For Me and Mary.....Henry Burr 10
 Among the Whispering Pines....Henry Burr 10
 A2829 Rings.....Lewis James and Chas. Harrison 10
 Let the Rest of the World Go By, Campbell and Burr 10
 A2828 Bless My Swanee River Home....Harry Fox 10
 I Lost My Heart in Dixieland..Harry Fox 10
 A2831 Smile, DearChas. Harrison 10
 Not in a Thousand Years.....Chas. Harrison 10
 DANCE RECORDS
 A6132 Pretty Little Rainbow—Medley Waltz, Prince's Orchestra 12
 Intro. "Everyone Is Lonesome Sometime," Dreamy Alabama—Medley Waltz, Intro. "Athene." Princess Incidental Chorus by Campbell and Burr 12
 MID-MONTH RECORDS
 EXCLUSIVE COLUMBIA DANCE RECORDS
 A2811 My Baby's Arms, from "Follies of 1919"—Fox-trotArt Hickman's Orchestra 10
 On the Streets of Cairo—One-step, Art Hickman's Orchestra 10
 A2812 Peggy—Fox-trotArt Hickman's Orchestra 10
 Tell Me Why—Fox-trot, Art Hickman's Orchestra 10

- A2814 Patches—Fox-trotArt Hickman's Orchestra 10
 Sweet and Low—Waltz, Art Hickman's Orchestra 10
 A2813 The Hesitating Blues—Fox-trot, Intro. "Beale Street," Art Hickman's Orchestra 10
 Those Draftin' Blues—Fox-trot, Intro. (1) St. Francis Blues, (2) Tishimingo Blues, Art Hickman's Orchestra 10
 49526 Eili Eili, Violin soloToscha Seidel 12
 Louis T. Gruenberg at the piano.
 THE POPULARS
 A2827 Bye-Low. Tenor duet. Orch. accomp., Campbell and Burr 10
 I'll Always Be Waiting For You. Tenor Solo. Orch. accomp., Chas. Harrison 10
 A2826 I Know What It Means To Be Lonesome. Tenor Solo, Orch. accomp., George Meader 10
 I Never Knew. Tenor Solo, Orch. accomp., George Meader 10

AEOLIAN CO.

- LATERAL CUT RECORDS
 STANDARD SELECTIONS
 24000 Sing, Smile and Slumber (Gounod). Sopranos, Vocalion orch. accomp., Nellie and Sara Kouns 10
 Just a Wearyin' for You (Jacobs-Bond). Soprano, Vocalion orch. accomp., Nellie Kouns 10
 24001 The Bard of Armagh (Old Irish). Tenor, Vocalion orch. accomp., Colin O'More 10
 Norah O'Neal (Old Irish). Tenor, Vocalion orch. accomp., Colin O'More 10
 POPULAR SELECTIONS
 14003 Everyone Was Meant for Someone (Rubini-Santrella). Orch. accomp., Arthur Burns 10
 Thinking (Delcamp). Orch. accomp., Arthur Burns 10
 14004 In the Magic of the Moonlight (Fisher-Edwards-Baskett). Orch. accomp., Burr and Meyers 10
 Was There Ever a Pal Like You (Berlin). Orch. accomp., Henry Burr 10
 14005 Wait and You'll See (Kalman). Orch. accomp., Peerless Quartet 10
 Just Like a Rose (Bridges). Orch. accomp., Peerless Quartet 10
 14006 For Every Door That Closes (Kendis and Brockman). Orch. accomp., Sterling Trio 10
 Charles Hart and Elliot Shaw 10
 Pickaninny Blues—Waltz Lullaby (Klickman). Orch. accomp., Charles Hart and Elliot Shaw 10
 DANCE SELECTIONS
 14007 I Left My Door Open and My Daddy Walked Out (Intro. Nobody Knows, Fox-trot) (Berlin). Played by Paul Biese and his Novelty Orchestra 10
 Yellow Dog Rag—Fox-trot (Handy). Played by Paul Biese and his Novelty Orchestra 10
 14008 Please—Fox-trot (Lee Roberts). Played by Paul Biese's Orchestra 10
 Climbing the Ladder of Love (Intro. Linger Longer Letty, Fox-trot) (Goodman). Played by Paul Biese's Orchestra 10
 14009 Oh—Fox-trot (Gay-Johnson). Played by All Star Trio 10
 Down by the Nile (Intro. Little Church 'round the Corner; from "Magic Melody"; Fox-trot) (S. Romberg). Played by All Star Trio 10
 HILL AND DALE CUT RECORDS
 STANDARD SELECTIONS
 30039 Rohin Adair (Keppel). Soprano, Vocalion orch. accomp., May Peterson 10
 INSTRUMENTAL SELECTIONS
 56001 O Star of Eve (Wagner). 'Cello and piano accomp., Maurice Dambois 12
 Meditation from Thais (Massenet). 'Cello and piano accomp., Maurice Dambois 12
 BAND SELECTIONS
 12250 Peer Gynt Suite—Morning (Grieg). Played by Aeolian Concert Band 10
 Peer Gynt Suite—Anitra's Dance (Grieg). Played by Aeolian Concert Band 10
 12251 I'll Always Be Waiting for You (Newton Alexander). Orch. accomp., Henry Burr 10
 Bring Me a Rose (Chas. Shisler). Orch. accomp., Samuel Ash 10
 12252 Only (Akst). Orch. accomp., Charles Hart and Elliot Shaw 10
 Sweet and Low (Chas. Johnson). Orch. accomp., Charles Hart and Elliot Shaw 10
 12253 Cohen on His Honeymoon (Silver). Monroe Silver 10
 Cohen on Prohibition (Silver). Monroe Silver 10
 HAWAIIAN SELECTIONS
 12254 Medley—Honolulu Hula Girl—One-step (Cunha). Toots Paka Company 10
 Honolulu Tom Boy—One-step (Cunha). Toots Paka Company 10

