

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, February 15, 1920



The best-known trade-mark in the world
designating the products of the Victor Talking Machine Co.



THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL

- Looks Better—** Observe the splendid curved design lines in these upright models. This "bulge" effect, obtainable only in the finest furniture, is exclusive with Sonora.
- Sounds Better—** Sonora has a matchless, clear, rich, expressive tone which invariably wins when heard in comparison.
- Is Better—** Sonora is famous for its important features, among which are the powerful, silent, extra-long-running motor, wooden tone arm, motor meter which tells how many more records can be played without rewinding, tone control at sound source, ability to play *all* disc records, etc.
- Sells Better—** Sonora is the phonograph that commands cash payments, and demand is so great that each year's sales are many times those of the year preceding.

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

Magnificent upright and period models are available
Prices \$60 to \$1000

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

Write the jobber who covers your territory. See double-page advertisement in this issue.

The Highest Class Talking Machine in the World



The Talking Machine World

Vol. 16. No. 2

New York, February 15, 1920

Price Twenty-five Cents

IMPORTANT ELYEA CO. MOVE

Elyea Talking Machine Co. Organized in Atlanta as Wholesale Victor Jobbers With B. F. Bibighaus as Manager of the Business

ATLANTA, GA., February 5.—On February 1 the Victor department of the Elyea Co. separated the Victor jobbing business from the other wholesale interests which the Elyea Co. is connected with. Hereafter, all activities as wholesale distributors of Victor merchandise will be carried on by the Elyea Talking Machine Co. at their headquarters, 11 North Pryor street, this city. The advantages of this separation to the dealer are obvious in that it will place at his disposal at all times the skilled service and experience of a highly specialized and exclusive talking machine organization. The new quarters will have available 10,000 square feet of floor space. Attractive offices, reception rooms and model shop are now being installed by the Unit Construction Co. When complete the Elyea Talking Machine Co. will be equipped to give its trade the highest possible service and co-operation.

B. F. Bibighaus, the newly appointed manager of the Victor department, will be in active charge of the operation of the new company. He will be assisted on the outside by W. R. Louis, former member of the traveling department of the Victor Co.

With the opening of the new establishment, the following announcement was received from C. L. Elyea, general manager of the Elyea Co.: "We bespeak for the Elyea Talking Machine Co. the continuance of your high confidence and support. We are certain the new organization will prove to be to the very best interest of the Victor trade."

THE SMILE AND THE LAUGH WIN

The Salesman With the Song in His Throat, Even During the Moulting Season, Makes the Dotted Line a Long Line of Success

"There's a fellow I am always glad to see," commented the talking machine jobber, neurotically inclined. "He comes with a smile and goes with a smile, no matter how rough the sledding may have been. He is the finest liver tonic in the world, and that smile and hearty laugh of his will rout a whole battalion of blue devils. That fellow places me in his debt every time he opens my door and his mouth. If things are in a snarl he doesn't make them snarlier by another snarl.

"It makes me ashamed of myself when I am inclined to tear my hair and snort like low water at the suction end of an injector to see him sitting there with a smile, purring like a warm cat.

"Talk about 'salesmanship' all you want, 'knowing your line' and 'method of approach'; but it isn't worth a whoop in hell if it's tied up in crape. The salesman who wears a golden smile that the weather won't rub off will be the boy who will make the dotted line a life line.

"The fellow with a long face might have a long head, but he never makes you long for his company. Give me the bird that has a song in his throat even during the moulting season."

RUCKABER BUYS ZATKINS STORE

STAMFORD, CONN., February 6.—The Victor establishment formerly owned by Samuel Zatkis, of this city, has been purchased by Ruckaber Bros. and has been named the "Arthoria." This store handles the Victor line exclusively, and an aggressive and consistent newspaper advertising campaign is a feature of its merchandising plans.

MANDEL CO. OFFICES IN NEW YORK

Mandel Mfg. Co. to Establish Distributing Headquarters in This City for Convenience of Retailers Handling Mandel Phonographs

Ben Redler and J. A. Lund, of the sales staff of the Mandel Manufacturing Co., Chicago, are at present in New York for the purpose of establishing permanent Eastern headquarters in this city for the display and handling of the Mandel products. Mr. Redler is making his headquarters at the Hotel Pennsylvania, where he is exhibiting a half dozen of the latest models of Mandel machines, and has succeeded in placing the line with several prominent houses in and about New York City.

Mr. Redler's son, Norman J. Redler, who has been spending some time studying practical operations in the Mandel plant in Chicago, will be in charge of the service department at the New York offices, where his advice and services will be available to dealers.

Mandel phonographs are made entirely by the company, all the motors, tone arms, sound boxes and cabinets being turned out by that company in their own plant and most of them under exclusive patents. There has been recently introduced a new and improved type of motor, strong, but smooth running, and so designed that dealers in replacing broken springs can remove the entire spring cage without difficulty and insert a new cage with a new spring in position.

Mr. Redler hopes to locate the New York offices in the mid-town section, where they will be in the center of business activities and convenient to various transportation routes.

EXCELLENT EXAMPLE OF DISPLAY

L. Bamberger & Co. Combine Art and Simplicity in Brunswick Window Display—Green, Gray and Silver Mingled in Pleasing Harmony

There is no doubt that talking machine dealers these days are paying more attention to their window displays and are planning them



A Recent Bamberger Window

with the same careful thought for effect that they use in their own organizations. Simplicity of display and unity of appeal and power to produce upon the mind of the observer a single impression which will ultimately lead him into the store to buy is the goal of the modern window display. The window shown here is that of L. Bamberger & Co., Newark, N. J., and is an excellent example of an effective window display. The lighting of this window was an artistic combination of green, silver and gray in which the Brunswick phonographs are displayed in a most pleasing manner.

Mrs. Browning of the Indianapolis Talking Machine Co. and Miss Hobson of the Stewart Talking Machine Co., with a Victrola XXV and supply of children's records, formed one part of the many-ringed circus at the annual Shrine party given for about seven hundred children in the Indianapolis Murat Temple, recently.

MICKEL CO. DISCONTINUE RETAIL

Mickel Music House Buys Retail Interests and Organizes With Capital of \$500,000—To Expand the Musical Lines Which They Handle

OMAHA, NEB., February 6.—An important advent in the talking machine trade is the announcement by George E. Mickel, president of the Mickel Bros. Co., Victor distributors, this city, that the company has disposed of its retail establishments.

R. D. Gaston of Hastings, and Will E. Mickel of Omaha have formed a new company known as the Mickel Music House and have purchased from the Mickel Brothers Co. their entire interests. The newly formed retail company will continue business at Fifteenth and Harney streets.

This change leaves the Mickel Bros. Co. free to devote their time exclusively to the wholesale business. The new company through the authorized capital stock of \$500,000 will add many new features to the present business, it being the purpose of the Mickel Music House to carry a complete line of pianos and Victrolas, as well as small musical instruments. The entire second floor of the Mickel Building is to be remodeled into an elaborate salesroom and at the same time an electric elevator will be installed to make this salesroom as easy of access as though it were on the ground floor. One of the most distinct innovations of the music house will be a concert ticket booth. Hereafter the big concerts to be given in Omaha will be ticketed from here.

R. D. Gaston, who becomes president, has had a wide experience in the music field, while Will E. Mickel, who becomes general manager of the Mickel Music House, is thoroughly familiar with the Victor business.

NEW PLANT FOR CARDINAL CO.

Capital Increase From \$10,000 to \$800,000 Also Announced—Many Unfilled Orders on Hand

NEWARK, O., February 3.—Newark is to be the future home of the Cardinal Phonograph Co., which has increased its capital from \$10,000 to \$800,000. The increase is made necessary by the large demand for the Cardinal talking machine, the company having \$30,000 worth of unfilled orders on hand, although the plant now located at Zanesville is running to capacity.

The sale of the new issue of stock has begun, being handled by the Ohio Securities Co. As soon as possible the company will erect a modern, well-equipped manufacturing plant in Newark. It will parallel the Pennsylvania Railroad, and will make it possible to more than double the present output.

Recently the company had inquiries from Cuba concerning its product, but has been unable to touch that field, owing to the lack of machines. George W. Hayden, of the Hayden Insurance Co., is president of the company and A. E. Querinjean is sales manager. Mr. Querinjean is a practical phonograph man, being widely known in that line of endeavor over the country. The plant is managed by George Hayden, Jr.

FORM CENOLA TALKING MACHINE CO.

The Cenola Talking Machine Co., Boston, Mass., has been incorporated to do business in talking machines and other musical instruments. The capital is \$50,000 and the incorporators are William B. Gulliver, Alfred A. Tutin and James H. Burns. In addition to the Boston office, there will be a branch in New York City.

Extending payments over an unreasonable time always was a questionable practice. To-day it is an absolutely unnecessary practice.

Why Wide spread Advertising Does Not Increase the Cost of the Product Advertised

As was to be expected, there has developed in the talking machine trade the type of salesman, both wholesale and retail, who declares earnestly that his particular type of instrument can be offered at a lower price than some standard makes of the same size because his company is not saddled with an advertising expense running into hundreds of thousands of dollars. He explains very carefully, and the argument is as old as the hills, that the amount thus saved on advertising is put into the machine in part, and the balance given to the trade and public in lower prices and greater discounts. The argument is good so far as it goes, but it doesn't go far enough.

The very fact that the salesman finds a demand for his instruments is due to the millions of dollars that have been spent in advertising well-known talking machines in practically every possible way, and for many years. The public is sold on the matter of talking machines, and the manufacturer and dealer to-day does not have to sell the idea, but has simply to convince the prospect that this is the particular time to make the purchase and that he has the particular machine that should be purchased.

Advertising, if properly conducted, does not increase the cost of any article. As a matter of fact, it tends to decrease the cost and for this reason: Advertising conducted on a broad, generous plan serves to stimulate retail sales, this in turn stimulates the demand at the factory and permits of quantity production, with the result that many of the advertised products to-day offer far more value in quantity and quality at a price lower than that demanded for unadvertised products of a lower grade. It takes very little time for the saving through quantity production of a product to more than offset the advertising expenditures.

The talking machine trade itself can afford definite proof of this statement. A visit to the factories of the leading advertisers shows production carried on with machine-like precision in an effort to meet with the demands that advertising has developed. Measured in terms of quality, unit for unit, it will be found that the highly advertised line, and therefore the line of machines most in demand, are turned out at a cost much lower than is possible with machines that are produced in compar-

tively small numbers. There is no hokus-pokus about it. It is simply the natural result of conditions.

If the salesman is able to explain some origi-

*Steady Advertising,
by Increasing Demand
and Therefore Output,
Serves to Lower the
Cost of Production . .*

nal manufacturing methods that make it possible for his company to keep their machines of good quality and still offer them at less than the average market price of other machines of

similar grade, then his argument is worth while listening to, but widespread advertising never has been, and never will be, responsible for the higher cost of any manufactured product.

It does not mean that an output of a thousand machines a year will warrant a \$2,000,000 expenditure which can be absorbed by economies in production cost, but an advertising expenditure based on an output of 1,000 machines a year will result in increased demand and the production of 2,000 machines, and so on, and for the average talking machine dealer, especially one who has been long established and owes much of his success to the fact that the manufacturers have practically forced trade into his store through their advertising, the relation of the advertising cost to the cost of the product itself does not afford the basis of argument worthy of any deep consideration. If it had not been for advertising—the most liberal advertising the world has seen—the talking machine industry to-day would be, as a matter of fact, a weak, puny infant, and many of the dealers would be engaged in much harder and less lucrative work.

TALKING MACHINE EXPORTS GROW

Exports, Including Records, for Eleven Months Ending November 1919 Total \$5,472,393—
Total for Month Shows Increase of \$198,432

WASHINGTON, D. C., February 5.—In the summary of exports and imports of the United States for the month of November, 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 November, 1919, amounted in value to \$44,488, as compared with \$16,550 worth which were imported during the same month of 1918. The eleven months total ending November, 1919, showed importations valued at \$490,410, as compared with \$297,424 worth of talking machines and parts imported during the same period of 1918.

Talking machines to the number of 6,535 valued at \$343,896, were exported in November, 1919, as compared with 4,929 talking machines, valued at \$145,473, sent abroad in the same pe-

riod of 1918. The eleven months' total showed that we exported 58,871 talking machines, valued at \$2,161,295, as against 59,604 talking machines, valued at \$1,772,716 in 1918, and 79,117 talking machines, valued at \$2,090,371, in 1917.

The total exports of records and supplies for November, 1919, were valued at \$488,445, as compared with \$262,026 in November, 1918. For the eleven months ending November, 1919, records and accessories were exported, valued at \$3,311,098, in 1918, \$2,104,778, and in 1917 \$1,663,196.

C. B. ESTABROOK NOW IN OHIO

In compliance with his request that he be transferred to territory near his home in Dayton, O., the Victor Talking Machine Co. has moved C. B. Estabrook to western Ohio. He was formerly Victor field representative in Indiana and Kentucky and is succeeded in this field by Cuyler Supplee.

The Imperial Talking Machine Co., Philadelphia, Pa., has been incorporated with a capital of \$5,000 by Vincent Farina.

Figure No. 1 shows the cabinet in uniform when equipped with 10 in. container in a 12 in. cover together with a regular 12 in. album.



SIMPLIFIED INDEX SYSTEM

Chicago, Ill.: T. J. CULLEN
COLE & DUNAS MUSIC Co.
Milwaukee: YAHR & LANGE DRUG Co.
Pittsburgh, Pa.: THE REED CO., 237 Fifth Ave.
San Francisco, Cal.: THE WALTER S. GRAY CO.
New York: PLAZA MUSIC CO., 18 W. 20th Street
AMALGAMATED PHONOGRAPH ACCESSORIES CORP.,
54-56 Bleecker St., N. Y.

NEW YORK ALBUM & CARD CO., Inc.

Executive Office and Factory: 23-25 LISPENARD STREET, NEW YORK
Chicago Factory: 415-17 S. JEFFERSON STREET, CHICAGO

Chicago factory is now in full swing on the loose leaf record album.

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

Quotations F.O.B. N. Y. or Chicago.

Our Album is constructed under our own patents for durability and style.

Figure No. 2 illustrates a 10 in. container with a 12 in. cover; also shows the staples lifted from position for removal of pockets should they become worn.

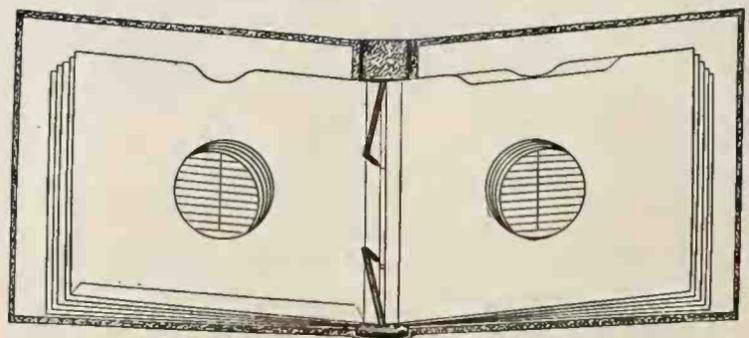
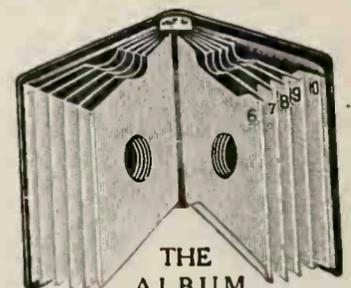


Figure No. 3 shows the staples replaced into position by means of pressure of thumb.



THE ALBUM FOR RECORDS THAT HAS A RECORD

Victor Supremacy

Victor supremacy is the surest index of which way the trade goes. It spells success for every Victor retailer.

"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.

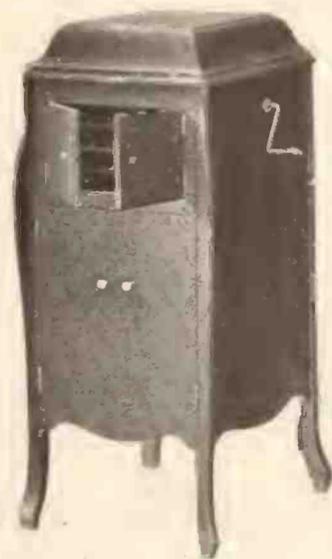
- Milwaukee, Wis. ... Badger Talking Machine Co.
- Minneapolis, Minn. ... Beckwith, O'Neill Co.
- Mobile, Ala. Wm. H. Reynolds.
- Newark, N. J. Collings & Price Co.
- New Haven, Conn. ... The Horton-Gallo-Creamer Co.
- New Orleans, La. ... Philip Werlein, Ltd.
- New York, N. Y. ... Blackman Talking Mach. 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.



Victrola IV, \$25
Oak



Victrola VIII, \$50
Oak



Victrola X, \$110
Mahogany or oak



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



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

AN IMPORTANT ACCESSORY—ALBUMS FOR FILING DISC RECORDS

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

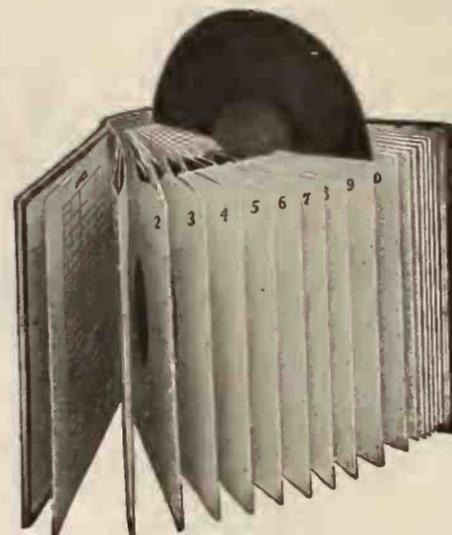


MAKING THEIR SELECTION

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

THE ALBUM

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



THE PERFECT PLAN

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

A PLACE FOR EVERY RECORD AND EVERY RECORD IN ITS PLACE

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

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

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

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

NATIONAL PUBLISHING CO. - 239 S. American Street - PHILADELPHIA, PA.
CHICAGO OFFICE: 508 S. Dearborn Street

PRESTONIA MFG. CO. NEARLY READY

Louisville Concern to Make Cabinets for Pathé Frères Phonograph Co.

LOUISVILLE, Ky., February 2.—The Prestonia Mfg. Co., which is capitalized at \$250,000, and already holds \$1,000,000 worth of contracts for business during its first year, will shortly begin operations making phonograph cabinets for the Pathé Frères Phonograph Co. The four large buildings constituting the plant are now nearing completion and will be connected with the Southern Railway by a spur. A total of 60,000 square feet will be available for manufacturing purposes. The organization is a strong one.

EDWARD ALLER IN NEW LOCATION

Trenton Repair Man to Expand Business and Add Talking Machines

Edward Aller, Trenton, N. J., has recently relocated his business and is now at Centre and Cooper streets. This dealer has specialized in records and repairs, exclusively. To the Genett line of records, handled by him for some time, has now been added the Okeh lateral cut line of records. Demonstration booths are being installed and a line of talking machines will be taken on in the near future.

ORGANIZE TALKING-PHONO. CORP.

The Talking-Phono. Corp., Manhattan, has been incorporated with a capital stock of \$200,000 by A. C. Head, T. A. Schickling and E. M. Cuppinger, 248 Central avenue, Brooklyn, N. Y.

The Six-Records-in-One Phonograph Co. has been incorporated in Cincinnati, O., with a capital stock of \$50,000. The incorporators are C. M. Carter, J. B. Towler, Leon Goldberg, O. M. Outcault, G. Shoemaker, D. S. Buchanan, Jr., and G. L. Schulte.

HEAR VOICES OF PAST MASTERS

Crescent Lodge of Masons Hear Records Made of Speeches Many Years Ago

Voices of past masters of the Crescent Lodge of Masons, as recorded on the first Edison phonographs on exhibition in Pittsfield, Mass., were brought back to the members of that lodge by Harlan H. Ballard at a recent meeting of the

540 members of the lodge in central and southern Berkshire held in the Masonic Temple in Pittsfield. Some of these records were made in 1891 and others in 1899. Among the voices preserved were those of Mr. Ballard himself, S. Chester Lyon, the late Charles C. Wright, father of Charles Hewitt Wright; Hezekiah Russell, and William P. Wood. The demonstration showed the possibilities of preserving noted speeches in the future.