February Mid-Month List—Lateral Cut Records

- POPULAR SELECTIONS
 14010 My Isle of Golden Dreams (Kahn & Blaufuss). Orch. accomp., Sterling Trio 10
 My Garden of Yesterday (Ash-Ring-Hagar). Orch. accomp., Samuel Ash 10
 14011 We Must Have a Song to Remember (Green & Stept). Orch. accomp., Peerless Quartet 10
 Rose of Romany (Moret). Orch. accomp., Burr & Meyers 10
 14012 I'm So Sympathetic (from "Little Blue Devil") (Carroll). Orch. accomp., Elliot Shaw 10
 Honey Bunch (from "Fifty-Fifty") (de Costa). Orch. accomp., Chas. Hart & Elliot Shaw 10
 14013 Cohen at the Movies (Silver). Monroe Silver 10
 Pittsburgh, Pa. (Ruby). Orch. accomp., Monroe Silver 10
 DANCE SELECTIONS
 14014 When You're Alone (Spencer-West). Fox-trot, Paul Biese and his Novelty Orchestra 10
 Rhadia (Arnold Johnson). One-step, Paul Biese and his Novelty Orchestra 10
 14015 My Laddie (Rogers-Akst). Fox-trot, Dabney's Band 10
 Mississippi Moonlight (Roberts). Waltz, Paul Biese's Orchestra 10

EDISON RE-CREATIONS

- 50557 Bohemian Girl (Balfe). Selection, Creatore and his Band
 Bunch of Roses (Chapi)—Spanish March, Conway's Band
 50575 Gunga Din (Kipling). Dialect Recitation, Harry E. Humphrey
 Lasca (Desprez). Recitation....Harry E. Humphrey
 Bonnie Kate—Medley of Reels, Accordion, John J. Kimmel
 Kimmel March (Kimmel). Accordion John J. Kimmel

- 50605 Good and Bad. Negro Sketch, Turkey in the Straw, Billy Golden and Billy Heins
 Billy Golden and Empire Vaudeville Company
 50606 Daisies Won't Tell (Owen). Contralto and Baritone.....Helen Clark and Joseph A. Phillips
 Put On Your Old Grey Bonnet (Wenrich). Contralto and Baritone, Helen Clark and Joseph A. Phillips
 50607 Flotin' Down to Cotton Town (Klickmann). Male VoicesPremier Quartet
 You're My Gal (Bernard). Negro Melody, Al Bernard and Ernest Hare
 50608 I Want a Daddy, from "Greenwich Village Follies" (Sloane). Fox-trot, Tuxedo Dance Orchestra
 Nobody Ever (Frey). Fox-trot, Louisiana Five

- 50609 Clarinet Squawk—One-step (Intro. "Summer Days") (Lada-Nunez-Cawley). For Dancing, Louisiana Five
 What's This? (Katzman). Fox-trot, Jazzarimba Orchestra
 50610 Golden Gate (Open For Me) (Kendis-Brockman). Tenor (with Louise Ferrell in the refrain)Lewis James
 Granny (Belledna). Contralto, Marion Evelyn Cox
 50611 I've Made Up My Mind To Mind a Maid Made Up Like You (Schwartz). Contralto and Baritone.....Helen Clark and Joseph A. Phillips
 My Desert Love (Cooper). Tenor, Lewis James
 50612 Bye-Lo (Perkins)Vernon Dalhart Hearts (Melody adapted by King). First Soprano, 2d Soprano and AltoHomestead Trio
 80498 Jewels of the Madonna—Intermezzo I (Wolf-Ferrari)American Symphony Orchestra
 Jewels of the Madonna—Intermezzo II (Wolf-Ferrari)American Symphony Orchestra
 80501 Some Sweet Day By and By (Crosby-Doane). Mixed VoicesMetropolitan Quartet
 Looking This Way (Van De Venter). Mixed VoicesMetropolitan Quartet
 82167 La Spagnola (The Spanish Maid) (Di Chiara). Tenor, in ItalianGuido Ciccolini
 Ridonami la calma (Restore again my peace) (Tosti). Baritone, in ItalianTaurino Parvis
 82567 Lieti Signor, Salute (Page Song)—Huguenots (Meyerbeer). Contralto, in Italian, Carolina Lazzari
 Scena e Canzonetta del Capraio (The Shepherd's Song)—Dinorah (Meyerbeer). Contralto, in ItalianCarolina Lazzari
 83085 It Is Well With My Soul (Bliss). Soprano and Male Voices....Anna Case and Criterion Quartet
 O For the Wings of a Dove (Hear My Prayer) (Mendelssohn). SopranoAnna Case

EDISON AMBEROL RECORDS

ROYAL PURPLE RECORDS

- 29044 Simon the Cellarer (Hatton). Bass-Baritone, Arthur Middleton
 29045 Heaven Is My Home (Sullivan). Baritone, Thomas Chalmers and Mixed Chorus
 REGULAR LIST
 3902 Clea—Fox-trot (Roberts). Saxophone, Xylophone and Piano. For Dancing.....All Star Trio
 3903 Fancy Little Nancy (Baines). Saxophone, Wheeler Wadsworth
 3904 Train Time at Pun'kin Center (Stewart). A Rural SketchCal Stewart and Company
 3905 Same As His Father Did Before Him (H. Launder)Glen Ellison
 3906 'Twas an Old-Fashioned Song He Was Singing (Godfrey-Wright). TenorLewis James
 3907 Windy Willie, Characteristic March (Losey). New York Military Band
 3908 Love Blossom (Denni). Mixed VoicesMetropolitan Quartet
 3909 Yelping Hound Blues—Fox-trot (Intro. "Dixie Blues") (Lada-Nunez-Cawley). For Dancing, Louisiana Five
 3910 Floatin' Down to Cotton Town (Klickmann). Male VoicesPremier Quartet
 3911 Nobody Ever—Fox-trot (Frey). Tuxedo Dance Orchestra
 3912 Back Home on the Farm, Negro Vaudeville SketchBilly Golden and Joe Hughes
 3913 I'm a Dancin' Fool (Bernard-Robinson). Al Bernard
 3914 I Love You Just the Same, Sweet Adeline (Armstrong-Gaskill). Male VoicesPremier Quartet
 3915 Carolina Sunshine (Schmidt). Tenor, Vernon Dalhart and Mixed Chorus
 3916 Love's Adieu (Old Folk Song). Tenor and BaritoneLewis James and Vernon Archibald
 3917 Serenade d'Amour (von Blond). Imperial Marimba Band
 3918 Abandonado—Mexican Waltz (Posadas). Peerless Orchestra
 3919 Good-Bye, Beloved, Good-Bye (Arr. from an old Negro Melody by Sampson). Soprano and Male Voices. Virginia Rea and Lyric Male Quartet
 3920 Henry Jones, Your Honeymoon Is Over (Bernard). Negro Melody. Al Bernard and Ernest Hare
 3921 A Picture of Long Ago. Vaudeville Sketch, Ada Jones and Len Spencer
 3922 Broken Blossoms (King). Contralto and Tenor, Helen Clark and George Wilton Ballard NORWEGIAN RECORDS
 9240 Paal paa Hougie (Paul on the Hill-Side). Old Folk Song. TenorCarsten Woll
 9241 Vor Gud han er saa fast en borg (A Mighty Fortress Is Our God) (Luther). Tenor, Carsten Woll