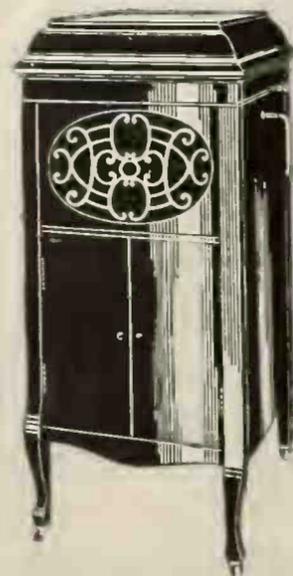
Immediate Delivery

DEALERS make money on Dusonto Phonographs because they sell easily, because owners recommend them to friends, because discounts and terms are liberal.

The Belcanto Company, Inc.

2007-B Bush Terminal Sales Building

130-132 West 42nd Street, New York





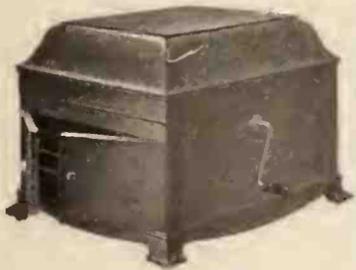
Victrola IV, \$25
Oak



Victrola VI, \$35
Mahogany or oak



Victrola VIII, \$50
Oak



Victrola IX, \$70
Mahogany or oak



Victrola X, \$110
Mahogany or oak



Victrola XI, \$130
Mahogany, oak or walnut



Victrola XIV, \$200
Mahogany, oak or walnut



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



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



Victor Supremacy is self-evident

It is the supremacy of achievement—of great things actually accomplished.

And it brings success to Victor retailers everywhere.

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Victor Talking Machine Co.

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

The TALKING MACHINE WORLD

For the makers & sellers of talking machines

PUBLISHED BY EDWARD LYMAN BILL, Inc.

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REMITTANCES should be made payable to Edward Lyman Bill, Inc., by check or Post Office Money Order.

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.

Long Distance Telephones—Numbers 5982-5983 Madison Sq.
Cable Address: "Elbill," New York.

NEW YORK, FEBRUARY 15, 1920

TALKING MACHINES AT THE MUSIC SHOW

THE National Music Show, which has just come to a close in New York, represented the most comprehensive display of musical instruments ever shown under one roof. A conservative estimate placed the value of the musical instruments and accessories displayed as in excess of one million dollars, with at least one exhibit worth something over \$100,000. At the Show the talking machine was very much in evidence. There were talking machines listed at several thousand dollars that attracted unlimited attention from the crowds who attended. Recording artists of national reputation were featured prominently in the public recitals given at the Grand Central Palace several times each day. The latest records served to keep the booths of the various manufacturers well filled every afternoon and evening, and there was not a person who attended the Show who did not go away with a new conception regarding the importance and scope of the talking machine industry regardless of what personal interest he might or might not take in the trade.

It was well that the talking machine interests were so well represented at the Show in association with the other branches of the music industry. It served to emphasize the fact that this newest development in the musical world—as some people term it—was a very healthy infant, and had grown to a size where it came close to dominating the rest of the industry. Some day, perhaps, there will be an entire show devoted exclusively to talking machines, but for the moment the National Music Show more than served the purpose.

INCREASE IN RETAIL PRICES OF RECORDS

ONE of the most important topics of discussion in the industry today is the necessity and probability of an increase in the retail prices of records. Several prominent record manufacturers have already advised their dealers that such an increase is now in effect, and, in all likelihood, announcements of similar tenor by other manufacturers will be made in the very near future.

It is not difficult to understand why a new schedule of record retail prices must be asked by the record manufacturer. The tremendous and unprecedented advance in the cost of shellac has been one of the outstanding features of the record trade for the past few months. This vital product in record manufacture continues

to advance in price, and apparently there is no limit to the figure that will be asked for the better grades of shellac as time passes. It is primarily a case of the supply being far less than the demand and, with the demand constantly growing, the price is growing proportionately.

Shellac, however, is only one of the raw materials that has increased in price far beyond all expectations, for it is a well-known fact that every material entering into the manufacture of records has also steadily grown in cost and, according to current market reports, will continue to advance in price for some time to come.

Added to the new prices for raw material is the very substantial increase in the cost of labor. In every department of the record manufacturing plant the employes are receiving considerably more in wages than ever before. New wage schedules are being adopted regularly and, needless to say, these schedules invariably add to the manufacturing cost of the record.

It is admitted by the great majority of the trade that retail prices of records can be advanced without a lessening of the business volume. In fact, many of the dealers have advised record manufacturers that an increase in the retail price of records will not only meet with their approval, but will represent additional business. When it is considered that the retail price of records, as compared with prices in pre-war days, has advanced trivially, the justification of a new price schedule can readily be recognized. In comparison with products in other industries, the price of records has been one of the great exceptions in the business world, as practically every other product has increased in price substantially since pre-war times; this increase being brought about by high-water marks for raw material and substantial advances in labor costs.

IT PAYS TO VISIT THE FACTORIES

A NUMBER of prominent talking machine manufacturers during the past year or so have encouraged their dealers to pay visits of inspection to their plants with a view to showing them not only how machines and records are made, but demonstrating to them just what is being done to catch up on the production and to utilize the facilities of the plant to the limit in an effort to supply sufficient goods. Even when conditions get on a more normal basis, it would seem well to continue to encourage the visits of dealers, and particularly their salesmen, to the various factories and there explain in detail the various processes of manufacture. Certain it is that such visits tend to afford a comprehensive idea of just what goes into the machine and record, and enable the salesman to add to his fund of selling information. There is no question but that a salesman who can talk authoritatively, when necessary, regarding the mechanical details of a certain machine, together with the various processes involved in its manufacture, can inspire desired confidence on the part of the consumer.

STATISTICS NOT ALWAYS DRY READING

THE reports of the various Government departments are, as a rule, so given over to statistics that there is presented little material of real interest to any special industry. As with all rules, however, there are exceptions in the matter of Federal Government reports, and one of these exceptions is the report of the Commissioner of Internal Revenue covering taxes paid up to and including June 30, 1919, under the War Revenue Laws. The figures, which are presented in full in another section of THE WORLD this month, bring to attention the interesting fact that musical instruments, and particularly talking machines, have done their full share, through the medium of excise taxes, in financing the Government.

Both New York and Chicago claim to be the musical instrument manufacturing centers of the United States, but the Internal Revenue figures show that in the actual amount of war excise taxes paid on musical instruments under the War Revenue Act of 1917 the District of Connecticut stands well in front with a total of \$635,276.56, as compared with a total of \$333,156.18 for the First, Second and Third New York Districts, taking in the metropolitan area, and \$383,435.59 for the First District in Illinois, taking in Chicago. The First New Jersey District, in which the city of Camden is located, returned \$447,384.35, and the Fifth District in the same State, taking in Orange, reported \$223,761.52.

It does not take any great detective power to discover that the greatest returns were from those districts in which the Victor.

Columbia and Edison factories are located, and talking machine factories without doubt helped a great deal in the Chicago district. Inasmuch as the taxes reported were on the basis of 3 per cent on the manufacturer's price, it will be seen that in the leading Connecticut District alone the production of musical instruments to the value of over \$21,000,000 was reported. Of course, this amount includes returns from the tax on music rolls and piano-players, two of the largest concerns making music rolls being located in that State.

The States of North and South Dakota, combined in one district, took the booby prize with a total return of twelve cents. In other words, somebody in those States manufactured something in the form of a musical instrument valued at four dollars.

KEEP IN TOUCH WITH MUSIC ADVANCEMENT

THE talking machine, almost since the time of its inception, has been a tremendous factor in the development of musical knowledge and appreciation on the part of the public, both in the school and in the home. As a matter of fact, talking machines and records have accomplished more in this direction than all the other mediums in the music trade and profession combined. But now the work of music advancement has been developed along broader lines—along lines calculated to bring results to the industry as a whole rather than to any one particular section of the industry—and the talking machine trade should not lag behind in lending earnest support to this broadened movement.

It has been said that since the war America has jumped to the forefront as the leading musical nation of the world, but it rests with the trade and profession as a whole to keep that interest in music constantly alive. The work of the talking machine trade along certain lines has been so successful that it would be foolhardy to abandon the tried and true methods in order to support new ideas. Members of the trade can still remain true to the old traditions and find enough surplus energy to devote to the work of music advancement as a whole. Every band or orchestra concert, every community sing, and every music memory contest in arousing musical interest is, at the same time, creating a direct interest in the instruments that produce music, and among such instruments the talking machine stands well to the front.

WHY THE RECORD SHORTAGE PERSISTS

DESPITE the number of new talking machine record manufacturers that have entered the field in the past couple of years there is still reported a distinct shortage in many lines of records, the shortage being particularly apparent among the popular numbers. It has been declared that the scarcity and high cost of shellac has served to interfere with record production. The indications are that while this problem is a vital one, the necessity of taking care of the steadily increasing demand by securing sufficient new equipment is also important.

In considering the record question it must be remembered that record production has not in any sense kept up with machine production, so far as the trade as a whole is concerned. So-called talking machine manufacturers have sprung up over night and with a few thousand dollars in capital have purchased cabinets here, mechanisms there, and begun assembling. Other concerns have taken over woodworking plants and made their own cabinets while buying the metal parts, and still others have engaged in the business in a big way, making practically the entire machine. Such of these new concerns who have attempted to make records could be counted on the fingers of one hand, and the thousands of machines they have put on the market have been, and must be, supplied with records from the factories of the old standard companies or the newer exclusive record companies that have sprung up.

Records cannot be turned out in a week or in a month. It takes considerable time in the first place to get presses, and the output of a single press does not do very much to relieve congestion. The record makers are going ahead at full speed, and are increasing facilities as rapidly as possible, but there is an overwhelming demand to take care of. It is a condition where one branch of the trade has developed easily and rapidly, and has far out-distanced the other and most necessary branches. Machines without records are useless, and the public, realizing that fact, want their records promptly. In the opinion of authorities it will be many months before machine and record production can be said to balance, for every new machine sold is declared to mean the absorption of a full half day's output of an ordinary record press.

THE PERPETUATION OF A TYPE

THE recent passing of Cal Stewart, whose "Uncle Josh" records have been familiar in the majority of American homes quite as long as has the talking machine itself been in common use, offers a significant lesson in just what the talking machine record means in perpetuating the actual voice and characterization.

The "Uncle Josh" of Cal Stewart was, in its fullest sense, not the portrayal of a humorous character only, but the reflection of a distinct type of simple, earnest hardworking Americans, crude and unsophisticated perhaps, but nevertheless responsible for much of the solid progress of the country. This rural type has now practically passed away with the coming of the automobile and other means of interurban transportation, the telephone and other modern inventions to bring people closer together and keep them in touch with the world in general. But, although the type has passed in the flesh, it may still be understood and appreciated by Americans of generations to come, not through the medium of dry volumes of history, but through the actual living voice of one who lived among and studied these solid citizens.

So long as music in its present form can be read and understood there will be singers who can record the old songs, but there has been, and can only be, one Cal Stewart and his "Uncle Josh."



One Way to Get Music

—and it is a "music show" all your own, but we don't recommend it. There are too many good Victor Records by the world's greatest artists.

And the price of a theatre ticket secures three to six selections. Do your customers know it?

If they don't, whose fault is it when the additional record profits are shunted into the other fellow's jeans?



SILAS E. PEARSALL COMPANY

DISTRIBUTORS

WHOLESALE ONLY

Victrolas and Victor Records

10 East 39th Street, New York

The Selling of Quality Products Actually Encourages Economical Buying :: :: By K. A. James

There are two dominant ideas that both talking machine manufacturers and dealers should bear in mind in connection with the development of their business during the year just starting, according to a member of the trade who has given much thought to conditions. The first idea is to maintain and encourage the marketing of quality products. The second idea is to overcome the attitude of certain outside elements who apparently incline toward the belief that musical instruments of all kinds, including talking machines, should be classed as luxuries.

The development of the quality idea, which is to a large extent an inter-trade problem, we will consider first. The experience of retailers for the last year or two has been that the public demands machines, and for that matter records, of the better and more expensive grade. More than one wholesaler or retailer has had considerable storage space filled with small, inexpensive models of machines, while customers were walking out of his store because they could not secure machines selling at \$100 or more. The increases that have been made in the prices of machines, as a result of heavier production costs, have not in any way affected the demand for the best.

There are certain people who might claim that this call for higher priced machines reflects the tendency of the public towards extravagance, that a great majority of buyers would do better to buy lower priced outfits and save some of their money, but this same charge of extravagance has been made in connection with the demand for every other form of manufactured product, essential or non-essential. Clothing, for instance, has increased in price to a point where the cheapest of suits now costs more than the high class clothing of a few years ago. The result is that the man who is called upon to pay \$50 or \$60 for a suit of questionable quality feels that it is a matter of economy to pay from \$80 to \$100 for clothing of high standard that will give longer wear. The same rule follows in connection with other purchases, and probably applies even in the matter of talking machines. Having the money in hand, the customer feels that it is a matter of wisdom and economy to purchase at the outset a machine that promises to meet all his desires and gives permanent satisfaction.

The retailer must do his part in encouraging this appreciation of quality. Money is plentiful, and he is doing his customer a real service in placing in his hands a machine that will measure up to expectations at all times. The appeal of the cheaper machine comes when some instrument is wanted for a vacation period, or when the customer hesitates about making a heavy investment until he has tested out the idea in cheaper form.

This adherence to the quality ideal, however, is not in any sense confined to the present period, for the existing situation is taking care of itself. The test will come a little later on when production is greater, machines more plentiful and competition for business develops. At that time the maintenance of quality principles will not be simply following the line of least resistance, but will mean the overcoming of any tendencies to advance the argument of cheapness as a factor in competition.

The trade has had its experience with cheap machines, where the price question totally eclipsed the factor of quality, and the experience was not a pleasant one. It was proven that even with quantity production there was a certain fixed minimum of cost below which quality could not be considered in any sense. The argument was used that the sale of machines at a few dollars each served to acquaint the purchaser with the desirability of becoming possessed of a

larger and more elaborate machine. It may have been that in some few cases this result was accomplished, but it is certain that in an equal number of cases the unsatisfactory performance of a cheap machine, the squeaky soundbox and the jerky motor, served to disgust the purchaser with talking machines for all time.

The public has been educated to demand quality and to appreciate it. The talking machine trade has for the most part been built on the quality argument. It is well, therefore, that every factor in the trade should support the quality idea. Let there be competition, but let it be the competition of quality rather than of price. This insures the health of the industry.

Coming to the second idea for manufacturers and retailers to consider during the New Year, we find that a certain element among business men and financiers is decrying the extravagance of the working class. They state that instead of saving a goodly proportion of their greatly increased earnings workingmen are indulging their tastes for "luxury" by spending their money recklessly. The fact that workers are buying high-class pianos and talking machines is one of the arguments advanced to prove that they are not conserving their financial resources for the rainy days in the future.

Every talking machine dealer will find this
(Continued on page 11)

The Home of Peerless Albums



In this building we have the most up-to-date and complete
Album Factory in America

22,000 sq. ft. devoted solely to the
manufacture of PEERLESS ALBUMS

PEERLESS ALBUM COMPANY

PHIL RAVIS, President

43-49 Bleecker Street

NEW YORK CITY

Representatives:

BOSTON

CHICAGO

L. W. Hough, 20 Sudbury Street

W. A. Carter, 57 East Jackson Blvd.

NATIONAL ADVERTISING
OF THE
AEOLIAN-VOCALION
AND THE
VOCALION RECORD

EVERY four weeks, for nearly two years, full pages in color, advertising the Aeolian-Vocalion and Vocalion Record have been appearing in the *Saturday Evening Post* and other publications.

These pages form a campaign that has attracted an unusual amount of attention from the advertising profession and the public. In design, in use of color, in typography and copy, they are credited with setting a new standard of excellence.

In doing so, these pages but reflect the superiority of the goods they advertise, and the skill, initiative and ideals of the firm that manufactures them. Aeolian leadership is proverbial in every line of its activity.

The effect of Vocalion National Advertising on the

public has been marked. One medium used, the *Saturday Evening Post*, has an enormous circulation of over 2,000,000 copies and goes to every city, town and hamlet in the United States. Every four weeks, to all these countless people, the story of the Vocalion is told and told in a manner to carry the conviction of its supremacy in the phonograph field.



Merchants who appreciate what such publicity means and who desire to strengthen their prestige and increase their profits, by handling the phonograph whose superiority is everywhere conceded, are invited to communicate with The Aeolian Company, as there is still open territory available.



I have enjoyed hours and hours of delightful music with the
AEOLIAN-VOCALION

I AM a business woman; secretary to one of the giants of finance in the Wall Street district. Years of training for just the kind of a position I now hold lie behind me. Throughout the daylight hours my brain is keyed to respond to—to anticipate if I can, the mental workings of my employer. In the evening I must relax. Even reading is often too much of an effort.

"Consequently, when a friend 'phoned me the other afternoon, asking me to come to her for the evening, saying something about 'a surprise' and 'some good music,' I assented laconically and then wished I hadn't.

* * *

"As my friend opened the door that evening in answer to my ring, I heard a tenor voice of surpassing sweetness singing my favorite Scotch Ballad, 'Bonnie Sweet Besie, the Maid of Dundee.'

"Colin O'More, the new Irish tenor,' was my friend's reply to my inquiring glance. 'Oh, not in person—but his voice, true to the

life; and the voices of several others you know of are here too, and the vehicle that has brought them all is this'—she led me into her little living-room—'allow me to introduce to you my new Aeolian-Vocalion.'

How glad I am now, that I went!

"I stood still, listening delightedly, my weariness charmed away by the beautiful music. The wonderful naturalness of the tones—the distinctness with which I could hear every word, swept aside in a moment the prejudice I had always felt toward phonograph music.

"When my friend played 'The Swan' of Saint-Saëns, a Vocalion Record by Maurice Dambois, 'cellist, and by the manipulation of a simple-looking attachment called the Graduola, almost put me to sleep by a lovely, unmuffled pianissimo effect that I had never dreamed could come from a phonograph, I came to a prompt decision!

"And my own Vocalion has given me hours and hours of nerve-sooth-

ing harmony—evenings of delightful music have been mine from that time to this."

* * *

Vocalion Features

TONE—Due to the advanced and more scientific construction, the Vocalion produces richer, deeper, more beautiful and more natural tones than have hitherto been heard from the phonograph.

TONE CONTROL—The Graduola, the artistic and exclusive tone-controlling feature of the Vocalion, enables the performer to shade and color the music as he will. It enables anyone to participate in the playing of the record, to give voice to his own musical ideas and to prevent monotony by slight changes in the record's stereotyped expression.

APPEARANCE—In both outline and finish, the Vocalion establishes an entirely new standard of beauty for the phonograph.

MECHANICAL PERFECTION—The Automatic Stop on the Vocalion is an example of the perfection in mechanical detail characterizing this instrument. Simple, direct and absolutely dependable, this device is the most satisfactory of its kind yet invented.

UNIVERSAL TONE-ARM—This great feature provides the means by which every make of record can be played upon the Vocalion.

THE AEOLIAN COMPANY

LONDON · PARIS

AEOLIAN HALL, NEW YORK CITY

MADRID · MELBOURNE

Makers of the Duo-Art Pianola Piano—Foremost Manufacturers of Musical Instruments in the World

Canadian Distributors: The Nordheimer Piano and Music Co., Ltd., Toronto



The Aeolian-Vocalion

The Only Phonograph Possessing the Artistic and Wonderful Tone Control—

the GRADUOLA

PEOPLE are so accustomed to hearing the phonograph simply play itself, that it is not always easy to picture someone playing it. And it is practically impossible to realize the fascination of doing so without actual experience.

Yet the immense advantage the Graduola gives to the Aeolian-Vocalion is obvious.

Artists never play or sing twice with exactly the same feeling. Without changing their individual conceptions of their songs and compositions, they vary their interpretations in detail.

This is exactly what anyone can do by using the Graduola. Without actually changing the interpretation

(tempo and phrasing always remaining the same) it can be varied in tone color, thus giving it a freshness and spontaneity which the ordinary phonograph performance never possesses.

And it is the fact that even when the player knows nothing of music, these changes sound well and add to the musical result, the explanation being that the arbitrary elements of interpretation, namely:—tempo, phrasing, and basic expression are unaffected by the Graduola.

Recognized Supremacy

Though the Aeolian-Vocalion has been upon the market only about three years, it is today recog-

nized as the leading instrument of its type, not only in this country but also abroad.

This is because the Vocalion offers everything possessed by the best phonographs of ordinary type, and adds its own exclusive and important advantages as well.