PATHE FRERES PHONOGRAPH CO.

- POPULAR SUPPLEMENT No. 29
 40194 When the Wedding Bells Are Ringing, You Are Free, Little Girl Good-Bye, from "Apple Blossoms" (LeBaron-Kreisler-Jacobi). Vocal Passage by Robert Bruce National Symphony Orch. 12
 Hull Home, Darling I, Please Learn To Love, from "Buddies" (Hillian). Vocal passage by Robert BruceNational Symphony Orch. 12
 22257 I've Found the Girl That I've Been Looking For, from "Happy Days" (Burnside-Hubbell). TenorSam Ash 10
 Old Fashioned Garden, from "Hitchy Koo, 1919" (Porter). TenorSam Ash 10
 22258 Don't You Remember Those School Days, from "Happy Days" (Burnside-Hubbell). Tenor, Lewis James 10
 I Gave Her That (DeSylva-Ball). Baritone, Ernest Hare 10
 22259 Let the Rest of the World Go By (Brennan-Ball). Tenor duet, Lewis James and Chas. Hart 10
 By-Lo (Ray Perkins). Male trio....Sterling Trio 10
 22260 Don't Put a Tax on the Beautiful Girls (Tellen-Ager). TenorEddie Cantor 10
 At the High Brown Babes' Ball (Davis-Erdmann-Erdman). Accordion and Piano accomp. TenorEddie Cantor 10
 22261 I Never Knew (Janis-Berlin). Tenor Henry Burr 10
 I'm Like a Ship Without a Sail (Kendis-Brockman). Tenor duet....Campbell and Burr 10
 (Continued on page 204)

ADVANCE RECORD BULLETINS FOR FEBRUARY—(Continued from page 203)

22262	Wait Till You Get Them Up in the Air Boys (Brown-Von Tilzer). Tenor...Billy Murray	10
Come On and Play Wiz Me (My Sweet Babee) (Kalmar-Leslie-Ruby). Tenor...Billy Murray		
22263 Now I Know (Warren-Henry-Onivas). Tenor, Lewis James	10	
Bless My Swanee River Home (Lewis-Young- Donaldson). Tenor.....Henry Burr	10	
22265 Romany (Where Love Runs Wild) (Weslyn- Krouse). Tenor.....Robert Bruce	10	
Arizona Mona (Indian Love Song) (Milo-Rega). Male Quartet.....Peerless Quartet	10	
22266 Why Don't You Drive My Blues Away Intro. "Save Your Money, John" (Papa-Copeland- Rogers). Medley Fox-trot.	10	
Wadsworth's Saxophone Band Swanee (Gershwin) One-step.	10	
Nicholas Orlando's Orchestra		
22267 Tents of Arabs, Intro. "Wond'ring" (Lee-David). One-step.....Joseph Samuels' Orchestra	10	
Peggy, Intro. "Rose of Romany" (Moret-Wil- liams) Medley Fox-trot.	10	
Joseph Samuels' Orchestra		
22268 Sleigh Bells (Robyne) One-step.	10	
Nicholas Orlando's Orchestra		
Poor Little Butterfly Is a Fly Girl Now, Intro. "What's Worth While Waiting For" (Jerome). Medley Fox-trot. Nicholas Orlando's Orchestra	10	
22269 I'm So Sympathetic, from "The Little Blue Devil" (Carroll). Fox-trot.	10	
Nicholas Orlando's Orchestra		
My Isle of Golden Dreams (Kahn-Blaufuss). Waltz.....Nicholas Orlando's Orchestra	10	
22248 Only (Caesar-Akst). Royal Hawaiian Orchestra Hawaiian Bluebird (Morgan-Porter-Swanstone).	10	
Royal Waikiki Hawaiian Orchestra		
22252 Pick 'Em Up, Silas, Lay 'Em Down, Zeke (Cal Stewart). Humorous Monolog.	10	
Cal Stewart and American Quartet		
Uncle Josh and Aunt Nancy Putting Up the Kitchen Stove (Cal Stewart). Humorous Duolog.....Cal Stewart and Ada Jones	10	