For example:—You may search the market over and you will hear no phonograph with so rich, mellow and beautiful a tone; you will see no phonograph that reflects such genuine art in the simple elegance of its cases; and you will find no phonograph that allows you the great privilege of taking an active part in the playing of its records.

THE AEOLIAN COMPANY, AEOLIAN HALL, NEW YORK CITY

LONDON - PARIS - MADRID - MELBOURNE

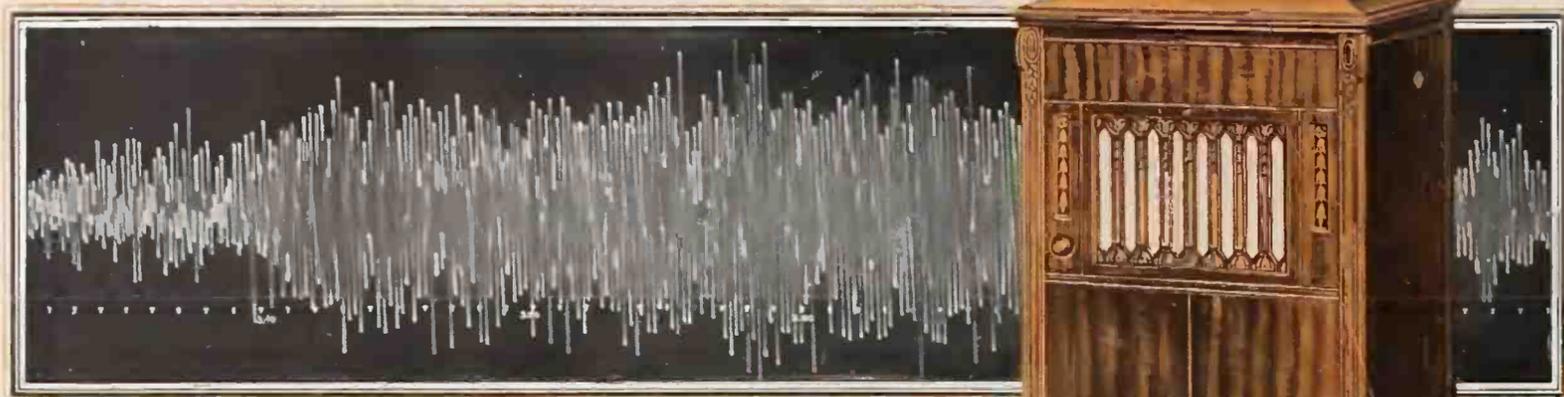
Canadian Distributors: The Nordheimer Piano and Music Company, Ltd., Toronto

LARGEST MANUFACTURERS OF MUSICAL INSTRUMENTS in the WORLD



MAKERS OF THE FAMOUS DUO-ART PIANOLA-PIANO

The AEOLIAN VOCALION



The photograph of the tone wave here reproduced was taken at the Case School of Applied Science in Cleveland, Ohio. The apparatus used was developed by Prof. Dayton C. Miller, one of the world's leading authorities in the science of acoustics. Prof. Miller has taken many such photographs in co-operating with The Aeolian Company in perfecting the Aeolian-Vocalion and Vocalion Record. The wave shown is a passage from an orchestral record of Tschaikowski's "Marche Slave."

Tone waves are invisible to the eye, but Prof. Miller's wonderful "phonodeik" not only visualizes, but photographs them for comparison and analysis.



The Graduola Tone Control

THIS exclusive feature provides the means by which the music may be artistically controlled. Its use is optional, but it adds an extremely interesting and unusual element to the phonograph.



The New Vocalion Record

PRODUCED under a new and exclusive system, this latest triumph of Aeolian skill and progressiveness adds definitely to the musical quality and value of the phonograph.

Phonograph Music at its Complete Best

THE mission of the phonograph is to reproduce music just as it was originally rendered. It is not intended that it shall create tones or harmonies of its own. It is simply a medium for picturing, as vividly as possible, the tone-colors of all voices and all instruments.

The peculiar ability of the Aeolian-Vocalion to reproduce musical tones in their natural and original colors is the key to its superiority—a superiority clearly audible to every listener who possesses a musical ear.

Ever since its appearance on the market four years ago, the Vocalion has been recognized by musicians as having the power to render musical tones more clearly and in a more *life-like manner* than any phonograph. From the first it was possible for the Vocalion to obtain from phonograph records of various makes, tonal beauties *that had never before been audible*.

It was not until last year, however, when the Vocalion Record made its appearance, that phonograph music at

its complete best, was realized. Then actually came reproductions of the human voice and of musical instruments that were unhampered by blast, stridency or surface noise; that in tonality, rhythm and harmonics were crystal clear and true to life.

The pains taken in the perfecting of all mechanical parts of the Vocalion—the ever-returning novelty and pleasure of being able to play the records by hand with the exclusive Graduola feature—the taste and skill displayed in case designing, and the high standing of the artists who are making Vocalion Records—all contribute their important share in the conspicuous popularity that has spread beyond every expectation; and has stretched the Vocalion output to its limits.

VOCALION PRICES—Conventional models, equipped with Graduola, are priced from \$165 upwards; without Graduola, from \$60. Many beautiful Period models priced from \$280.

A new and very interesting Aeolian-Vocalion Record Booklet will be sent upon request.

THE AEOLIAN COMPANY

LONDON · PARIS AEOLIAN HALL, NEW YORK CITY MADRID · MELBOURNE

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

Canadian Distributors: The Nordheimer Piano and Music Co., Ltd., Toronto

sentiment prevailing in his own territory to a greater or less extent. He will find the newspapers carrying comments on the situation, and local oracles enlarging upon the condition by word of mouth. It is, therefore, up to every retailer to counteract this sentiment by every possible means, just as he would oppose any other movement to injure his business, particularly by unjust means. It is not necessary here to repeat or enlarge upon the proof afforded during the war of the essentiality of music, how the Government and the various agencies charged with looking after the welfare of soldiers and sailors purchased hundreds of talking machines and records and how the fighting men themselves drew upon their limited resources to purchase outfits. Nor is it necessary to repeat how the authorities at Washington were convinced of the essential character of music in war, and, therefore, permitted the industry to continue under very light restrictions during the war.

Public school authorities have given the talking machine most serious consideration, and there is probably not a public school in the country that is not equipped with some sort of machine and library of records, bought out of public funds or by private subscriptions. The Board of Education of the City of New York, for instance, lists the talking machine as a standard school equipment, to be requisitioned by the different school heads on the same basis as pencils, stationery and other requisities.

That the working men have reached the financial position where they can indulge in the purchase of talking machines and records, and pianos and other musical instruments, is a tribute to their intelligence rather than an indication of their extravagance. They are buying these instruments not simply because they have money to throw away, but because they have wanted musical instruments for years and have just reached a position where they can afford them.

Music was never more prominently to the fore-

front than just at present and talking machine dealers and music dealers generally should, through individual and combined effort, seek to overcome any influence that will serve to put a damper upon the demand for music. The proper education of those who class musical instruments as luxuries is the first step in the right direction. Their attitude at the present time is one of ignorance and should be corrected. When a day laborer buys a hand-decorated or gold inlaid piano, or perchance spends a couple of thousand dollars for an elaborate period style

talking machine, then he can be accused of extravagance, for he can get instruments of equal value at a far smaller cost, but this same charge of extravagance can be laid against the laborer who buys \$150 suits of clothes and \$30 shoes. When bankers and other business men who should know better classify the purchase of musical instruments of all types as extravagance they must be set right and set right quickly, and if this work is the duty of anyone it is the duty of the members of the industry most directly affected.

ESKIMOS BEG FOR "MUSIC BOXES"

Heap Priceless Furs at Trader's Feet in Payment for Antiquated Talking Machine—Captain's Kind Heart Refuses More Than \$600!

DENVER, COL., February 5.—A tale of the Frozen North, of Eskimos, talking machines and furs, is told by C. C. Gaisford, an Alaskan explorer who was in this city last month. According to Mr. Gaisford, the Eskimos are literally mad over the "box with the music" and offered as much as \$12,000 worth of pelts in payment for a little horn model. As a rule a clever bargainer and shrewd business man, the Eskimo lost his head completely when he heard the wonderful music box and from the moment the first shrill note came from the battered tin horn he was willing to heap silver fox skins and priceless sables before the trader's feet until he parted with his talking machine.

Give an Eskimo a music box and a half dozen records and he will sit down and play it until the records are threadbare and the springs of the machine are stretched beyond any degree of resiliency. Mr. Gaisford was on board a trading vessel captained by a man named Bodfish, who first introduced the phonograph to the Eskimos. The captain had on board two or three dozen small, old-style phonographs with tin horns. When he first played a record for the Eskimos they looked in bewilderment

and searched every nook and cranny of the horn, looking as they said in their broken English "for the white man." The chief of the tribe was greatly impressed by the wonderful music box and sent messengers back to his fur storehouse, at the same time indicating to Bodfish that he was prepared to make a trade. The chief asked Bodfish how much the music box was worth. Bodfish shook his head to indicate that no sale would be possible. The chief thereupon began to heap fox furs upon the surprised trader until \$12,000 worth of pelts lay at his feet. "It was a temptation for any man," said Mr. Gaisford, "but Bodfish was square as a die and made the trade for one pelt worth about \$600."

MORE SPACE FOR WALTER S. GRAY

The Walter S. Gray Co., San Francisco, Cal., have leased additional space in the Garfield Building, where they are now located. This addition gives them practically double the floor space occupied last year. The official address of the company is now Rooms 303 to 311, 942 Market street, San Francisco.

Ball & Brackett of Carmi, Ill., Edison dealers, have opened a branch store in Grayville. Louis Brackett will have charge of the new store while Mr. Ball will look after the interests in Carmi.

STRADIVARA

"KNOWN FOR TONE"

"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

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.

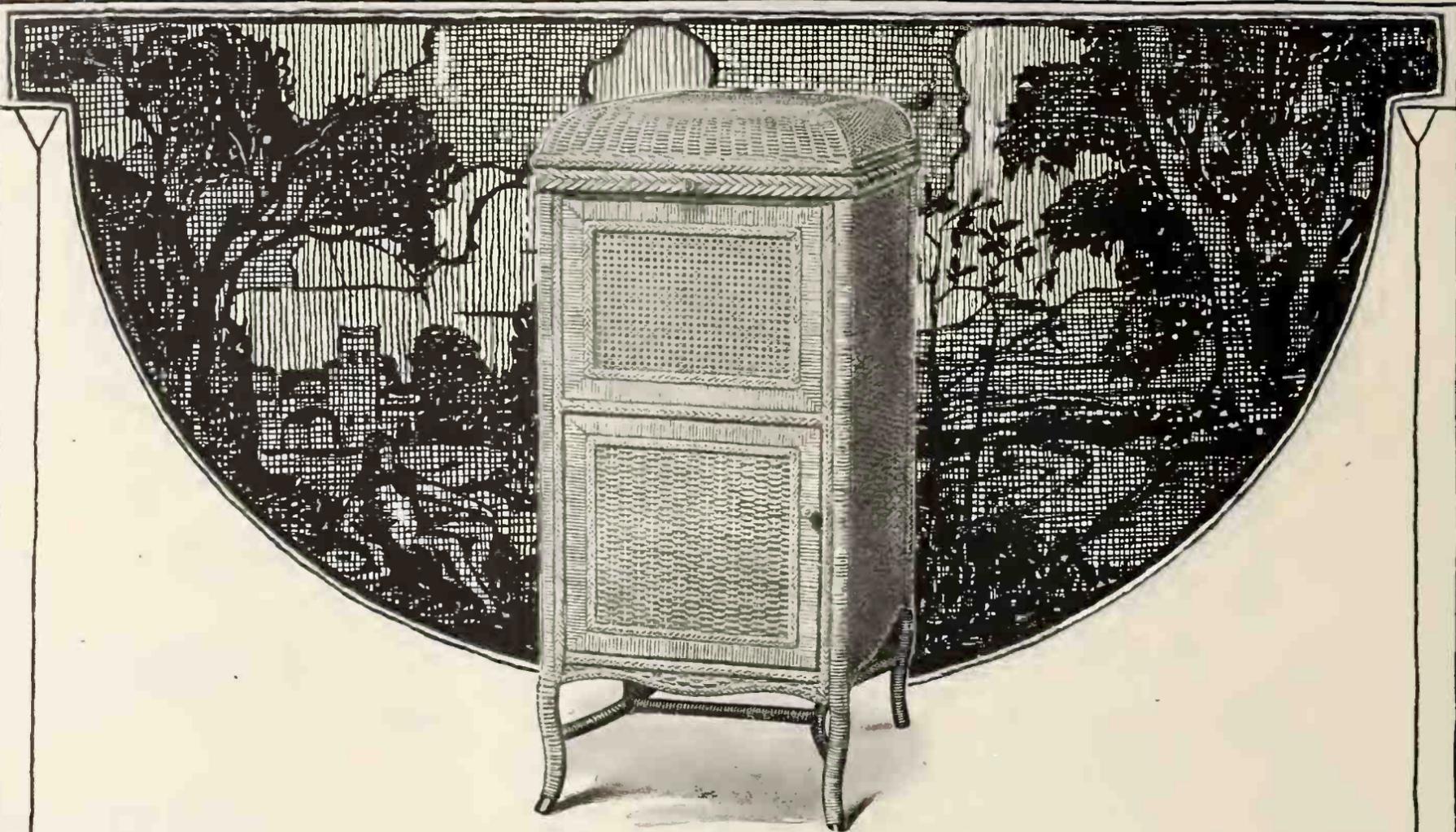
The name STRADIVARA has always been synonymous with quality

THE COMPTON-PRICE COMPANY

:: ::

Coshocton, Ohio

The Heywood-Wakefield



A high-class phonograph different from all others

THE Heywood-Wakefield, made under the Perfek'tone patents, offers every dealer a new and added opportunity to interest the public in a phonograph.

It provides the dealer and the consumer with three exclusive features for which there is a need and a demand: First, a non-resonant cabinet, constructed of reed. Second, a non-resonant, cushioned reproducer. Third, a *perfected* electric motor for those who desire an electrically-driven instrument.

The tone of the Heywood-Wakefield is a convincing proof that reed is the ideal material from which to construct the cabinet of a reproducing instrument. This is the only phonograph cabinet that does not interfere with the original tones of the music by setting up counter-vibrations of sound — which are so familiar in the closed-in air spaces of a wood cabinet.

It is because of this demonstrable superiority of reed that the Heywood-Wakefield is made with reed cabinets instead of wood. At the

same time, these cabinets have an added selling appeal because of the great and growing use of reed furniture in conjunction with wood furniture in all climates, all seasons, all rooms of the home.

The non-resonant reproducer was perfected after research along original lines by an eminent throat specialist. It is made upon a different theory and of different materials than any other reproducer in use.

When you hear it you will observe that it has a wider tone range, that it eliminates the "screech", that its tones are fuller and more lifelike, that it distinguishes more clearly the details of a record.

The electric motor furnished with the Heywood-Wakefield is another selling feature which will close many a sale for the dealer. It is a universal motor which never *heats*, is absolutely *uniform* in speed and *silent* in operation.

Write today 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

Enormous Demand for Records Result of Increased Public Appreciation :: :: By H. L. Coombs

Asst. Sales Mgr. Gen. Phonograph Corp. of Illinois

There should be nothing astonishing in the present voluminous sale of talking machine records. It is merely the natural result of tendencies evident everywhere in our social life. In it can be seen the increasing need for recreation—recreation easily obtainable, the sort of inexpensive recreation immediately at hand whenever it is wanted, such as is provided by talking machines and records.

Perhaps in this respect the dance record takes the most prominent position. At the informal gathering in the home, when callers "happen in," at the party, upon a hundred and one occasions the instrumental dance record is pressed into service appropriately and successfully. It is fast becoming a necessity in the home. When these facts are taken into consideration it will be readily seen why the popular selections, the "hits" of the day, are the biggest sellers. A singing and dancing world demands the latest in music. The latest quickly becomes old, and is then pushed into the discard. There is no let-up in demand, only changes in selections. The live, wide-awake dealer who knows his trade, knows how to advertise and give publicity to his wares, rides constantly at the apex of demand, cashing in on the national publicity of music publishers and record manufacturers.

The phrase "get a record, get a roll," is peering out at us more frequently from magazine pages every day. Big "hits" are being made popular almost over night by the power of advertising. Whereas a few years ago a very small percentage of our population knew and enjoyed the popular songs of the day, now practically every small town and isolated village or farm possesses the means and takes pride in the

matter of keeping themselves posted on the musical "hits" of the moment.

Approximately 80 per cent of the big sellers are numbers from the currently successful metropolitan shows. These shows are wonderful means to publicity, themselves, and sell countless records. Coupled up with national advertising, the two constitute a powerful force be-

*The Small Retailer
Selling 20 Records
a Day Will Be Selling
Over 40 a Day
a Year From Now*

hind the dealer in the merchandising of records, music rolls and sheet music.

Dealers are not pushing records to the fullest possible extent at the present time, and have not been for some time past. They have been able to sell all the records they have been able to get, and are not forced to exert themselves in any way to enjoy a good trade. This decidedly enviable state of affairs will exist for a long time to come. But it is no reason for the dealer permitting a slow-up in his selling campaigns. If ever the demand does revert back to normal, it

will be the live dealer who will reap the rewards by reason of past efforts.

Undoubtedly the present relative positions of supply and demand will exist for a year or so at least. The demand will never decrease, but the supply will constantly approach nearer the demand until things are again at normal. I say approach, but perhaps "catch up" would be a better term. Both demand and supply will be on the run and both will increase, the latter faster than the former. For example, the average small retailer at present selling fifteen or twenty records a day, will, a year from now, be selling thirty or forty a day.

Right here the dealers' service department takes on great importance. Closer cooperation between the dealer and the record manufacturer will be necessary if the former is to retain and increase his present business. It is an old saying that a business never stands still. It either goes ahead or goes back. For the record retailer determined not to be classed with the latter, the present opportunity should be realized in all its importance. There are over 1200 manufacturers of talking machines in this country all producing at capacity, with the saturation point still far in the distance. People are spending money as never before. Certainly we have great cause for optimism in 1920.

ENLARGES AEOLIAN DEPARTMENT

The Aeolian business of the D. H. Holmes Co., New Orleans, La., has proved so successful that Manager R. E. Ching has decided to enlarge this department which was established about three years ago.

To The Trade

With Total Sales on Pathe Phonographs and Records over One Million Dollars during the year just closed, We are Aiming at the Two Million Dollar Mark for the Year 1920.

We know that our many Loyal Pathe Dealers will absorb a great portion of our 1920 quota but feel that we can supply Pathe Merchandise to a few more worthy Merchants.

Interested Dealers will be given immediate attention by writing for information NOW

The Fischer Co.

(OLDEST PATHE JOBBER)

CLEVELAND
943-1051 Chestnut Ave.



CINCINNATI
44-46 Vine St.

With Period Styles Now in Vogue Salesmen Should Know More of Their History :: By A. J. Post

One of the most interesting features of the talking machine demand during the past few months has been the inclination of many buyers to favor period models. Of course, the great majority of buyers have taken the standard styles of machines naturally, but those who are inclined toward the exclusive in case design and who are willing to make a substantial investment have taken to the period styles in the most encouraging way. In some of the more elaborate establishments no inconsiderable part of the business has been in exchanging standard machines for period models, meaning an increase of several hundred dollars in the customer's investment.

This demand for period models has come almost automatically in most cases, and causes wonder as to what might be developed along that line should special efforts be made by the retailers. The standard models of machines are sold for the most part on their intrinsic merits as musical instruments. If the tone is right, the mechanism satisfactory, and the cabinet polish good the customer is satisfied. In the case of period models, however, it never becomes necessary to explain to the customer just why he should pay several hundred dollars extra for a special model when the same mechanism can be secured in a less expensive form.

First of all, a period style is not an accident. To be worth while, the design must follow out some definite school of decoration. It must represent a certain idea and not simply a jumble of decorative forms. To the initiated practically every line and every curve in period decoration has a definite, fixed, understandable meaning, and the talking machine salesman who plans to handle the better class of business must appreciate this meaning and understand it.

The manufacturers in announcing new period models explain that the design is in this or that style, but the salesman cannot be satisfied with this bare description. He must *know* that it is of a particular period and, moreover, know why. To have this information at hand he must give some study to the details of the decorative arts—sufficient study to make it possible for him to talk intelligently on the subject.

In handling period models he will come in contact with those to whom we may refer as the "newly rich," who desire special models because they cost more and will make a greater show, regardless of whether or not they will fit into the decorative plan of the home. There is another large class, however, who will know something about the decorative styles and will desire to purchase a machine the cabinet of which is truly representative of a certain definite period. These people will be inclined to

discuss and perhaps criticize the models shown and demonstrated for them. If the salesman is uninformed he must plead ignorance or simply "stall," and both methods are not calculated to inspire confidence in the customer. If the salesman has made a study of decorative matters, however, he will be in a position to discuss intelligently with the customer the various details of design, and in many instances convince him that this or that particular treatment is most desirable and in direct keeping with some specified period.

The study of the decorative arts in itself should prove most interesting to the ambitious

*Each Line and Curve
in Period Decoration
Has a Definite, Under-
standable Meaning
to the Critical One*

salesman, for decoration is so closely interwoven with the history of various nations that a thorough understanding of the why and wherefores of the various decorative styles will naturally bring with it an understanding of history in general. This is most convincingly demonstrated in the case of the several French styles known as the Louis periods. The reign of Louis XIV was a busy and energetic one. The court of France became a center for entertainment, and the decorative styles of the period began to reflect in their elaborate character this love of pleasure. The style, however, was orderly and systematic.

With the coming of Louis XV the court of France ran riot. His was a monarchy of excesses. The public was ground down with taxes to provide for the extravagance of the court itself, where scandal was rife. The character of Louis XV is likewise reflected in the decorative art, for in the Louis XV style we find the Rococo, a decorative form distinctly reflecting disorderliness. Louis XV with all his extravagance and wildness realized that the end was to come and advised his courtiers "after me the deluge."

With the coming of Louis XVI the change in the decorative style indicated more clearly than

anything else the realization of the ruling powers that the public must be placated and revolution, if possible, forestalled. In the Louis XVI decorative style we find an attempt to return to simplicity in design, with treatment suggesting the work and pleasures of the meek and lowly. The variety of design gave way to more simple lines. Instead of the works of art depicting wild women, there were shown charming shepherdesses in silks and satins. The idea was good but the execution from a practical viewpoint poor. In time the public arose en masse, and Louis XVI and Marie Antoinette became victims of the guillotine. Reaction in the politics of France is reflected in the reaction in decorative arts, as though in a mirror.

Take the English decoration for example, and we find that here, too, the decorative art reflects the currents of history. In English decorative art the influence of foreign schools at various intervals is reflected in the engagement of the British in the wars on the Continent. The Jacobean style, for instance, was in its highest favor during and immediately after the wars in Flanders, and we find in the style much to suggest the rich Flemish ideas in furniture design. Flanders some centuries ago was much different from the Flanders of to-day. It carried on a world of trade and was a nation of rich merchants who had the wherewithal to gratify their tastes in the decoration of their homes. The Jacobean, therefore, reflects solid comfort, as well as richness.

In studying the decorative arts, therefore, the salesman can improve his general knowledge of history to a tremendous degree, which in itself should prove a distinct incentive. If he has an accurate knowledge of the details that are prominent in certain of the leading French, English and Italian period styles, and can identify those details and know whether they are used properly in conjunction with other motifs, he is in a position to meet an art connoisseur on his own ground and through that knowledge to close many sales that otherwise might be lost and go to some other store.

The demand for period styles is constantly on the increase, and these styles are receiving more attention on the part of manufacturers. They are not a fad, but a distinct development in the industry, and the salesman who plans to become a permanent success in the field must understand the details and the meaning of the period style just as he does the mechanical construction of the instrument. Authentic books on period decoration are to be found in any public library, so there is no expense to stand in the way of the salesman who really desires to add to his knowledge.

WE _____
HANDLE _____
NOTHING _____
BUT _____
VICTOR PRODUCTS
AND _____
RELIABLE ACCESSORIES _____



THE TOLEDO TALKING MACHINE CO.

EXCLUSIVE VICTOR WHOLESALERS, TOLEDO, OHIO

We are pleased to announce
that we have appointed

CONDON & CO., Inc.

Fifth Avenue Building, N. Y. City

Sole Agents
for the sale of

GROOVITE

Record Cleanser

"It cleans as it plays"



CONDON & CO., Inc.

have also been granted the exclusive agency in
the phonograph and musical instrument field
for the sale of



—an exceptional polish for phonographs and all fine furniture

HINES PRODUCTS COMPANY, Inc.

1074 Lexington Avenue, New York City



Marketed So that Each Time the Cash Register Tinkles You Make a Profit—Not Merely a Sale



GROOVITE

“It cleans as it plays.”

Polishes and preserves the finest cabinet surfaces.

The only satisfactory preparation for cleaning records.

Endorsed by the most prominent and most particular people in the trade.

Merely pour a small amount of the liquid on the record.

One of the largest manufacturers of musical instruments in the world writes as follows:

It will run around the spiral groove the same as water runs down a gutter.

“We have used the Polish for the last eight months, and wish to say that, judging from the reports that are received from our customers, this Polish has been very satisfactory and I do not hesitate to recommend same to any one.”

At 50 cents each, retail, the price permits maintaining quality.

And the needle will carry Groovite over the engravings and remove the last particle of dust and grit.

(Name on request)

—“It cleans as it plays.”

The quality is vastly superior, and the discounts provide the proper margin of profits.

CONDON & CO., Inc.

Production is on a big scale but prompt delivery can be assured only in writing us at once.

Sole Agents

Fifth Avenue Building
New York City

“The luster lasts.”

FILL OUT COUPON ON OPPOSITE PAGE AND MAIL AT ONCE



C O N D O N ' S S U R E T Y E X P R E S S

The Painful Experience of Mr. Pennywise and How Goingahead and Company Won a Life-long Customer.

Mr. Pennywise had just opened up his attractive store one morning when Mr. Howard Douglas walked in.

He was the sort of a prospective customer that would delight the heart of any dealer, and Mr. Pennywise smiled upon him as genially as he knew how.

In thirty-five minutes Mr. Douglas had bought a \$200 phonograph, \$25 worth of records, and one package of needles.

As he left he said, "My wife will be in to-morrow to make her selection. If you're going to do a thing I believe in doing it right, and I think you had better help her pick out about \$100 worth."

That night in their attractive new home Mr. and Mrs. Douglas sat down to listen to their new phonograph. It was a beautiful instrument. The records were of the finest, and yet—and yet, there was something wrong. The tone did not seem as full and rich as it had seemed in the store. Occasionally there was an irritating scratch and buzz, and just as the record reached its highest and most beautiful note, in walked the Stewarts.

"My dear," exclaimed Mrs. Stewart, "what a gorgeous instrument, but there's something wrong. We have that same record, and it sounds so much better on our machine."

"I'll bet I know what's wrong," said Stewart, as he lifted the top of the cabinet. "I thought so," he added a minute later, "it's an everlasting mystery to me why a dealer will take pains about everything in connection with a phonograph *except* the needles, when as a matter of fact, the needle is the most important part of the equipment."

"Look at these," he went on, as he spilled the package of needles into his hand—"all sorts of lengths, and some of the points not even properly finished. Here's one that's rusty. Take my advice, Douglas, and go down to Going-ahead and Company. They know their business. They're just as particular about the needles they supply as they are about the instrument itself, and I'll tell you it pays."

"The needles we get from them are all uniform in length, uniform in point, and uniform in finish—in fact that's what they call them—"The Uniform Needle." Each point

is rounded so that it doesn't dig into your record like an ice pick."

At that moment Mr. Pennywise lost a customer who would have been worth several hundred dollars a year to him. And he lost that customer because once upon a time a salesman for a needle manufacturer had shown him how he could save a few cents a thousand on the needles he sold to his customers by buying a big supply at a bargain price.

And the arguments of the salesman that sold Mr. Pennywise were the old familiar arguments as follows:

"Your customer doesn't know one needle from another. To him a needle is just a needle. Why not make an additional profit by buying our needles, which are as good as the average, and at a lower price."

And Mr. Pennywise, because he lived up to his name, was foolish enough to figure that a penny saved was a penny made. He did not look ahead. He did not realize that a needle represents real service to a customer.

And meanwhile Goingahead and Company, who had studied the needle problem, and who realized its importance, kept on making new and satisfied customers by buying what they well knew was the only needle on the market with the rounded point and the only needle that is uniform in length, point and finish—the Torrington Uniform Needle.

P. S.—The wise man learns from the experience of others. The foolish man never learns and lays the other man's success to luck.

CONDON & CO., INC.
Fifth Avenue Building,
New York City.

Tell us more about Uniform Needles. Also send us your proposition on Gliss and Groovite described on the opposite page.

Name

Address

City



The Line to Greater Profits



"You Ain't Heard Nothin' Yet" till you hear Al Jolson sing it. A-2836.

**Columbia Graphophone Co.
NEW YORK**

AN IMPRESSIVE VICTOR WINDOW

Simplicity of Arrangement Makes Window of Brooklyn Victor Dealer Most Effective—Parts of Machine and Cabinet Explained

J. G. Waters, Victor dealer at 565 Fulton street, Brooklyn, N. Y., recently had a very effective window display featuring the various parts of the Victrola in a clear and illuminating manner. A single machine occupied the central part of the window and a large poster at



Simple but Effective Display of J. G. Waters the right explained the sound box, tone arm, motor, tone chamber and doors and cabinet construction. The motor was removed and placed in full view, watched over by a large model of

the Victor dog. From the descriptions on the poster ran ribbons to the different parts of the machine calling attention to each particular part. As can be seen from the photograph, this display was designed to put over a single idea and proved a most satisfactory method of publicity.

EIGHT THOUGHTS REGARDING MUSIC

Talking machine dealers who are interested in musical propoganda and who are doing all in their power to spread the gospel of music in their communities will find the following resolution adopted by the National Council of Women of Canada worth remembering:
(1) Music is a necessity, not a luxury;
(2) Every child has an inherent right to a musical education;
(3) Unity through music is a means to civic improvement;
(4) Patriotism is developed by music;
(5) the spirit of comradeship, regardless of race or creed, is induced by music;
(6) music is the most useful medium in constructive work, in a community. The saloon and dance hall are being rapidly abolished; there must be established in their stead places of clean amusement;
(7) music tends to encourage a higher form of citizenship;
(8) music is a powerful curative for mental, moral and physical ailments.

NEW STORE OPENS IN DENVER

Lynch & Moore, Denver, Col., have opened a new hardware and furniture store in that city and have announced that talking machines will also be handled.

VICTOR CO. SUES WANAMAKER

Seeks Preliminary Injunction Restraining John Wanamaker From Infringing Johnson Tapered Tone Arm Patents Nos. 814,786 and 814,848 and for Unfair Competition

The Victor Talking Machine Co. filed its bill of complaint against John Wanamaker, New York, on January 19, 1920, in the United States District Court, Southern District of New York, for infringement of the Johnson Tapered Tone Arm Patents Nos. 814,786 and 814,848 and for unfair competition in imitating the dress, appearance, ornamentation and other distinctive characteristics of its machines.

Motion has been made for preliminary injunction, which the court has set for hearing on January 30, 1920.

This case is based upon the so-called "Arminiola" talking machine, which was put out by the defendant just before Christmas and has been widely exploited through the use of certain advertisements which may be misleading as to the existing patent situation.

FIRE DESTROYS STEINERT STORE

New Haven Fire Causes Damage of \$150,000 When Chamber of Commerce Building Burns

NEW HAVEN, CONN., February 2.—Two men are dead, a dozen men and women are in hospitals suffering from the effects of smoke, and a score of others have minor injuries as a result of a fire in the Chamber of Commerce Building last month. Fully 100 men and women were rescued from the three upper floors of the eleven-story structure.

The property loss will aggregate \$150,000, falling mostly upon M. Steinert & Sons, piano dealers, and J. R. Rembert Co., stationers, who had the street floor stores and whose reserve stocks were burned.

Happiness is achieved by many means, and music is one of the most effective of them.

REGINA
Phonograph



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

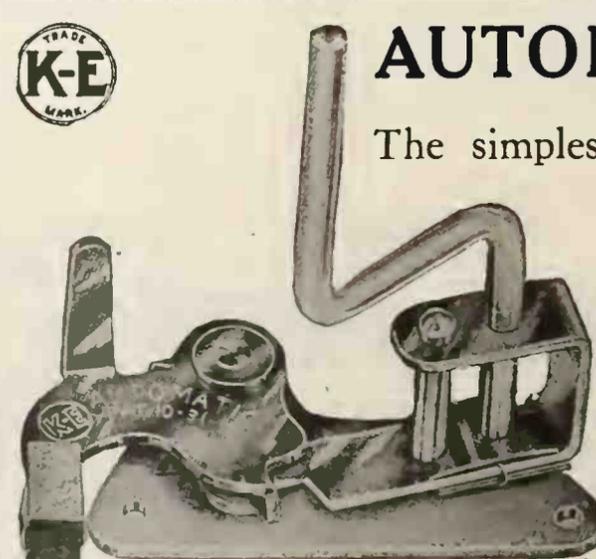
Attractive Proposition for active Dealers

The REGINA Co.
47 W. 34th St.,
New York

209 S. State St.,
Chicago

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
484-490 Broome St., New York



Sixth Supplement

LATERAL
CUT

Okeh Records

LATERAL
CUT

Play On Any Standard Disc Machine. No Attachment Needed

- 4057 { Dardanella—Oriental Fox-trot (Instrumental) Rega Dance Orch.
10-in. { "O" (Oh)—Fox-trot (Instrumental) Rega Dance Orch.
\$1.00
- 4058 A La Carte—One-step (Instrumental) Conway's Band
10-in. Ching-a-Ling—One-step (Instrumental)
\$1.00 Conway's Band
- 4059 { I Am Climbing Mountains—One-step (Instrumental) Conway's Band
10-in. { Dreamy Alabama—Waltz (Instrumental)
\$1.00 Conway's Band
- 4060 { When You're Alone—Fox-trot (Instrumental) Green Bros. Xylophone Orch.
10-in. { Bo-La-Bo—One-step (Instrumental)
\$1.00 Paul Biese and His Novelty Orch.
- 4061 { Fast Asleep in Poppy Land—One-step (Instrumental) Paul Biese and His Novelty Orch.
10-in. { Yellow Dog Blues—Fox-trot (Instrumental)
\$1.00 Paul Biese and His Novelty Orch.
- 4062 { Floatin' Down to Cotton Town—Tenor and Baritone duet with orch. Kaufman-Hall
10-in. { Lucy (Dancing Around the Cabin Door)—Tenor
\$1.00 and Baritone duet with orch. Kaufman-Hall

- 4063 { Cairo Land—Male Trio with orch. Sterling Trio
10-in. { We Must Have a Song to Remember—Tenor with
\$1.00 { orch. Harvey Hindermeyer
- 4064 Baby Love—Tenor and Baritone duet with orch. Campbell-Burr
10-in. { Sunny Weather Friends—Tenor with orch.
\$1.00 Harvey Hindermeyer
- 4065 { When It Comes to Lovin' the Girls—Tenor with orch. Emerson Westervelt
10-in. { I Don't Want a Doctor—Baritone with orch.
\$1.00 Jack Kaufman
- 4066 { Little Girls, Good-Bye—Tenor with vocal quartet and orch. Lewis James
10-in. { Just Like the Rose—Baritone with orch.
\$1.00 Arthur Burdin
- 4067 Pickaninny Blues—Vocal trio with orch. Crescent Trio
10-in. { When Two Hearts Discover—Contralto and
\$1.00 Baritone duet with orch. Marion Evelyn Cox and Joseph Phillips
- 4068 Linger Longer Letty — Contralto and Baritone duet with orch. Helen Clark and Joseph Phillips
10-in. { Climbing the Ladder of Love—Baritone with orch.
\$1.00 accomp. Joseph Phillips

READY SOON

Order From Your Distributor NOW

General Phonograph Corporation

OTTO HEINEMAN, *President*

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

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

Branch Offices: CHICAGO, ILL., SAN FRANCISCO, CAL., TORONTO, CAN.





ATTRACTIVE NEW GRINNELL STORE

Branch Recently Opened in Grand Rapids Occupies Six-story Building and Is Most Modernly and Conveniently Equipped

DETROIT, MICH., January 31.—One of the most attractive stores in the growing chain conducted by Grinnell Bros. is the new branch opened recently at 26-28 North Division street, Grand Rapids. The branch occupies a double store in which are displayed Victrolas, small goods and sheet music, and also takes in the five other floors of the building, which are given over to



Interior View of Grinnell Store

pianos, player-pianos, music rolls, etc. The fourth floor is so arranged that it may be turned into a recital hall for the giving of Victrola and player-piano concerts. In the accompanying photograph are shown the six record booths, as well as sections of the sheet music and musical merchandise department. There is in operation, but not shown in the picture, a quick service record counter, which has already proven very popular with the store's patrons.

TO RENDER ASSISTANCE TO TRADE

The Phono Development & Research Co. was recently organized with offices at 145 West Forty-fifth street, New York, to investigate and develop new improvements for the various tone arms manufactured by the Mutual Talking Machine Co., The Supreme Phono Parts Co. and The Manhattan Phono Parts Co. and to render assistance in the service extended by Wm. Phillips, president of these companies, to the trade. At the first meeting of the Phono Development & Research Co. the following officers were elected: President, N. Kurman; treasurer, Wm. Phillips; secretary, A. H. Goetting.

"The Music Without the Blur!"

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

MARVELOUS MAGNOLA

"Built by Tone Specialists"

"Magnola's Tone Deflector eliminates the scratch"



Watching the Music Come Out

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

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

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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

PROF. R. L. GARNER DEAD AT 72

African Explorer Made Records of Ape Conversation in Jungles—Lived in a Steel Cage—Spent Over Twenty-five Years in Africa

CHATTANOOGA, TENN., February 6.—Richard L. Garner, African explorer and author, who some years ago announced that he had discovered the language of the monkeys and had made records of their conversations, died at a hospital in this city on January 22. He was taken suddenly ill at a hotel and his identity was not known until after his death.

All but two of the last twenty-seven years of Professor Garner's life were spent in the jungles of Africa. The French Congo was his favorite ground for exploration and animal study, for in that region, swampy and infested with fevers, the ape is found in large numbers.

Professor Garner always objected to the indiscriminate use of the term "monkeys" in describing his discoveries. All his claims to conversation among animals relate to apes, which are superior to monkeys. The highest of the four grades of apes is the chimpanzee, and this animal he pronounces the most intelligent in the animal kingdom.

"What is called 'the missing link,'" the professor once wrote, "incidentally an erroneous conception, may never be located. I do not know. I do know from my quarter of a century's study of apes that they have a sense of government, a sense of propriety, dignity, family life, justice, and that they talk. They do not merely utter sounds like monkeys. Apes speak words. They have a language of some twenty words."

Here are three words he gave from the ape vocabulary, each one having the meaning of a human's sentence:

"Our'h"—"Hello, there; where are you"

"Cu-nh"—"Here I am, under these palms."

"Qhui"—"Well, wait there a moment; I want to get with you."

In order to safely and familiarly observe the apes he lived deep in the jungle in a steel mesh cage about the size of a hall bedroom. In this way he obtained phonograph records of ape conversations. These records he later carried to another part of Africa, many miles away, and turned them on a different lot of apes. The members of the second group at once cocked their ears and responded with sounds like those on the records.

The last expedition made by Professor Garner was the one he directed for the Smithsonian Institution. He left here in 1916 and he returned last June.

SANTA CLAUS DELIVERED PATHES

Benjamin Swick, of the Ellwood Music Shop, Pathé dealer, of Ellwood City, Pa., used a novel means to boost his trade in that city during the holidays. He used a small sleigh, in which he had a Pathé phonograph installed, with a man dressed as Santa Claus as driver. On the sleigh was a sign which read: "Santa Claus got his Pathé at the Ellwood Music Shop. Let him get yours there."

YOUR PROFIT OPPORTUNITY

Due to our complete change in styles for 1920, we are in a position to offer about 1000 cabinets at attractive spot cash prices.

4 sizes, handsome design. Choice veneers of genuine Mahogany and real quarter-sawed Oak. All fully equipt with hardware.

Wire, phone or write

The Universal Cabinet Co.
GREENVILLE, OHIO

THIS IS THE ERA OF QUALITY IN MACHINES AND CABINETS

THE PUBLIC HAS BECOME DISCERNING--DEMANDS THE WORTH OF ITS MONEY--LASTING WORTH

UDELL



Trade-Mark

CABINETS

Meet every demand--they are made right and look right. Their reputation is nationwide.

UDELL CABINETS WILL HELP YOUR BUSINESS.

The Udell Works

1205 W. 28th Street

INDIANAPOLIS, IND.