Regular February Pathé List

OPERATIC VOCAL RECORDS		
40184	Lucia di Lammermoor "Sextette" (Donizetti) (Chi mi frena) In Italian.	10
	Milan Grand Opera Sextette	
	La Boheme "Mimi" (Puccini) Mi Chiamano (My Name Is Mimi) In Italian.	12
54040	Mme. Olga Carrara, Soprano Rigoletto (Verdi) La Donna E Mobile (Woman Is Fickle) In Italian. Tenor.....Tito Schipa	12
64039	Good Morning, Sue (Delibec) In English Soprano.....Claudia Muzio	10
59081	La Favorita (Donizetti) A Tanto Amor (Flower Beloved) In Italian. Baritone, Zaza (Leoncavallo) Buona Zaza (My Good Zaza). In Italian. Baritone.....Taurino Parvis	10
	STANDARD BALLADS SUNG IN ENGLISH	
27513	Homing (Salmon-Del Riego). In English. Con- tralto.....Kathleen Howard	10
	Rose in the Bud (Barrow-Forster). In English. Contralto.....Kathleen Howard	
22228	Where Is My Boy Tonight (Lowry). Peerless Male Quartet	10
	The Home Over There (Huntington-O'Kane). Mendelssohn Mixed Quartet	
27025	Tell Her I Love Her So (De Faye). Tenor, Paul Althouse	10
	Do Not Go, My Love (Tagore-Hageman). Tenor.....Paul Althouse	

FOUR NEGRO HYMNS

22187	Swing Low, Sweet Chariot (Jubilee Song). Unaccomp.	10
	Lieut. Jim Europe's Four Harmony Kings One More Ribber To Cross (Jubilee Song). Unaccomp.	10
	Lieut. Jim Europe's Four Harmony Kings By the Babbling Brook (Ring-Hager). With Whistling. Tenor, Henry Burr and Sybil Fagan The Little Whistler (Ring-Hager). Whistling, Sybil Fagan	10
22227	Beautiful Ohio (Earl)—Waltz. Royal Waikiki Hawaiians Yogiland (Sullivan). Royal Waikiki Hawaiians	10
	NEW INSTRUMENTAL RECORDS	10
22232	Tell Me (Callahan-Kortlander). Cornet Solo, Jules Levy, Jr.	10
	On Miami Shore (Le Baron-Jacobi). Cornet Solo, Jules Levy, Jr.	
22233	Queen of Diamonds (Pidoux). Banjo Solo, John Pidoux	10
	The Fusiliers (Ellis). Banjo Solo...John Pidoux	
22234	Blue Bells of Scotland (Arr. by La Meda). Chimes.....Chris Chapman	10
	Auld Lang Syne (Burns). Chimes Chris Chapman	
27512	Ave Marie (Schubert). Violin Solo, Jacques Thibaud	10
	Chant Sans Paroles (Tschaikowsky). Violin Solo, Jacques Thibaud	
59082	Valse in E Major (Moszkowski). Piano Solo, Mme. Ethel Leginska	12
	Witches' Dance (MacDowell). Piano Solo, Mme. Ethel Leginska	
	NEW BAND AND ORCHESTRA RECORDS.	
22229	Bullets and Bayonets (Sousa). March. Patrick Conway's Band	10
	American Parade (Fremeaux). March.	
40191	Pathé Military Band	
	Mignon (Thomas). Overture. Arnold Colpe's Orchestra of the New York Stadium	
	Naila (Delibes). Pas des fleurs—Intermezzo. Arnold Volpe's Symphony Orchestra of the New York Stadium	

EMERSON INTERNATIONAL, INC.

ITALIAN		
1245*	Rosina-Polka Brillante, "I Posteggiatori Napoletani" (di P. Bolognese) (Clarinetto, Mandolin —Chitarra Fagotto e Basso).....	10
	Serenata Silvestri, "I Posteggiatori Napoletani" (di G. Silvestri) (Flauto obbligato con Mandolini Chitarra, Fagotto e Basso).....	10
1246*	Contrada Napoletana, "I Posteggiatori Napoletani," Quadriglia comandata dall'artista laudano (Clarinetto-Mandolini-Chitarra-Fagotto e Basso).....	10
	Sogno di Bimba-Mazurka, "I Posteggiatori Napoletani" (Clarinetto-Mandolini-Chitarra-Fagotto e Basso).....	10
	NINA DE CHARNY—Soprano	10
12053	O Picciotto (Versi e Musica di L. Donadio). Orch. accomp.....	10
	'Nu Varcauolo Surrentino (Scotto di Carlo-Camcringo). Orch. accomp.....	10
	GIUSEPPE MILANO, Baritone	
12054	Nuovi Stornelli Socialisti—Orch. accomp.....	10
	Staviti bene (Barbienn-Cattedra). Orch. accomp.....	10
	PROF. CARMINE SANNA—Monologuist	
12055	Il Pappacon! Part I (Ched e lu munno?) Poesia buffa in lingua maccheronica Napoletana (Sulle corbellerie della vita)	10

II	Pappacone! Part II (Ched e lu munno?) Poesia buffa in lingua maccheronica Napoletana (Sulle corbellerie della vita).....	10
EVA LEONI—Soprano and MENOTTI FRASCONA—Tenor	A20040 La Bohème—O soave fanciulla (Duet) Puccini	
	—Orch. accomp.....	12
	Rigoletto—Cortigiani, vil razza dannata (Verdi) (Millo Picco—Baritone). Orch. accomp.....	12
	CARLO FERRETTI—Baritone	
20041	Zaza, piccola zingara (Romane di Cascart) (Leoncavallo). Orch. accomp.....	10
	Gioconda—Barcarola-Pescator, affonda Pesca (Ponchielli). Orch. accomp.....	10
	RIGO'S HUNGARIAN GYPSY ORCHESTRA	
20042	It Was a Dark Night When I Was Born (Ejazaka volt a mikor en szuletem) Hungarian Melodies (Minek is van szerlem a Villagon) (Magyar Egyleg), (Rigo Janesi—Gypsy Violinist—Piano accomp.)	10
	Come With Me in the Woods (Gyere velem az erdebe) Amour et Printemps (Waldeufel) (Love and Spring). (Rigo Janesi—Gypsy Violinist—Piano accomp.)	10
	HEBREW-JEWISH FOLK DANCE	
1342*	Behuscher Chusid—Silvers Symbal Yiddish Hora—Silvers Symbal	10
	ORIENTAL MELODY	
1343*	Orientalische Melodien (Part 1), Silvers Symbal Orientalische Melodien (Part 2), Silvers Symbal	10
	CLARA GOLD—Alto	
1344*	De Chupe Tug—Orch. accomp..... Auf deim Schlechten Veig—Orch. accomp.....	10
	ORCHESTRA SELECTIONS	
13048	Dem Rebins Nigin—Part 1..... Dem Rebins Nigin—Part 2.....	10
	SCHREINER & PASKAL	
13049	Gekomen Is Die Zeit—Orch. accomp..... Die Shvye—Orch. accomp.....	10
	POLISH FOLK SONGS	
11046	Near Krakow. Annie, My Annie.	
11047	Polish Wedding. Ceremony After a Wedding. Chorus and Accordion accomp.	
	FRANKELS ORCHESTRA	
11048	Girls from Danzig. Polish Twins.	
	ACCORDION AND CLARINET DUET	
11049	Feodora Valse. Marine or Sailors' Dance.	
	SCANDINAVIAN SWEDISH FOLK SONG—SAMUEL LJUNGKVIST	
18001	Varvindar Friska—Orch. accomp.....	10
	Jag sjunger och Dansar—Orch. accomp.....	10
18002	A Janta A Ja—Orch. accomp.....	10
	Forgafves Uppa Stigen—Orch. accomp.....	10
	SCANDINAVIAN MILITARY BAND	
18006	Riberbus Marsch..... Gamele Danmark.....	10
	Kongliga Kronobergs..... Henlandstoner.....	10