FINE QUARTERS IN SALT LAKE CITY

Special Demonstrating Room for Children and a Rest Room for Women Among the Features of the New Establishment of the Glenn Bros.-Roberts Piano Co.—Do Big Talker Business

SALT LAKE CITY, UTAH, January 31.—A recent event of particular interest in local music circles was the formal opening of the handsome new quarters of the Glenn Bros.-Roberts Piano Co., who in addition to handling several prominent lines of pianos also do a great business in Victor, Columbia and Edison machines and records.



Kiddies' Record Booth

The company is said to maintain the largest record library in the State of Utah.

The opening ceremonies were attended by huge crowds of music lovers and patrons of the company, and particular interest was shown in the several novel features of the establishment. Of the fourteen soundproof demonstrating rooms, for player-pianos and talking machines, one is set aside exclusively for the use of children. The room is furnished with dainty blue-bird furniture, with little chairs for the kiddies to sit on while they select the records that please them most. This room proved a strong attraction from the minute it was open. There is a balcony display room for leading models of talking machines of the several makes, and

the record stock is kept in a special constructed alley where desired numbers can be selected without delay.

Service is the watchword of the new institution, and in carrying out this idea not only are



Balcony Talking Machine Department

the furnishings designed for the convenience of patrons, but a special rest room is provided for the use of women and children where they may secure respite from the tedium of shopping.

At the formal opening floral souvenirs were presented to all visitors and an elaborate musical program was supplied through the medium



View of Record Alley

of the Ampico reproducing piano, and an instrumental quartet under the direction of Elmer Young.

LUCKY 13 CO. CLOSED BIG DEAL

Secures American Representation for Foreign Steel Needles—New Catalog Sent Out

Some time ago the Lucky 13 Phonograph Co. closed negotiations for the American representation of the products of one of the largest foreign steel talking machine needle makers in the world. The needles are made to specifications and blue prints of the Lucky 13 Co. and it is claimed by the company that they are 20 per cent harder than most steel needles manufactured, as well as being a highly polished nickel plated needle.

The Lucky 13 Co. recently started forwarding their new eighty-four page catalog to the trade. This volume is most comprehensive and carries illustrations, descriptions and quotations on practically every accessory needed in the industry, as well as featuring the full line of machines manufactured by the concern.

D. M. Bartelstone, head of the company, in a recent statement to The World said that without doubt all indications of the early weeks of this year point to a tremendous business for the year 1920.

CARTER MUSIC CO., INC., ELECTION

J. W. Carter Again Heads Beaumont Concern—Will Occupy New Quarters March 1

At the January meeting of the stockholders of the Carter Music Co., Beaumont, Tex., the following men were chosen as officers and directors of the company: president, J. W. Carter; vice-presidents, Frank Andrews and M. T. Walker; secretary and treasurer, J. O. Van Ness; assistant secretary and treasurer, C. C. Lewis, M. E. Carter. This company, which handles the Brunswick and Sonora in its talking machine department, has been in business since November 1 and it is planning to move into new quarters about March 1. New booths will be installed by the Unit Construction Co. of Philadelphia.

Kittanning— Kaufman Bros. are coming!

Irving and Jack Kaufman—exclusive Emerson stars—need no introduction to people who like to hear good songs well sung.

These popular entertainers have no end of friends in Kittanning and elsewhere. Their "record" speaks for itself.

They have a lot of "dealer" friends, too. Easy to see why. Emerson-Kaufman rec-

ords are quick sellers. That means good business and a steady stream of profits.

Dealers in Western Pennsylvania look to us for their supplies of Emerson records—and we never fail them. We fill all orders on the double-quick.

If you are not handling Emerson hits, the assumption is that you are not interested in "easy money."



Emerson Sales Company

4018 JENKINS ARCADE BUILDING
PITTSBURGH, PA.

Hereafter, Will You Kindly

order your requirements for
steel needles through one of the

Brilliantone Distributors

Our business has grown and grown to such an extent,
that it has become absolutely necessary to reshape our
methods of distributing our output.

You will find a Brilliantone Distributor in your city, or
located conveniently to your store. He will supply your
requirements and has facilities for securing you prompt
deliveries.

BRILLIANTONE STEEL NEEDLES



UNIFORM HARDNESS
UNIFORM POINTS
UNIFORM LENGTH

Admittedly
Just a Little
Better Yet They
Cost No More

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

Made in America by Americans

BRILLIANTONE STEEL NEEDLE CO.

OF AMERICA, INCORPORATED

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

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

*If
Your
Distributor
Does
Not
Carry
Brilliantone
Steel
Needles,
Kindly
Communicate
with
Us
and
We
Will
Promptly
Place
You
in
Touch
with
One*

Edison Message No. 64

A prominent New York advertising man recently said:

“The 1920 prospectus of the Edison Laboratories incorporates the greatest advertising and sales promotion campaign ever planned.”

THOMAS A. EDISON, Inc.

ORANGE, N. J.

Interesting Phases of Mid-Winter Talking Machine Publicity Analyzed :: :: By W. Bliss Stoddard

Everyone is striving to forget the horrors of war and any reference to same in conjunction with advertising is considered taboo. And yet a recent newspaper ad of Lord & Taylor was so striking, and the contrast so forceful, that it brought talking machines and records to the attention of many who had not previously considered them in the light of gifts. While the ad aimed, of course, to suggest them as holiday gifts, it would be equally forceful as a suggestion for birthday or anniversary remembrances. Two cuts were shown—the first of a soldier in a dugout, with a little old phonograph mounted on a rude box, and the other of a merry party of young people gathered about a Victrola in a parlor, one of the young men in the act of placing a record upon the machine. Between the two cuts was the paragraph:

FROM DUGOUT TO FIRESIDE

Many a man who made a pal of a battered Victrola and a few worn records in some lone dugout in Flanders will remember and appreciate his old friend under the happier surroundings of the home circle, where he can share the holiday spirit with friends and family and listen to his favorite music with no fear of gas or of bursting bombs.

Think, too, what a splendid pair of windows could be made to complement this printed ad. No greater contrast could be imagined than the pictured dugout, and the home parlor. In both the center of attraction would be the talking machine, and the striking displays would attract the attention of all who passed and put records and talking machines very much in the public eye.

One of the most elaborate of music windows was that arranged by the Weymann house of Philadelphia. In the background was a large canvas drop showing a winter landscape by moonlight. In front of this was a tree with bare branches laden down with cotton snow. Near the tree stood a reindeer—borrowed from a collection of stuffed animals—drawing a sledge on which was a Victrola and a large collection of records. The sled and deer were on top of a mound of snow, and all around the base were laid records. At one side was a table covered with a bearskin, on which was a big

feather pen and an open ledger, telling of suitable gifts of machines and records for members of the family.

Records make acceptable gifts at all times and the only reason more are not sold as such is because people have not been trained to see how appropriate they are for such a purpose.

The majority of people have faint conception of the great variety of records that are being produced, and it takes an ad like that of the Home Music Co., Lancaster, Pa., to bring home to all classes the fact that they can get any variety they fancy. This firm of music dealers took an entire page in the local paper, in the

Advertising Suggestions Interesting to Dealers Who Desire Valuable Publicity All the Year Around

center of which was placed the cut of a fine Victrola. Above, below and on either side of the cut were little boxes, at the top of which was printed: "Jazz," "Concert Songs," "Sentimental Ballads," "Mazourka," "Comic," "Italian Gems," "Patriotic," "Scotch Airs," "Revival Hymns," "Musical Comedy Gems," "Opera Gems," "Fox-trot," "Waltz," "Church Hymns," "One-step," "Popular Songs," "Sacred Songs," "Plantation Melodies," "Marches," "Transcriptions," "Hawaiian Airs," "Folk Songs," "Two-step" and "Descriptive." In such a list there was music of a kind to please the most diverse of tastes. If they had arranged a window along the same lines, with a talking machine and the records, labeled as above, set in a wire rack, suspended from the ceiling and laid on the floor, it would have acted as a very potent selling agent for selections old and new.

Many hardware stores are finding talking ma-

chines a very profitable line. According to the testimony of several who have installed them, they sell well at all seasons of the year. D. W. DePrez, of the J. G. DePrez Co., Shelbyville, Ind., said recently: "We push our talking machine department just as we do every other line—averaging a display in the newspapers about every ten days. We also mention talking machines and records frequently in our store paper, Pep. The mere mention that Mrs. Smith has bought a talking machine will send scores of people to call on her to hear the new instrument. We sell only standard machines, and after hearing a selected list of songs many of the visitors are filled with a desire to possess a 'talker' of their own. If they have one they generally hear several new records—for we take care to urge the inclusion of some of the latest released records in the initial order of records to accompany the new machine—and the next time they come to the store there is generally an inquiry for one of those they have heard which happens to strike their fancy."

They recently arranged a most attractive window display to feature their talking machines. The floor was covered with powdered cotton to represent snow, and in the background were small trees also thickly powdered. In the foreground was a toy house about four feet high. The door was opened and the interior brightly lighted. Here in a high chair sat a doll, gazing at a full size Grafonola, which took up the greater part of the room inside the house. The window was lighted by bulbs of blue glass, which gave a moonlight effect to the scene—the bright light in the house causing the graphophone to stand out distinctly. A card down in front suggested: "Nothing like music to keep the youngsters interested and amused. Put a graphophone in your home if you want to keep the children there."

DESLAURIES WITH E. H. LANSING

A. J. Deslauries, formerly with the Emerson New England Co. and of late with the Musical Supply & Equipment Co., Boston, Mass., has joined the sales department of E. H. Lansing in that city, maker of the Lansing Khaki moving covers for talking machines as well as piano covers and scarfs.

1920

DITSON VICTOR SERVICE

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

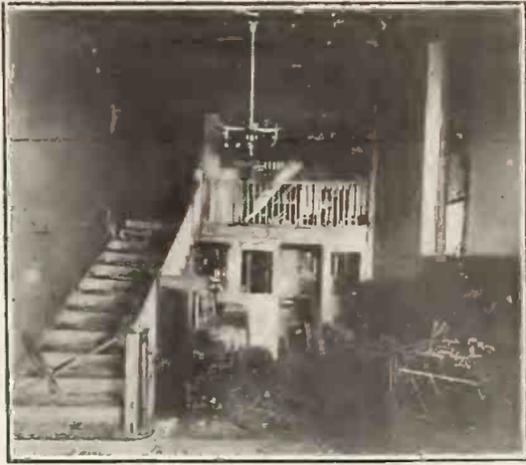
OLIVER DITSON CO. - BOSTON

CHAS. H. DITSON & CO. - NEW YORK

BAD FIRE IN RICHMOND, VA.

Retail Warerooms and Executive Office of A. J. Crafts Co. Badly Damaged—Factory Not Affected and Production Is Growing

RICHMOND, VA., February 4.—The executive office and retail warerooms of the A. J. Crafts Piano Co., at 218 North Second street, this city, were badly damaged by fire in the early morning hours of January 19. The total loss is not yet fully determined, but it is expected that it will probably exceed \$10,000, which is prob-



Partial View of Crafts' Warerooms After Fire ably covered by insurance. It has not been definitely found out exactly how the fire occurred, but it is thought to have resulted from a defective wire in the basement. The accompanying photograph shows the damage done to one section of the wareroom. A. J. Crafts, president of the company, states that all papers in his desk have been entirely destroyed. Among these papers were numerous inquiries and orders for the Crafts phonograph, together with considerable correspondence. Mr. Crafts makes particular mention of the loss of these papers, so that dealers not receiving answers to their communications may realize the probable

reason. Mr. Crafts states that they are holding their entire force together and intend to carry on the business with the least possible interruption. The Crafts factory is not located in the same building with the executive offices, and therefore the production of Crafts phonographs will not be hindered.

INCORPORATE MANY IMPROVEMENTS

Several new improvements on the Mutual tone arm will shortly be made as the result of development work of Herman Segal, who has been connected with the Mutual Talking Machine Co. for many years and is one of the members of the firm. Mr. Segal has charge of the development work at the Mutual factory, and a number of improvements that have been made on these tone arms in the past have been the result of his work.

The full line of Mutual and Supreme tone arms, together with the Manhattan wooden tone arm, were exhibited at the offices of William Phillips, president of the companies, 145 West Forty-fifth street, New York, during the week of the National Music Show. Mr. Phillips placed his offices at the disposal of visiting dealers, which kind offer many accepted.

SONG OVER THE TELEPHONE WINS

Virginia Rea, who is recording exclusively for the new Brunswick records, came to New York last summer to secure an engagement to sing in opera. She called William Wade Hinshaw, president of the Society of American Singers, on the telephone. He was just leaving town and had no time to make an appointment to see her and hear her sing.

Nothing daunted, Miss Rea declared she would sing over the telephone. She did so, and Mr. Hinshaw was so impressed with her ability that he postponed his trip and asked her to come to him and sing again. From that moment her rise as an opera star has been rapid.

MUSICAL ALARM CLOCK THE LATEST

Royal Family in England Awakened Each Morning by Favorite Record on Machine Started by Alarm Clock of Novel Construction

A communication from the National Bureau for the Advancement of Music describes a combination phonograph and alarm clock known as a "Musiclock," which is the very latest device for the practical application of music to the needs of mundane existence. It is the invention of a Rochester man, Clarence L. Bull. Those who employ the instrument to arouse them from their morning slumbers will have the satisfaction of knowing that in one respect at least they are on a par with the royal family of England. Each morning those of the blood royal in residence at Windsor Castle are awakened by the skirl of bagpipes as a piper of the Scots Guards struts up and down the terrace.

The "Musiclock" can be set not only to whatever time is desirable but also to whatever tune. Upon going to bed at night the owner can select his favorite record, place it in the machine, set the alarm for the hour at which he wishes to be awakened, and retire. When the hands of the clock have reached the time the alarm is set for a spring is released and the record begins to play.

Mr. Bull is a veteran of the world war and during his service he became accustomed to arising to the reveille call of the bugler. It was this experience that turned his thoughts to the path which led finally to the invention of the "Musiclock."

UNIVERSAL PHONO. CO. IN DENVER

The Universal Phonograph Co., which was recently incorporated in the State of Washington with a capital stock of \$750,000 has opened a store in Denver, Col., at 1647 Curtis street. It is said that an assembling plant will be built in Denver.



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.

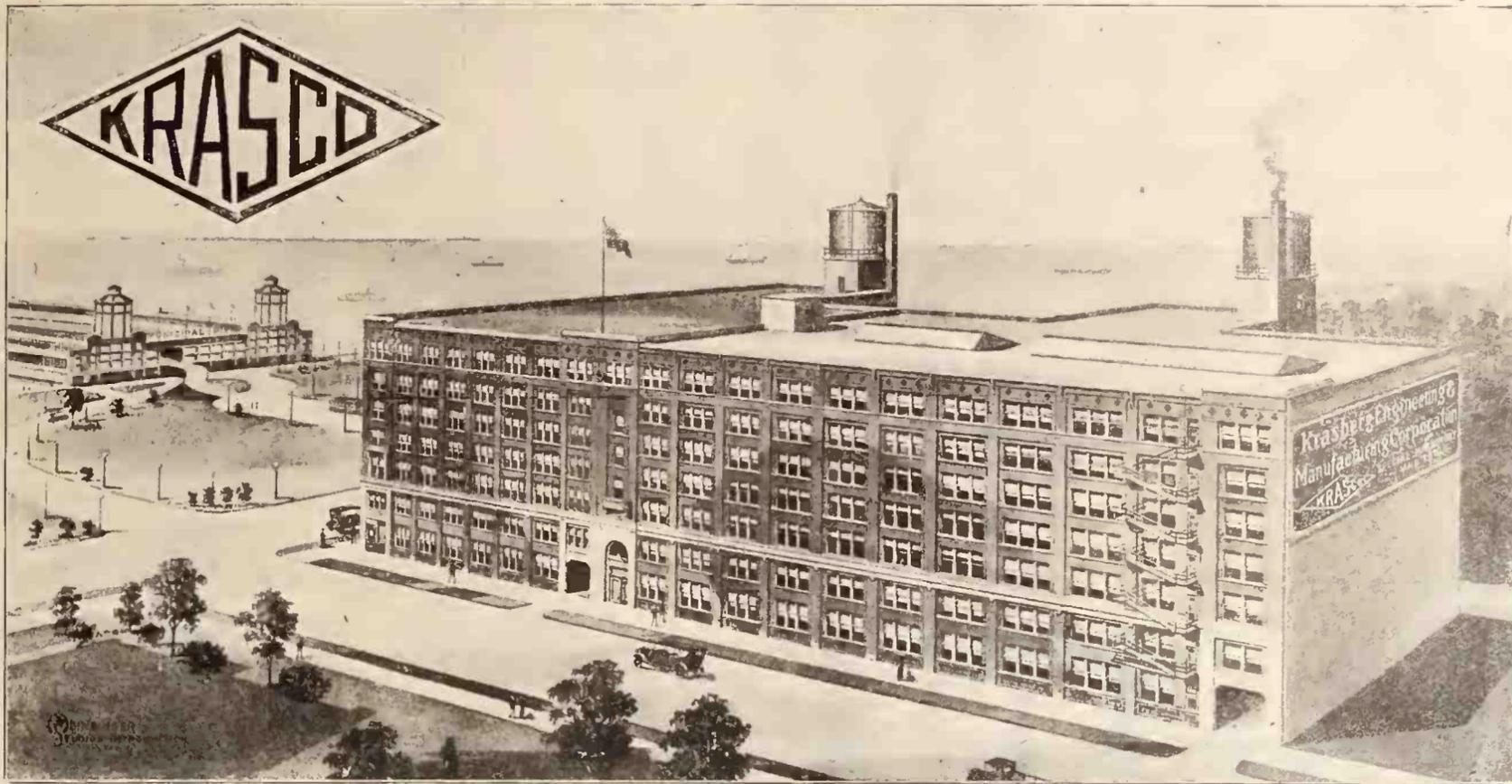
The equipment is right, too, of the highest order, giving to the dealer a combination of finish, reproducing accuracy, and musical perfection that is not found in other phonographs. Not a good machine housed in a poor cabinet, nor a poor machine housed in a good cabinet, but a FINE machine housed in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

Prompt deliveries.

Write for prices and particulars.

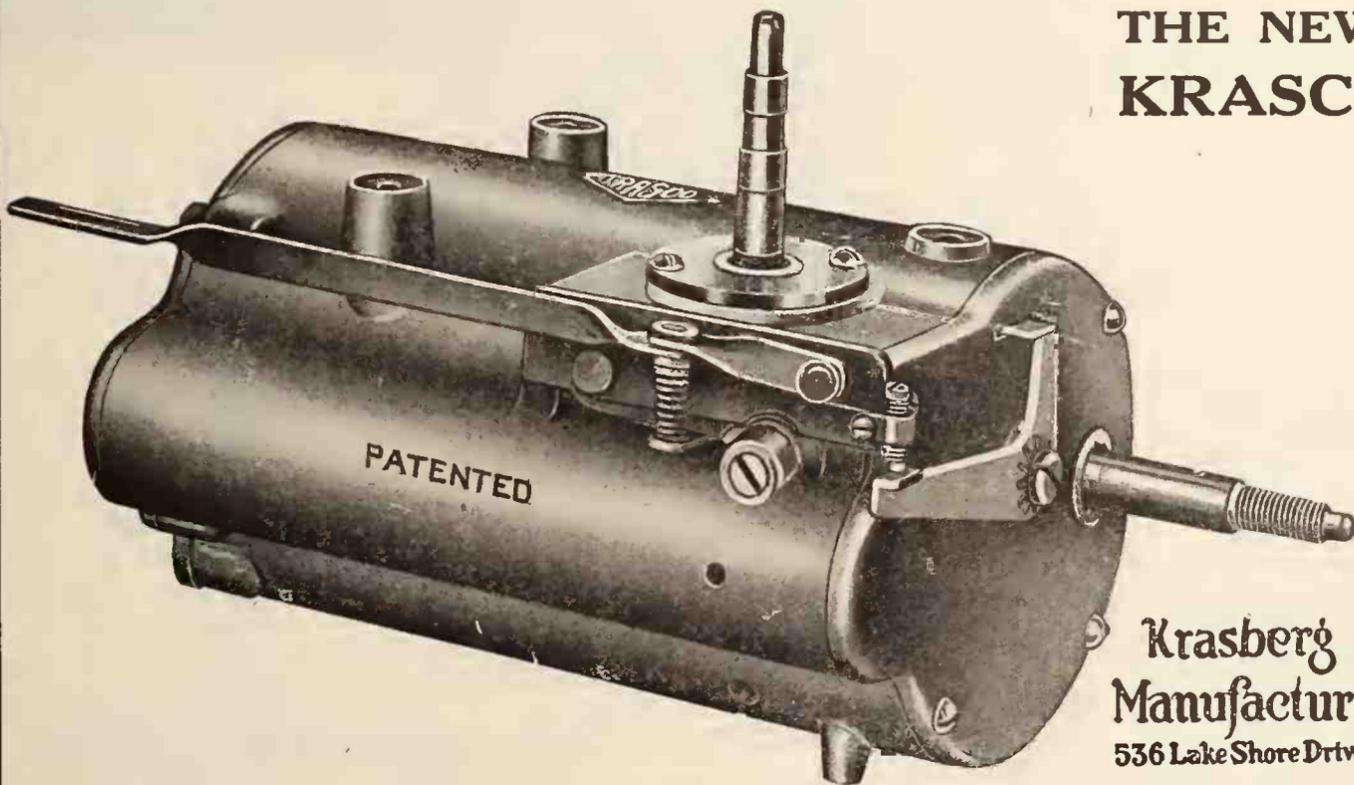
Dulcitone Phonograph Company

SOUTH HAVEN, MICHIGAN



The new Krasberg factory, whose ample capacity and facilities for the manufacture and production of KRASCO Phonograph Products insure you against delays and disappointments.