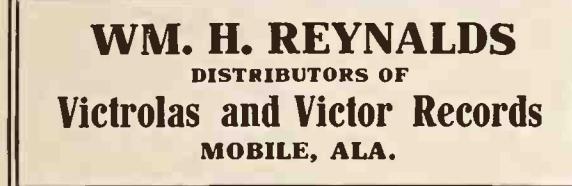
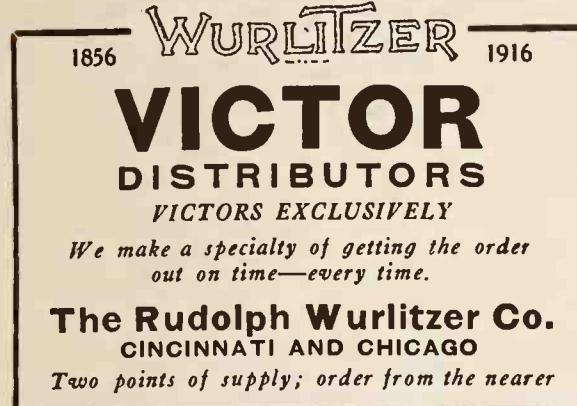
GENNETT LATERAL RECORDS

4593	That Wonderful Kid From Madrid (Osborne-MacDonald) Orch. accomp.	
	Jack Kaufman and Arthur Hall	
	I Left My Door Open and My Daddy Walked Out (Irving Berlin) Orch. accomp...Jack Kaufman	
4594	Good Night, Dearie—Waltz (Henry Onivas) Let Me Dream (Curtis Gordon).	
	Conklin's Society Orchestra	
9015	I Might Be Your Once-in-a-While (Herbert-Smith) Orch. accomp.....Harvey Hindermyer	
	Now I Know (Henry-Onivas-Warren) Orch. accomp.....	
9016	They're All Sweeties (Sterling-Con Tilzer) Orch. accomp.....Jack Kaufman and Arthur Hall	
	You Ain't Heard Nothing Yet (Jolson-Kalm De Sylva) Orch. accomp.....Ernest Hare	
1503	Let the Rest of the World Go By. Orch accomp.....	
	Hart and Shaw	
1504	We Must Have a Song to Remember (Stepo-Green). Orch. accomp.	
	Jack Kaufman and Arthur Hall	
21140	Just Like the Rose (Cook-Terriss-Bridges). Orch. accomp.....	
	Sterling Trio	
	I'm Like a Ship Without a Sail (Kendis-Brockman). Orch. accomp.....Hart and Shaw	
9017	My Rose of Romany (Neil Morret). Duet, Orch. accomp.....	
	McClaskey and Meyers	
	I Love You Just the Same, Sweet Adeline (Armstrong-Gaskill). Orch. accomp.....Shannon Four	

OPERAPHONE CO., INC.

LATEST POPULAR SONGS		
21140	Some Day You'll Want Me Back (Maybe I Won't Want You) (Retrop-Morgan). Tenor, orch. accomp.....	Sam Ash
	Romany (Where Love Runs Wild) (Weslyn-Krouse). Tenor, orch. accomp.....Lewis James	
21141	On the Trail to Santa Fe (Cliff-Hess). Tenor, duet, orch. accomp....Lewis James and Chas. Hart	
	Ting Ling Toy (Earl). Orch. accomp.....	
12	Peerless Quartet	
21142	Come on and Play Wiz Me (My Sweet Babee) (Kalmar-Leslie-Ruby). Tenor, orch. accomp.....	Billy Murray
	And He'd Say OO-La-La; Wee Wee (Ruby-Jessel). Tenor, orch. accomp.....	
21143	Bye-Lo (Perkins). Orch. accomp.....	
	Sterling Trio	
	In Siam (Burden-Cooper). Vocal obligato by Marjie Dow, orch. accomp.....	
21144	Now I Know (Warren-Henry-Onivas). Tenor, orch. accomp.....	Robert Bruce
	Such a Lil Fellow (Lowell-Dichmont). Tenor, orch. accomp.....	
	Franklyn Moore	
31128	Wonderful Pal (Pinkard). One-step, Broadway Dance Orchestra	

Some Leading Jobbers of Talking Machines in America

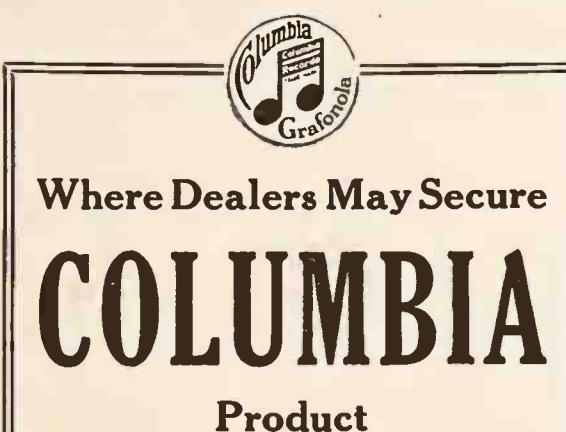


RECORD BULLETINS FOR FEBRUARY (Continued from page 204)

- 4203 Don't You Remember Those School Days? Medley one-step.....Jazzarimba Orchestra
My Baby's Arms. Fox-trot.....Jazzarimba Orchestra
4204 Buddha. Fox-trot.....Jazzarimba Orchestra
Caravan. Fox-trot.....Jazzarimba Orchestra
4207 Missouri Blues. Fox-trot.....Yerke's Novelty Five
High Brown Babies' Ball. Medley fox-trot, Yerke's Novelty Five
4208 St. Louis Blues. One-step.....All-Star Trio
Bow-Wow One-step.....All-Star Trio
4209 Oh! Fox-trot.....All-Star Trio
Beale Street Blues.....All-Star Trio
4210 Vamp. Fox-trot.....Bal Taberin Jazz Orchestra
You'd Be Surprised. Fox-trot, Bal Taberin Jazz Orchestra
Bal Taberin Jazz Orchestra
4211 Dardanella. Fox-trot.....Bal Taberin Jazz Orchestra
Blues My Naughty Sweetie Gives to Me, Bal Taberin Jazz Orchestra
4212 The Laugh Song. Fox-trot, Bal Taberin Jazz Orchestra
Yellow Dog Blues. Fox-trot, Bal Taberin Jazz Orchestra
POPULAR SONG HITS
5201 Oh, What a Pal Was Mary.....Henry Burr
I Love You Just the Same, Sweet Adeline, Peerless Quartet
5202 Bye LoSterling Trio
Not in a Thousand Years.....Henry Burr
5203 Isle of Golden Dreams.....Sterling Trio
When You Are Gone You'll Soon Forget Me, Peerless Quartet
5204 Rose of RomanyBurr & Meyers
Harvest NoonSterling Trio
5205 There Never Was a Pal Like You.....Henry Burr
My Sugar-Coated Chocolate Boy....Campbell & Burr
5206 Bless My Swannee River Home....Peerless Quartet
Nesting Place of the Blue Bird.....Sterling Trio

EMPIRE TALKING MACHINE CO.

- POPULAR VOCAL SELECTIONS
401 Wait Till You Get Them Up in the Air, Boys (Brown-Von Tilzer). Tenor, orch. accomp., Billy Murray
You Ain't Heard Nothing Yet (Jolson-Kahn-De Sylvia). Baritone, orch. accomp., Ernest Hare
402 Some Day You'll Want Me Back (Maybe I Won't Want You) (Retrop-Morgan). Tenor, orch. accomp., Sam Ash
Romany (Where Love Runs Wild) (Weslyn-Krouse). Tenor, orch. accomp., Lewis James
403 On the Trail to Sante Fe (Cliff-Hess). Tenor Duet, orch. accomp., Lewis James and Chas. Hart
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