**THE NEW ENCLOSED
KRASCO MOTOR**



The Farthest
Advance in
Phonograph
Engineering

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

Krasberg

PITTSBURGH VICTOR DEALERS MEET

F. A. Delano Speaks on Victor Red Seal Salesmanship Course—Standard Talking Machine Co. Host to Over 100 Dealers January 14

PITTSBURGH, PA., February 3.—F. A. Delano, director of the Victor Red Seal Salesmanship Course, which has been conducted at Camden for the past several months, was in Pittsburgh on January 14 and addressed a gathering of Victor dealers and their salespeople on the question of record selling in the auditorium of the Standard Talking Machine Co. Mr. Delano confined his very instructive and interesting address to methods of increasing interest and sales in the better class of records by means of increasing the knowledge and interest of the record salesman. Following Mr. Delano's address there was much informal discussion and many dealers expressed a desire to send their salespeople to take the salesmanship course in the near future.

While in Pittsburgh Mr. Delano visited many of the Victor dealers and addressed gatherings of

the sales force in several of the establishments.

A large number of Victor dealers gathered in the Standard Auditorium to hear Mr. Delano. The following list gives the names of the firms represented and also shows the number of representatives from each house: Johnson Music Co., Pittsburgh (2); Wainwright Music Co., Marietta, O. (1); Kaufman's Department Store, Pittsburgh (12); W. F. McLay, Carnegie (1); Collins' Drug Store, Meyersdale, (2); J. H. Phillips, N. S., Pittsburgh (9); W. A. Steadman, Butler (3); W. F. Frederick Piano Co., Pittsburgh (3); Boggs & Buhl, N. S., Pittsburgh (3); Lechner & Schoenberger Co., Pittsburgh (3); Wm. Sagner & Co., Mt. Oliver, Pittsburgh (2); Verona Music Store, Verona (2); Spear & Co., Pittsburgh (5); Half Bros., Homestead (3) Swank Hardware Co., Johnstown (5); McCreery & Co., Pittsburgh (2); Kaufmann & Baer, Pittsburgh (2); Menzer Talk. Mach. Shop, Pittsburgh (1); Mather Bros. Co., New Castle (2); D. Krasik, Monessen (2); Jos. Horne Co., Pittsburgh (3); J. D. Armstrong Drug Co., Brownsville (1); Ely Brothers, Jeannette (3); H. S. Ackerman, Greensburg (2); J. Lloyd

**ILSLEY'S GRAPHITE PHONO
SPRING LUBRICANT**

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

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

**EUREKA NOISELESS TALKING
MACHINE LUBRICANT**

Write for special proposition to jobbers.

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

Grimm, Pitcairn (2); J. C. McGinity, Blairsville (3); F. C. Wampler & Son, McKeesport (6); The Milleman Co., Zelenople (2); E. E. Schellhase, Waynesburg (2); W. J. Benjamin, Vandergrift (1); C. C. Mellor Co., Pittsburgh (6); Rudolph Wurlitzer Co., Pittsburgh (3); Kulp's-Drug Store, Braddock (3); S. Hamilton Co., Pittsburgh (5); W. J. Mullan, Sewickley (1); W. J. Mullan, Ambridge (1); H. A. Lamor, Victor Representative (1); Standard Talking Machine Co., Pittsburgh (6); Clark Wright, E. Pittsburgh (1); and many others whose names could not be secured.

AUGUSTA FIRM ADDS DELIVERY CAR

J. B. White & Co. Cover Wide Rural Territory in Two Southern States

J. B. White & Co., Augusta, Ga., dealers in Victrolas and Brunswick phonographs, have added a Ford delivery car for use of the out-of-town salesmen. This car is equipped with a special body which is an exact duplication



of a Victrola, as may be seen in the photograph. This concern is covering the greater part of two States with two salesmen and during the past year about 500 large cabinet machines were placed in the rural districts. It is the policy of J. B. White & Co. to give one year's free service within 200 miles of Augusta and Manager H. G. Ray has found this policy to be a paying one.

APPOINTED ADVERTISING MANAGER

The Rudolph Wurlitzer Co., of Cincinnati, O., has announced the appointment of Ralph Seward Heaton as general advertising manager of the company. Mr. Heaton was formerly advertising manager of the H. & S. Pogue Co., Cincinnati, a prominent department store, and was at one time associated with Barron G. Collier, Inc., New York.

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.



Full Size—C-65

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

FAULTLESS CASTER COMPANY

EVANSVILLE, INDIANA

"Move the FAULTLESS Way"

Eastern Sales Office:

Geo. Mittleman, 487 Broadway, N. Y.

THE INSTRUMENT OF QUALITY

Sonora

CLEAR AS A BELL



Semi-Permanent

NEEDLES

make business bigger!

WHEN you feature Sonora Semi-Permanent Needles you hold your present customers and bring many *new* patrons to your store, people who come to buy Sonora Needles on their friends' recommendations. *The sale of the Sonora S. P. Needle brings you a bigger profit than does the sale of any other needle!*



Attractive Counter Display Holding Six Needle Cases

Sonora Needles sell for 25c. a package of 5.

They are the greatest value because they play many times, do away with constant needle changing, sweeten the tone and increase the life of the records and because, having

parallel and not tapered sides, they prevent enlargement of the record grooves.

These needles give wonderful satisfaction, are well advertised and are in brisk demand. If you haven't stocked Sonora Semi-Permanent Needles, *do so now.* Just one reason why: *It pays!*

Three Grades: Loud, Medium, Soft

Retail prices, 25c. per card of 5. 40c. in Canada

Sonora Phonograph Company, Inc.

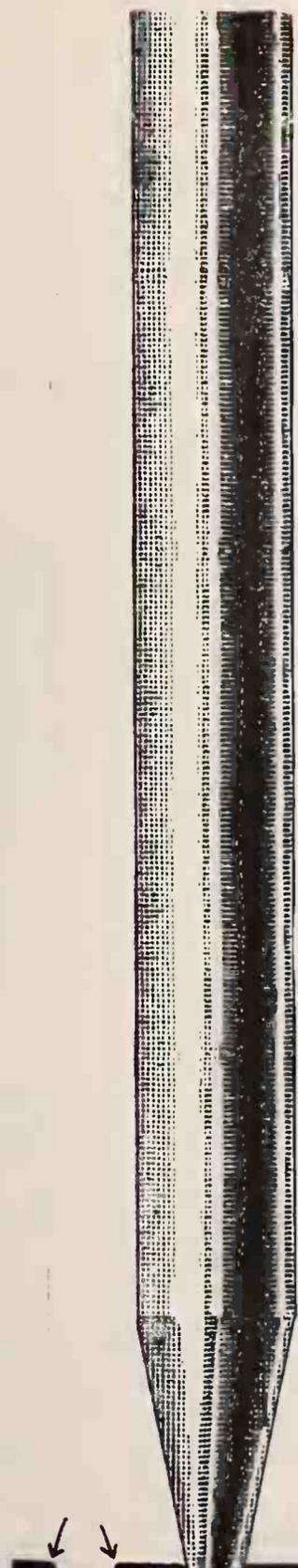
GEORGE E. BRIGHTSON, President

NEW YORK CITY: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

CAUTION!

Beware of similarly constructed needles of inferior quality.



B



C

Here's a wonderfully popular set!

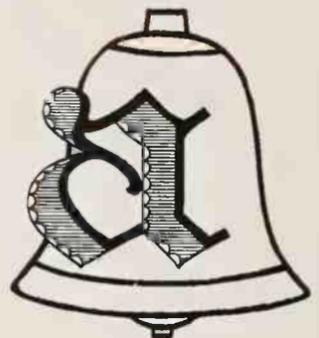
WHEN your customers see this convenient, handsome set they recognize it as something they want and can use. They buy. *Sonora, ever the leader, is first to offer the combination of ALL NEEDLES for ALL RECORDS!*



THE INSTRUMENT OF QUALITY

S O N O R A

CLEAR AS A BELL



ALL RECORD NEEDLE EQUIPMENT

Consists of a Sonora Diamond Needle in a gold-plated holder, and a Sonora Sapphire Needle in an ivory holder, both of superlatively high grade in material and workmanship and beautifully polished, with a needle point absolutely accurate in size, exactly fitting the record groove.

With these there is placed in the upper part of the case a set of Sonora Semi-Permanent Needles—two loud, two medium, and one soft.



The retail price of this equipment is \$6.25, the splendid case being free. Sales of this package have been phenomenal.

You need a stock now.

Remember—the Sonora ALL RECORD Needle equipment is of typical Sonora quality through and through. Here is a great profit maker which you should have at once. Write today.

Sonora Phonograph Company, Inc.

GEORGE E. BRIGHTSON, President

NEW YORK: 279 Broadway

Canadian Distributors: I. Montagnes & Co., Toronto

See list of Sonora Jobbers in double page advertisement in this issue.

Margaret Romaine sings her first four selections for Columbia this month. Order big! Columbia records---A-2846 and A-2847.

**Columbia Graphophone Co.
NEW YORK**



NEW BRUNSWICK DEALER SERVICE

Special Window Displays Being Prepared for Dealers—Regular Monthly Service Will Be Maintained—February Display Well Received

The Brunswick-Balke-Collender Co. has prepared its first series of window displays for its



One of the Specially Designed Brunswick Windows

dealers for use in connection with the new Brunswick records which made their appearance in the trade last month. These displays

are handsomely illustrated in color and make use of artistic cut outs and posters of Brunswick artists and record lists. These window displays form the connecting link between the national advertising campaign and the dealer's store. A regular monthly dealer service has been established and will be maintained in the future in the interests of the Brunswick dealers in all parts of the country.

The February display consists of nine separate pieces which can be used in many different combinations together or alone, and is beautifully lithographed in eight colors. The central panel of the display is a reproduction of the announcement of the new records which appeared in the January magazines. This display is sent to the dealers free of charge and is being received by dealers throughout the country with

great enthusiasm. Subsequent displays will be devoted to the monthly hits and will be in the hands of the dealer at the proper time.

MAIL MAY NOW BE RETURNED

New Act Provides for Return to Sender of Catalogs and Other Undelivered Mail Matter—Merchants Long Urged Revision of Law

For a number of years merchants of New York and other cities have been endeavoring to secure a modification of the postal laws that will permit of the return to the sender of catalogs, booklets and merchandise of all kinds in the event that it was not delivered by the post office or forwarded to a new address.

An act approved on November 19, 1919, makes provision for returning to the sender or forwarding to a new address undeliverable mail matter of the second, third and fourth classes. Hitherto these privileges attached only to first-class mail—that is, matter prepaid at the letter rate.

Under the terms of the new law payment of either the forwarding or the return postage must be guaranteed by the sender. The Postmaster General is authorized to prescribe the necessary regulations.

VICTOR-STARR LITIGATION

U. S. Circuit Court of Appeals in New York Affirms Denial of Preliminary Injunctive Relief—Merits of Case Left for Trial

A decision has just been handed down by the U. S. Circuit Court of Appeals in New York affirming the denial of preliminary relief in Victor Talking Machine Co. vs. Starr Piano Co. on the Johnson Cut Record patent. The question involved was whether the defendant should be under injunction while the case was being tried. The defendant also argued for the dismissal of the bill of complaint, but this was refused by the court and all questions involving the merits left for trial. The trial of the case is expected to take place in the near future.

The Victor Talking Machine Co. in a letter to The World state: "The case will be pushed to a final determination and all who manufacture or sell infringing laterally undulating cut records do so at their peril, and will be held to full accountability under the law."

MAKES HEADQUARTERS IN CHICAGO

N. J. Potomack, vice-president of the New York Album & Card Co., has changed his residence from New York to Chicago. This change of address will enable Mr. Potomack to devote much of his attention to the large Chicago factory of the company, the output of which has reached large proportions. Mr. Potomack will also call on the Chicago and Middle West manufacturers, many of whom are equipping their cabinets with Nyacco albums.

Gushing Young Thing: "Have you ever wondered what the lost chord really was?"

The Professor: "Probably a flat. I can't find one anywhere!"

DO YOU KNOW



RECALL
Style No. 11
Height 46 1/2 inches
Depth 22 1/2 inches
Width 20 1/4 inches

that the "RE-CALL" combines **QUALITY, BEAUTY and RICHNESS OF TONE** to make it the real surprise of the Phonograph World during the 1920 season?

It has workmanship that is above reproach, due to many years' experience in the manufacture of high grade cabinet work.

Its finish is of the highest type while its equipment is of the very best.

It sells at a price which makes it attractive to the purchaser, at the same time giving the dealer a much larger margin of profit than can be obtained from most other lines.

Four Styles—Catalog and Prices on Application.
Communicate direct with the Manufacturer.

The Huss Bros. Phonograph and Piano Co.
6-8-10 W. Canal Blvd., Cincinnati, Ohio



Particularly
for
Phonographs

Sells on Sight

YOU'D BE SURPRISED how pleased your customers will be to know that at last there is A ONE PURPOSE POLISH. You want to be able to supply them with this scientifically prepared, and therefore Perfect Polish, which not only cleans, but at the same time restores the factory finish to the varnished surfaces of cabinets.

Reflexo Retails for 25c.

and to enable you to give your customers the very best polish with the maximum profit to yourself, we are making temporarily two introductory offers:

- (1) For the Dealer who orders a minimum of five gross at \$15.84 per gross, we will additionally label the bottles "Made expressly for" —your name and address, and also send you Display Advertising Material.
- (2) To the Dealer who orders a sample shipment of a quarter of a gross at a cost of \$5.76, we will send Display Advertising Material without any additional charges.

READ THE COUPONS BELOW

CHOOSE ONE—FILL IT IN—MAIL IT TODAY



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 ¼ gross REFLEXO POLISH (with Display Advertising Material) for which we agree to pay \$5.76 upon receipt of goods and invoice.

Name _____

Address _____

BIRMINGHAM ASSOCIATION ACTIVE

Exposes Tax Dodgers and Directs a Most Successful Co-operative Advertising Campaign—Holcombe Music Co., Incorporated—Some Recent Changes in the Field—Other News

BIRMINGHAM, ALA., February 2.—Since the organization of the Birmingham Victor Association many good things have been accomplished by its members. During December the city authorities, through the efforts of the association, were put in touch with a great many dealers in talking machines who had evaded paying their taxes. This netted the city several thousand dollars and the officials were very grateful for the assistance given by the association. During the holidays an advertising campaign was conducted by the association, featuring Victor Red Seal records. All the newspaper mediums of the city were used for this campaign and it covered a period of five weeks previous to Christmas. Much benefit was derived therefrom. At the last meeting of the association the following officers were elected for the ensuing year: A. R. Boone, president; B. F. Simms, vice-president; Miss Olive B. Willis, secretary, and R. E. Weinberg, treasurer. This meeting was held in the music rooms, of the C. C. Holcombe Music Co. and a delightful buffet luncheon was served.

The C. C. Holcombe Music Co. has recently been incorporated with C. C. Holcombe, president; J. H. Holcombe, vice-president and treasurer, and S. A. Russell, secretary. The business will be conducted as previously when operated under the firm name of C. C. Holcombe.

Wm. Quinn has severed his connection with the Williams Music House and has accepted the management of the Victrola department of the Cable-Shelby-Burton Piano Co.

The friends of Miss Irene Jenkins, of the C. C. Holcombe Music Co.'s staff, were very much

distressed to learn of her recent illness and the necessity of a rest for several months. The good wishes of the local talking machine trade go with Miss Jenkins on a visit to her home in Youngstown, O., and all will anxiously await the news of her return to health and Birmingham to again take up her work.

Benjamin Hammond, for several years manager of the talking machine department of the Clark & Jones Piano Co., announces that he has recently severed his connection with that house and is now with the Talking Machine Co., Victor distributors, of this city.

The many friends of B. G. Powell will be glad to learn of his recent connection with the Maïson Blanche Co., New Orleans, as manager of the music department. Mr. Powell for some time past has been the local representative in this territory for the Columbia Graphophone Co. and enjoys a wide circle of friends.

MAKE COLUMBIA RECORDS ON COAST

SAN FRANCISCO, CAL., February 4.—When all the doors and windows of the Borgia Room were closed and barred the other day, Art Hickman and his jazz orchestra of ten ragtime musicians made six more records for the Columbia Graphophone Co. Hickman and his orchestra recently returned from New York, where they made thirty-one records for the company, and the Hickman records proved so good that the company wanted more. It was impossible for Hickman to take his orchestra to New York again for a year, so the company sent J. A. Silles and a carload of apparatus to San Francisco to make the records here.

A record was made recently as an experiment. It proved that the Borgia Room is almost ideal for making records and the apparatus was set up and Hickman and his "jazzomaniacs" turned loose. The room is a duplicate of the Borgia room at the Vatican, and to make it the same size as the room in Rome it was necessary to

A. R. Boone, general manager of the Talking Machine Co., is spending two weeks in the North, during which time he will visit the Victor factory.

A. W. Williams and C. C. Holcombe, both popular talking machine men of this city, returned recently from the Victor factory, where they attended the salesmanship course which the Victor Co. furnishes to its dealers. Both gentlemen speak very highly of the benefits derived therefrom and strongly advise each Victor dealer to avail himself of the opportunity of attending one of these classes.

Earl Silliman, for several years connected with the local staff of the Columbia Graphophone Co. and later connected with that company in its Boston branch, has returned to this city to become engaged in the retail talking machine business. Mr. Silliman has made no announcement as to his plans thus far.

put in extra walls. The result is that the double walls make the room practically sound-proof when the doors are closed, and these new Hickman records will undoubtedly be perfect reproductions of this orchestra's art.

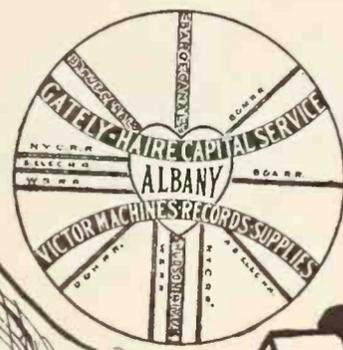
TALKERS REPLACE SINGING SOUSES

Police Sergeants Offset One Effect of Prohibition in Original Manner

The reported effects of prohibition are many and varied. According to a daily paper the desk sergeants at the police stations miss the melodies of the "singing souses" on Saturday nights so keenly that they are installing talking machines in the station houses and building up libraries of such records as "We Won't Go Home Until Morning," "The Stein Song," and that barroom favorite, "Sweet Adeline." It is declared that some sergeants are such sticklers for correct atmosphere that they insist on soaking the reproducers in wood alcohol.

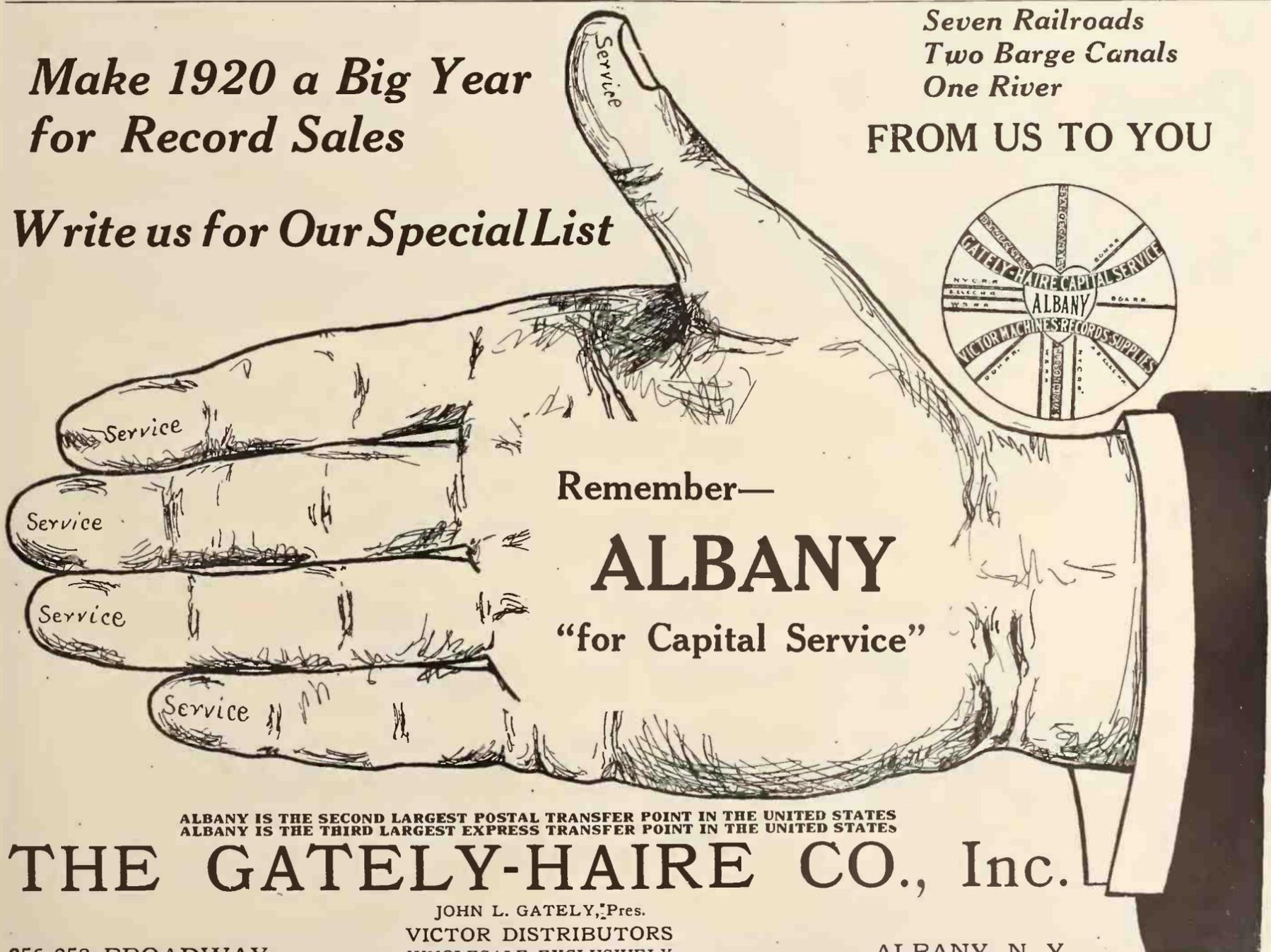
*Seven Railroads
Two Barge Canals
One River*

FROM US TO YOU



**Make 1920 a Big Year
for Record Sales**

Write us for Our Special List



Remember—
ALBANY
"for Capital Service"

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

THE GATELY-HAIRE CO., Inc.

JOHN L. GATELY, Pres.

VICTOR DISTRIBUTORS
WHOLESALE EXCLUSIVELY

356-358 BROADWAY

ALBANY, N. Y.

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

C. W. SOWERWINE WINNER IN WINDOW DISPLAY CONTEST

Edison Dealer of Huntington, Ind., Gets Free Trip to National Music Show and Necessary Hotel Expenses for Best Window Display in Contest Inaugurated by Music Trade Review

Recognizing the fact that the window display plays a vitally important part in the success of every music dealer and that this field should be stimulated in the interests of trade betterment, a window display contest was originated by The Music Trade Review last month. The prize offered for the winning display was a free trip to the National Music Show in New York City and the winner was C. W. Sowerwine, an Edison dealer of Huntington, Ind. The occasion of the Music Show made the time for the con-

of the pictures sent in were Bruce Barton, prominent writer and advertising authority, now of Barton, Durstine & Osborn, New York; Arthur Freeman, formerly advertising manager for R. H. Macy & Co. and sales director of Gimbel Bros., now head of Einson Litho, Inc., specialists in window display advertising, and C. M. Tremaine, director of the National Bureau for the Advancement of Music.

In rendering their decision, these judges considered the following points: the artisticness of

any one instrument or a combination of any or all of them could be advertised. The decision of the judges could be awarded on any display, whether it contained one class of musical goods or many classes.

The many good qualities possessed by the majority of the photographs sent in made it a difficult matter for the judges to choose one which should receive the prize. It was an interesting fact to note that by far the larger part of the displays were devoted to talking machines entirely or to talking machines and small musical instruments. The percentage of displays featuring pianos was comparatively very small. It may be that the rush of holiday business found most of the music stores bare



Holiday Window Display Which Won The Music Trade Review's Two-Hundred-Dollar Prize in Music Shop Trip Contest

test an especially appropriate one, for dealers from all parts of the country met in New York and exchanged their personal ideas regarding every phase of the industry.

The judges who chose the picture of Mr. Sowerwine's window display as being the best

the display; the "idea value" of the display; the propaganda value of the display along "music in the home" lines, and the merchandising value of the display. These window displays were not confined by the rules of the contest to any one class of musical instruments,

of pianos and players, and few were available for use in window displays. It may also be that dealers consider the talking machine a better medium and more easily handled in a display of this kind and for this reason used it so extensively.

S
SERVICE

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SELLS

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SERVICE

Oké **HITS** a Combination
Hard to Beat

DARDANELLA—The greatest Dance Record of all time now ready with other Big Hits. We can supply them NOW

4045 { Pretty Little Rainbow Waltz
In Your Arms Fox-trot } 4040 { On Miami Shore Waltz
Now I Know Fox-trot }

Exceptional facilities for New York, New Jersey and Connecticut Dealers to get the livest Record Proposition in the trade

Phone Barclay 5728
for Service

ZIEGLER, BAKER & JOHNSON

100 Chambers Street
New York City

BUFFALO VICTOR DEALERS MEET

Midwinter Banquet of Local Victor Retailers Well Attended—F. A. Delano the Guest of Honor—Salesmanship School Explained

The Buffalo Victor Retail Dealers' Association held its midwinter banquet at the Buffalo Consistory on Friday evening, January 16th. The dinner, which was attended by more than 100 representatives of the Victor retail industry in Buffalo and the surrounding cities, proved to be a very enjoyable one and most interesting because of the presence of F. A. Delano, head of the Victor School of Salesmanship conducted at the Victor plant.

Immediately after the guests were seated at the table, the War Veterans' Quartet rendered several selections, which were highly entertaining and appropriate for the occasion. The banquet which followed progressed through its numerous courses without interruption until after the coffee had been served. Mr. Heinike, of Denton, Cottier & Daniels, the president of the association, then arose and expressed his unbounded pleasure at being able to see the association once more convened.

F. A. Delano, of the Victor Co., was then introduced by the president. Mr. Delano spoke of the value of the Victor School of Salesmanship. His address, which covered most completely this course in instruction, was given in such an entertaining manner that, although extending over an hour's time, he held the interest of his audience during its entire length. He brought out the fact that not only did those who attended the school familiarize themselves more intimately with the Victor Red Seal catalog, but also learned psychology of salesmanship, correct presentation, the manufacture and quality of the Victrola, and also had the opportunity to meet personally the executives of the Victor Co. and the great singers who record under exclusive contract for them.

At the close of Mr. Delano's address the president called on Olin L. Neal, director of the Buffalo Talking Machine Co., Victor wholesalers. Mr. Neal in a few words most eloquently pictured the future of the Victor retail business, stating that he believed it would be only a short time before enough merchandise would be forthcoming from the factory to satisfy the demands of every Victor dealer. He also touched on the value of the association to its members, in that the co-operative effort of the association might bring about results needed in the industry, which could not be obtained through disconnected effort.

C. N. Andrews, of W. D. & C. N. Andrews, Victor jobbers of Buffalo, N. Y., was the next

speaker. He spoke on co-operation between the members of the association, stating he believed it would bring about better business for all.

At the close of Mr. Andrews' speech, Edward Lyman Bill, of The Talking Machine World, was called upon to say a few words. Mr. Bill humorously pointed out the many small points in salesmanship and in store courtesy which are necessary in conducting a successful business.

An interesting and most pleasant surprise to all present was the announcement that Mr. Delano had secured the services of his sister to act as accompanist to him in rendering a few selections. Although Mr. Delano tried to impress upon his audience by a few words before commencing to sing that he was entirely out of practice, his rendition of certain operatic selections proved most conclusively that he was a master in singing as well as in salesmanship.

NEW MACHINERY FOR BOOTH CO.

Manufacturers of Talking Machine Felts in Brooklyn and Chicago Busy

The Booth Felt Co., Inc., which has for almost twenty years operated plants in both Brooklyn, N. Y., and Chicago, Ill., has in recent years given much attention to the products needed by the talking machine manufacturer. This includes turntable felts, motor felt washers, motor brake felts, needle rest felts and cabinet strip felts, products of which they always carry a large stock, thus assuring prompt deliveries.

For the purpose of giving the utmost co-operation to the manufacturer they have installed much special machinery, together with dies of every dimension, so that they are equipped to make quick deliveries of other than the stocked products.

TALKING MACHINE TRADE GROWS

Several models of the Dusonto phonograph, manufactured by the Belcanto Co., Inc., New York, are on display in the retail warerooms of Jacob Doll & Sons, 112 West Forty-second street. A large shipment of Pathé machines has also arrived, being a part of a consignment which was due to arrive in time for the Christmas trade but did not arrive until the middle of January. Manager Fred Doll has found that the talking machine end of his business is growing rapidly and the Pathé machines and Pathé records are selling rapidly in New York.

Russell Wells, son of Charles E. Wells, head of the Charles E. Wells Music Co., Denver, Col., was married recently to Miss Marie Gillespie.

J. F. DRAKE WITH C. C. MELLOR CO.

Former Victor Traveler Joins Wholesale Victor Department of Large Pittsburgh House—A Graduate of the Victor Salesmanship School

PITTSBURGH, PA., February 2.—J. Frederick Drake, who was formerly connected with the Victor Talking Machine Co.'s travel department and stationed in the New York State territory, and who later left the music industry, has again entered the talking machine field and is now connected with the wholesale Victrola depart-



J. F. Drake

ment of the C. C. Mellor Co. Mr. Drake is an experienced Victrola man and recently took the Victor salesmanship course, which is being introduced among the staff of Victrola employes who are under the supervision of John Fischer, the well-known manager of the Mellor Co.'s Victor interests. Mr. Drake for a time was also connected with the Gately-Haire Co., Victor wholesalers in Albany, N. Y.

W. H. McINNES MADE MANAGER

Wm. H. McInnes has been appointed New England district manager for Brown-McManus & Co., the well-known talking machine, record and accessories jobbers. The firm has opened up an office at 41 West street, Boston, Mass., with Mr. McInnes in charge.

NYOIL

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

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

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

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

NYOIL will lubricate the machinery and polish all woodwork

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

WM. F. NYE, NEW BEDFORD, MASS., U. S. A.

NYOIL is put up in the following sizes:

- No. 32 (Can) 1 Quart
- No. 128 " 1 Gallon
- No. 540 " 5 Gallon

NYOIL is put up in the following sizes:

- No. 1 Bottle 1 ounce
- No. 4 " 3 ounces
- No. 8 " 8 ounces

A RECORD-FLASHER

REG U S PAT OFF

Should Be On Every TALKING MACHINE



AT LAST

A NEW LIGHT that will apply to every make of talking machine in the world.

It is reliable, easily applied, and will give perfect satisfaction.

Beautifully finished in nickel and gold.

Both lights and batteries are fully guaranteed.

Low in price, within reach of every talking machine owner or buyer.

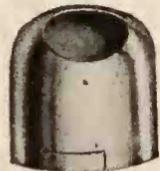
Big discounts to dealers. Write your jobber or direct to us for descriptive circulars outlining our selling and advertising campaign.



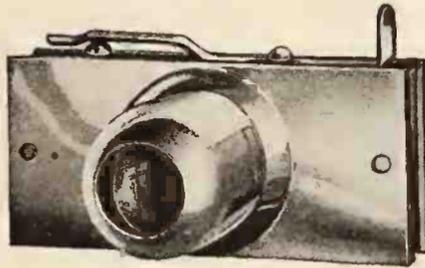
RETAIL PRICES

Nickel Finish	\$2.25
Gold Finish	3.00
Special RECORD-FLASHER Battery75

ENTIRELY NEW PROPOSITION



Angular



Vertical



Horizontal

Each package complete as illustrated above



STANDARD ACCESSORY CORPORATION

355-357 East Water Street

MANUFACTURERS
and
PATENTEES

Milwaukee Wisconsin U.S.A.



Mardones sings two deep sea songs "Rocked in the Cradle of the Deep" and "Asleep in the Deep" that will make your customers go deep into their pocket books! Columbia Record, A-6134.

Columbia Graphophone Co.
NEW YORK

COLUMBIA GRAPHOPHONE MFG. CO. SECURES INJUNCTION

Fulton Phonograph Co. Restrained From Use of Any Imitation of Plaintiff's Trade-marks by Injunction Issued by Judge Mayer in United States District Court

An important decision was handed down recently by Judge Mayer in the United States District Court, Southern District of New York, wherein an injunction was granted to the Columbia Graphophone Mfg. Co. in an action which it instituted against Paul Davidson, doing business as the Fulton Talking Machine Co. in New York City, New York. Judge Mayer's decision, which is a very important one, reads as follows:

"This cause having come on to be heard upon the return of the order to show cause herein, dated December 18, 1919, and upon the bill of complaint herein, duly verified, and upon the affidavits of Harold S. Brady, Arthur E. Germaize and John G. Ray, herein, and upon the exhibits annexed and referred to in such papers, and each of them, from which it appears that the plaintiff is the owner of United States registered trade-marks Nos. 54,714, 93,429, 95,705 and 183,012, and each of them, and that the defendant has infringed the said trade-marks, and the plaintiff's rights thereunder, and the other rights of the plaintiff related thereto, all as alleged in the complaint herein, and no cause having been shown why a preliminary injunction should not be granted herein as prayed, and defendant's counsel consenting.

"Now, after hearing W. Laird Goldsborough,

Esq., counsel for the plaintiff, and Henry B. Mitchell, Esq., counsel for the defendant, and after due deliberation, it is hereby

"Ordered that the defendant, Paul Davidson, his attorneys, agents, servants and workmen, be, and they hereby are, restrained and enjoined during the pendency of this suit and until the further order of this court, from making, selling, advertising or offering for sale talking machines or parts thereof, talking machine records, or the like, not manufactured by the plaintiff, designated in any manner by name or marks, or any or either of them, shown and described in U. S. Certificates of Trade-mark Registration Nos. 86,714, 93,428, 95,703 and 123,012, or any or either of them, or any colorable imitation thereof, or of any or either of them, or in such manner as to be calculated to lead or deceive the trade or the public into believing that in purchasing the defendants' said goods they are purchasing the product of the plaintiff, and from using the said names and marks, or any or either of them, in any manner in infringement of the plaintiff's equitable rights, and in particular from selling or offering for sale or disposing of in any manner whatsoever, directly or indirectly, any talking machines or parts thereof, talking machine records, or the like, not manufactured by the plain-

tiff, bearing the words and marks "Columbia," "Grafonola," "Note the Notes" and the so-called Tied Music-Notes and the circle, in infringement of plaintiff's said trade-marks Nos. 84,714, 93,428, 95,703 and 123,012, or any or either of them, in any manner, or form in any such manner representing that his goods are the product of the plaintiff.

(Signed) "J. M. MAYER.

"United States District Judge."

PATHE BUFFALO DEALERS MEET

Listen to Addresses by President Widmann, H. N. McMennimen and James Watters

BUFFALO, N. Y., February 4.—The convention of Pathé dealers in this section of the country was held Jan. 14 at the Lafayette Hotel, this city. There were two sessions. At the morning reunion James Watters, of the Dealers' Service Department of the Pathé Frères Phonograph Co., spoke most interestingly on "Dealers' Service." At the luncheon which followed the dealers present discussed various phases of the Pathé business and were entertained by Grace Hoffman, soprano, and Lewis James, tenor. The afternoon session was opened by an address by Eugene A. Widmann, president of the Pathé Frères Phonograph Co. H. N. McMennimen, managing director of the Pathé Frères Phonograph Co., also spoke. A discussion followed on "What Will Increase Record Sales" and "Accessories That Will Help the Phonograph Business." The honorary guests of the occasion included the speakers, O. N. Keiss, field supervisor, and the artists who entertained the guests. The convention was a decided success.

The Buffalo Wholesale Hardware Co., Pathé distributors, was well represented, the following executives and members of the sales organization being present: Charles H. Smith, president; N. A. Taber, vice-president; J. P. Becker, vice-president; A. W. Weaver, secretary; Henry Machmer, assistant secretary; W. M. Thompson, treasurer; M. B. Zeluff, assistant treasurer; C. H. Elliott, C. P. Morrison, sales managers and Earl B. Dryden, manager phonograph department. Fayette Nims, H. E. Bristol, W. S. Boyd, John Marshall, R. H. Neckers, F. R. Woodside, W. K. Ruger, H. J. Taft, W. A. Riggs, N. Alt, B. Hartnett, C. F. Geyer, J. A. Webber, W. J. Becker, A. E. Stevens, Ross C. Lamoreaux, O. E. Eyeington, J. S. Becker, N. B. Noxsel, L. J. Pike, F. Swagler, H. Hill, J. J. Gibbons and A. A. Weaver also attended.

REPAIR SPECIALISTS IN BUFFALO

Gaulin Bros., Buffalo, N. Y., have opened up a repair shop specializing in the repair and upkeep of reproducers and parts. The headquarters of the new store are in the Market Building and the members of the firm are Michael A. Gaulin, formerly of W. D. Andrews, and Frederick J. Gaulin who was with the Columbia Co. for some time.

HOW ABOUT IT?

For a long time now we
have claimed that

THE DE LUXE STYLUS

Is the Best Semi-Permanent Needle Made

Plays 100—200 Records
No Scratch—No Hiss
Three for 30 Cents

Free Samples—Circulars—Discounts
Gladly Furnished

Duo-Tone Co., Inc.

Manufacturers of Talking Machine Needles

ANSONIA, CONN.

You can't afford to be without THE DE LUXE STYLUS

The Brunswick



The ULTONA
PLAYING A BRUNSWICK RECORD.

These Ideas Won

How Brunswick advancements have won many thousands of friends. These are facts that concern every dealer

Nearly all phonograph buyers were, at first, restricted to one make of records. To offset this limitation, some makeshifts were offered.

But it was Brunswick's happy opportunity to present to musical America that remarkable creation, the Ultona.

This all-record reproducer plays each record exactly as it should be played. At the turn of a hand it presents the right needle and the right diaphragm to any make of record.

The Ultona focused the attention of music-lovers everywhere upon the Brunswick Method of Reproduction.

Then we announced the Brunswick Tone Amplifier—another betterment. It is made entirely of wood, avoiding the harshness of tone produced by the cast metal throat commonly used.

By developing this all-wood, violin-principle amplifier and constructing the Brunswick according to musical laws, we were able to endow it with a tone quality hitherto unknown.

The Ultona and the Tone Amplifier are but two features of the Brunswick Method of Reproduction.

Yet they contribute largely to the superiority it has attained.

The way to judge a phonograph is by comparison. We are justly proud of the fact that the great majority of our dealers have chosen The Brunswick by this method.

And this is the test we invite from every buyer. We know what their verdict will be. And as we have profited by the building up of a great dealer organization through comparison, so can the dealer create profitable business for himself.

Another aid to dealer success lies in our latest triumph—Brunswick Records. They, too, set new standards. For we have included all the best features of record-making and have added the missing element!

Each Brunswick Record is produced under the supervision of a noted director. Thus we unite the talent of the artist with the genius of the composer.

This brings a new significance into recorded music enjoyment. And you will note, as you hear them, that Brunswick Records bring something better.



THE BRUNSWICK-BALKE-COLLENDER COMPANY

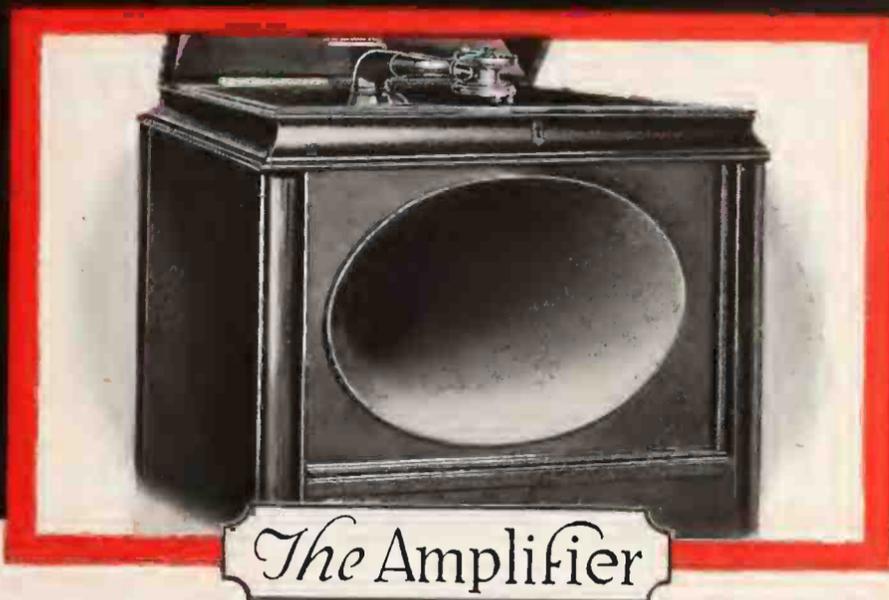
General Offices: 623-633 S. Wabash Ave., Chicago

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

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

Brunswick
PHONOGRAPHS AND RECORDS

Method of Reproduction



All Brunswick

We make our phonographs complete. We do not assemble parts made by others. All Brunswick features are our own

This is to confirm the fact among dealers that Brunswick Phonographs are *not* assembled, like many others.

Every Brunswick is 100 per cent Brunswick.

We realize that most phonographs are assembled. We know of only one other concern with a policy like ours.

In the beginning, it is true, we bought some parts elsewhere. But we soon found it a mistake. There were too many variations. Too many parts had to be rejected by our inspectors.

So we decided that we would make Brunswicks *completely in our own shops*, however great the initial investment.

It has been a wise policy. We would never go back to the old way. We have found, by experience, that our 100 per cent method is the right way for us—the right way for our dealers—the right way for phonograph buyers.

This policy gave us the opportunity to install and maintain the most rigid standards. And thereby to guarantee every mechanical part for the life of the instrument.

We need never compromise with quality. We can control it. We are surer of uniform production.

Brunswick cabinet work, for example, is the finest obtainable. We profit by 76 years of experience in wood craftsmanship. For the House of Brunswick has been long-famous for its excellence of wood workmanship.

Thus it is throughout our entire organization—in our model factories.

In every manufacturing policy we strive for the utmost—no money is spared in adopting betterments. No half-way measures are sufficient. Nor ever have been, in all these successful years of the House of Brunswick.

And all who know this concern are quick to recognize its ideals, its business integrity.

We give you the facts. We show you the size of this company—the breadth and soundness of its policies.

These policies have a telling effect upon Brunswick dealers.

They give him honest merchandise. They entrench him against all competition.



THE BRUNSWICK-BALKE-COLLENDER COMPANY

General Offices: 623-633 S. Wabash Ave., Chicago

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

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

Brunswick
PHONOGRAPHS AND RECORDS



WHO PAYS MOST EXCISE TAXES?—YOU'D BE SURPRISED

Connecticut District Heads List in War Excise Tax Returns on Musical Instruments Under the Revenue Act of 1917—Fifty Per Cent Ahead of New York—Big Returns Under 1918 Act

Here is a question for you members of the trade who pride yourselves upon knowledge of facts and figures concerning the production of musical instruments. Where are musical instruments of the greatest value manufactured? New York or Chicago, you'll say, most probably. But you're wrong, brother, you're wrong.

The annual report of the Commissioner of Internal Revenue offers some figures that are as interesting as they are valuable, as indicating the districts in which the bulk of musical instruments of the tax-paying type are produced. It would naturally be assumed that with New York as the piano and player-piano manufacturing center of the country, and with thousands of talking machines manufactured or assembled in this city, the taxes paid would overshadow the figures from any other district. As a matter of fact, the Internal Revenue District showing the largest return in excise taxes on piano players, phonographs, etc., under the Revenue Act of 1917 (3 per cent tax) was Connecticut, the total taxes being \$635,276.56. The next district in volume of taxes was the first New Jersey with a total of \$447,384.35, and the grand total for the first, second and third New York district, taking in the entire metropolitan area, was only \$333,156.18. The first district of Illinois, taking in Chicago, registered a total of \$383,435.59, while the fifth district of New Jersey, in the northern section of the State, registered a total of \$223,761.52. Some States had no reports to make, and the smallest amount reported from any one district was in that of North and South Dakota, where the return on musical instruments was 12 cents, although in the same district over \$6,000 was paid on automobiles and over \$4,000 on jewelry.

It must be understood in considering these figures that the piano industry paid taxes only on piano players and that at a 3 per cent rate. Although there are many players and music rolls manufactured in Connecticut, the heavy tax returns without question are due to the location in that State of the factory of the Columbia Graphophone Co. Likewise, the returns from the first and fifth New Jersey districts are traced to the fact that the plants of the Victor Talking Machine Co. and of Thomas A. Edison, Inc., are located in those districts.

Under the provisions of the War Revenue Law of 1918, New York came strongly to the fore and headed the list with the total amount of taxes paid at \$1,441,841.65, this for the third New York district alone. The first Illinois district, taking in the city of Chicago, was second with a total of \$1,082,135.14. Connecticut, the leading district under the 1917 act, increased slightly during the 1918 act and registered a total of \$738,122.26.

In considering all these figures under the 1918 act, it must be remembered that the tax rate was increased to 5 per cent, and taxes paid on musical instruments were not classified separately in the commissioner's report, the figures including the total of taxes paid on pianos, talking machines, sporting goods, chewing gum, cameras, yachts, etc., so that definite figures on musical instruments are not obtainable.

That the music industries played no small

part in adding to the revenues of the country during the emergency period is indicated by the fact that the total receipts in war excise taxes on piano players, talking machines, etc., under the Revenue Act of 1917 made a grand total of \$2,393,245.99 up to June 30, 1919. The returns since that date have naturally been much heavier owing to the fact that pianos are included among the taxable instruments, and the tax rate is now 5 per cent.

THE TIME TO PLAN IS TODAY

When the doors close in the evening that is no sign that there is nothing more the dealer can do. Tonight is the time to plan for tomorrow.

INAUGURATE NEW BONUS PLAN

Standard Talking Machine Co. Adopts Point System for Rewarding Efficient Employees

The Standard Talking Machine Co., Victor wholesalers of Pittsburgh, Pa., have announced a new bonus plan as a reward for efficient work on the part of their employees. The employees will be rated each month on the following basis: Efficiency, five points; team work, three points, and punctuality, two points. Each point will count as 1 per cent of the monthly salary of the employe and a perfect score each month will entitle him to a bonus of ten per cent of his month's salary. The bonuses will be paid at the end of the year.

The Premier Phonograph File Co., New York, has been incorporated for \$51,000 by J. Michaelis, A. E. Chernack and A. N. Ditterman, 51 East Forty-second street.



FEDERAL ELECTRIC SIGN



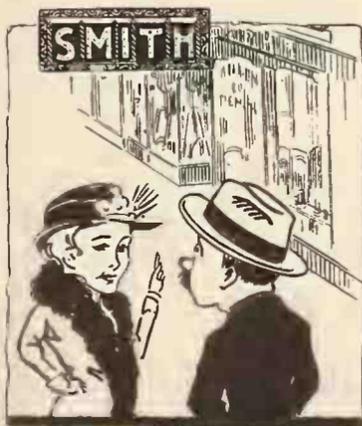
—12 Months to Pay

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

—Works nights and holidays after you close your store.

The beautiful Federal Electric sign as shown above gets the constant attention of people who pass your place of business after business hours, as well as during business hours. And on holidays when the business rush is forgotten, the people take more time to look around and observe things. They will see your sign, and because of its clean-cut distinctiveness remember it. It is the salesman that never tires, and that is forever suggesting to prospects that they trade with you.

This beautiful porcelain enameled steel sign is finished in blue and white. The white letters on an embossed blue background glisten in the daytime and sparkle at night. Never needs refinishing or painting; an occasional washing keeps it looking like new. Costs only a few cents a day for electricity—there is no other expense. Pays for itself many times over in increased business. Send coupon for full information and prices.



Let's go look at Smith's window

Tear Off and Mail Coupon Now

FEDERAL ELECTRIC COMPANY

representing

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

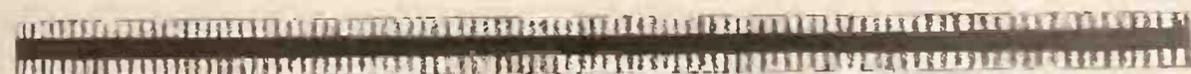
Please send me full information on Porcelain-enameled Steel Sign for my business. Explain your 12-months-to-pay Plan.

Name City State

Street and No. Business

Store Frontage No. of Floors

(T.M.W.-2.)



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.

"TALKER" WINS CASE IN COURT

Jury Quickly Renders Verdict in Favor of Defendant When Machine Is Demonstrated

A demonstration given on a talking machine before a jury in Geneva, N. Y., last month is given credit by attendants at the trial for a verdict which Charles E. Buck, a local music dealer, won from the jury hearing the case.

Buck was sued by Joseph Hartley for \$25. Hartley alleged that he paid Buck \$25 as a deposit on a talking machine which he was to purchase for \$100, providing a demonstration to be given later to his wife was satisfactory. He alleged that the demonstration was given and that the machine was not satisfactory, and that he so informed Buck and demanded the return of his money.

Buck, who appeared as his own attorney and tried the case before a jury, declared that Hartley bought the machine and that there was to be no further demonstration. He maintained that Hartley owed him \$75.

Just before the proof closed Buck had a machine, which he declared to be the one in question, brought into the court room. He played a number of selections, ending with a lively jazz piece, and then asked that the jury return a verdict awarding him \$75 and Hartley the machine. The jury, after being out a few minutes, returned a verdict for the full amount asked by the defendant.

Later in the afternoon Hartley called at the court, paid the amount of the judgment, and took the machine demonstrated to his home.

NEW COMPANY FORMED IN FT. WAYNE

FT. WAYNE, IND., February 6.—There was recently incorporated in this city the Wm. A. Waggoner Talking Machine Co., which will manufacture the Wayne Opera-Phone. The company plans to have a factory in operation in Ft. Wayne by the first of April. W. A. Waggoner is president of the company, Geo. E. Benchel is vice-president and J. C. Waggoner is secretary and treasurer.



Elyea Talking Machine Co.

11 North Pryor Street
Atlanta, Georgia

Announces the taking over, effective February 1st, of the business of the Elyea Company as Victor distributors.

The ELYEA TALKING MACHINE COMPANY offers the Southern Victor Dealer the skilled service and co-operation of a specialized, efficient and exclusive talking machine organization.

It stands for the very best interests of the trade.

Exclusively Wholesale

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

CLOSED RECORD-BREAKING YEAR

Southwestern Drug Co. Tell of Their Progress
— in the Development of Sonora Trade

WICHITA, KAN., February 6.—The Southwestern Drug Co., of this city, distributors for the Sonora phonograph, are more than satisfied with the results of 1919. In a recent interview regarding conditions the company said: "Competition has been keen, and it continues to be keen—but the only noticeable result is the ever-increasing demand for the Sonora. Owing to this demand from our present dealers we have been unable to establish further agencies, for which there have been frequent inquiries. A large number of our agencies are in towns of less than 2,000 population, and the volume of their business will make many a city dealer sit up and take notice.

"An almost incredible instance of small town business is that with the Eagle Drug Store of Ingersol, Okla. Its proprietor, Ivan Morgan, has been averaging in this little town of 300 population more than three sales a month since he took on the agency in 1918. In the large towns and cities our dealers are having wonderful success, the new 'Elite' proving to be a big factor in increasing business. Bradbury Bros., leading phonograph dealers of Alva, Okla., are featuring this model with excellent results. C. Irion & Son, of Harper, Kans., are also developing unbelievable sales volume with the bulge design models."

START ON SALES CONTEST TOURS

SAN FRANCISCO, CAL., February 5.—Forrest E. Brackett and Arthur H. Sule, traveling representatives for the Walter S. Gray Co., of this city, jobbers of talking machine accessories, have provided themselves with fast, high-powered automobiles and have already started the race for supremacy in salesmanship for the year 1920. Mr. Brackett left recently for the Northern trip, and Mr. Soule the following day for the South. Mr. Soule travels as far down the coast as Sante Marie and then crosses over the mountains to Bakersfield, traveling by the San Joaquin Valley. The first few days of the trip for both of these popular travelers indicate that 1920 will be far ahead of 1919 in sales and that they will certainly need their automobiles to cover the ground adequately.

SEND FOR ILLUSTRATED PRICE LIST AND FREE SAMPLE

"GLOBE" TRANSFER NAME PLATES

DEALERS EVERYWHERE APPLY THEM ON PHONOGRAPHS, PIANOS, ETC.

GLOBE DECALCOMANIE CO.
JERSEY CITY, N. J.

VITANOLA

The Phonograph of Marvelous Tone



VITANOLA
FOURTEEN

WHAT IS THE TONE FILTER?

—The Tone Filter brings music from the Vitnola freed from harsh surface noises and blasts—

This elimination of practically all outside noises is responsible for the Vitnola's marvelously sweet and life-like tone.

"Tone Filter" is a term applied to the combination of features and construction which is responsible for the clearness of Vitnola music.

Use Any Make of Record—

The Vitnola instantly, without extra attachments, adapts itself to the playing of any make of disc record on the market today, whether of domestic or foreign manufacture.

To Dealers

Write today for a real business-building, profit-making proposition—literature and the book "How to Make a Phonograph Dept. Pay—BIG" will be included.

Metropolitan Sales Representatives: **M. M. Roemer Sales Corp.** 400 WEST 23rd ST. NEW YORK, N. Y.

VITANOLA TALKING MACHINE COMPANY, 508 West 35th Street, CHICAGO, U. S. A.



Announcement

We have opened offices and show rooms with
warehouse facilities in

THE BUSH TERMINAL BUILDING

130 WEST 42nd STREET

NEW YORK

showing L'ARTISTE PHONOGRAPHS in
regular and console models of unusual merit,
unequaled in tone, finish and design.

You are cordially invited to call.

Prompt and courteous service.

Good territory now open.

THE PHILADELPHIA SHOW CASE CO.

Room 845

THE BUSH TERMINAL BUILDING

NEW YORK

GROWING SENTIMENT IN FAVOR OF THE STEPHENS BILL

Measure to Prevent Misuse of Trade-marked Articles Will Be Brought Before Congress as Soon as Railroad Legislation Is Out of the Way—Federal Trade Commission Formally Approve Bill

WASHINGTON, D. C., February 5.—The so-called Stephens bill, which it is claimed will prevent the misuse of well-known trade-marked articles as advertising bait to deceive the public, it is now learned, will be actively pushed by its friends as soon as Congress shall finally dispose of the railroad and water power legislation now in its last stages. For several years representatives of wholesale and retail organizations throughout the country, as well as manufacturers, have been coming to Washington and urging the passage of the Stephens bill. It is said that more than eight hundred national and state associations of merchants are solidly behind the measure and that only the intervention of the war prevented its consideration two years ago. The Federal Trade Commission, after exhaustive hearings and prolonged investigation, has sent two special reports to Congress recommending legislation and formally approving the Stephens bill. This has greatly encouraged its friends in and out of Congress in confidence of early action. The decision to resume active work for the enactment of the bill was reached after a series of conferences here this week and the American Fair Trade League, which has been directing the movement, today issued a statement, through its Executive Committee, composed of prominent business men and economists, setting forth the need for legislative relief and calling for active work. The committee statement, as given out at the local office of the League, reads as follows:

"The effect of the decision of the Supreme Court of the United States in the Colgate case, on the right of manufacturers to refuse to sell and on the broader question of control of resale prices, has been made the subject of controversy to an extent that makes appropriate an exact statement of the position of the American Fair Trade League.

"The American Fair Trade League was founded with the intention of bringing about improvements in trade practices and laws which should more amply protect manufacturers, producers and dealers generally against unfair competition, with special reference to that character of unfair competition which has arisen because of modern trade practices, particularly because of the new form of good will and property created through advertising of trade-marked or branded merchandise, and the misappropriation of this asset by unscrupulous merchants through cut-price advertising of such merchandise, and the serious injury, not only to the producers of

the article, but also to other persons engaged in legitimate trade, as well as to the general public.

"It is our belief that the American Fair Trade League has been very effective in bringing about a great change in the attitude of mind of the public at large, and especially of legislators and lawyers, with relation to this subject, and that the clearer and better understanding now of such matters is largely due to their efforts.

"The League, therefore, hailed with great satisfaction, as a real triumph, the Colgate decision, which has done much toward clarifying the situation. There now seems danger that some people may believe that the principle is acknowledged and the case won and they may rest upon their oars. Such is far from being the case. It is necessary that the Colgate decision should be very much strengthened by ad-

PROVES A GREAT TRADE PROMOTER

The Amplifone, Which Relays Music Over the Phone With Distinctness, Grows in Favor

The Amplifone, a device perfected and patented by Carl R. Anderson and E. B. Knight, of Indianapolis, Ind., has been established in Victor retail stores from coast to coast. Some of the recent shipments made of this remarkable record selling innovation have been to A. Hamburger & Sons, of Los Angeles, Cal., Rhodes Bros., Tacoma, Wash., and His Master's Voice, Ltd., Toronto, Canada.

A report from one of the Amplifone users, speaking of the great clearness and distinctness in which the instrument relays music over the telephone, says that their Telephone Company has arranged for installing a block of one hundred plugs, which will allow one hundred people to listen at the same time to any music selection.

Another statement has been made to the effect that within a half an hour a record clerk sold \$22.00 worth of records among six customers by the use of the Amplifone. Canadian patents are being secured by the Amplifone Co. and a campaign is being planned to make known the merits of this instrument from Canada to the gulf.

Jay L. Chambers, superintendent of schools, Providence, Ky., is a believer in the value of music in education and has purchased several talking machines for use in the local schools.

ditional court decisions and its meaning clarified before other tribunals will accept it as having finally settled anything. As, for instance, the Federal Trade Commission has not dismissed the complaints which they have brought covering similar cases, maintaining that this decision does not cover those cases; their attitude in those cases will be very largely influenced by the decision of the United States Supreme Court in the pending Beech-Nut case.

"It is, moreover, our opinion that court decisions like the Colgate and Beech-Nut cases, while highly desirable to secure, cannot finally dispose of the evil, as there are many forms of business not able to readily avail themselves of the principles there laid down. There can be no complete, permanent settlement until the principles involved in the Colgate and Beech-Nut cases have been fully recognized and supplemented by appropriate legislation.

"We, therefore, urge that our members relax no efforts to secure the passage of the Stephens-Ashurst bill, which has the endorsement of the Federal Trade Commission."

WANTED A MODERN PERIOD STYLE

William and Mary Design Was Too Costly but Mutt and Jeff Had the Right Appeal

The following story which reflects the manner in which some people apparently regard period styles in musical instruments or furniture, is vouched for by a Fifth Avenue salesman, who is too cautious, however, to have his name published.

According to the salesman, the prospect came in to buy a period style machine for his wife. "Here's a beautiful Louis XVI model," said the salesman, "and it's only \$600." "Too much," replied the customer. "Well, how about this William and Mary design. Only \$450?" said the salesman. "That's more than I want to spend," remarked the customer. "Haven't you something in Mutt and Jeff for about \$200?"

Needless to say this evidence of culture caused the salesman to gasp.

FURNISHED A PATHE FOR MITZI

During the appearance of Mitzi in "Head Over Heels" in San Francisco, at the Columbia Theater, Byron Mauzy furnished a Pathé phonograph for use in the production. Manager H. B. Savage wrote asking for a Pathé machine and stated that he had selected it because it best met the requirements demanded by the show. The windows of the Mauzy store were appropriately decorated, showing the actress in scenes of the play and featuring the records used.

Ready for 1921?

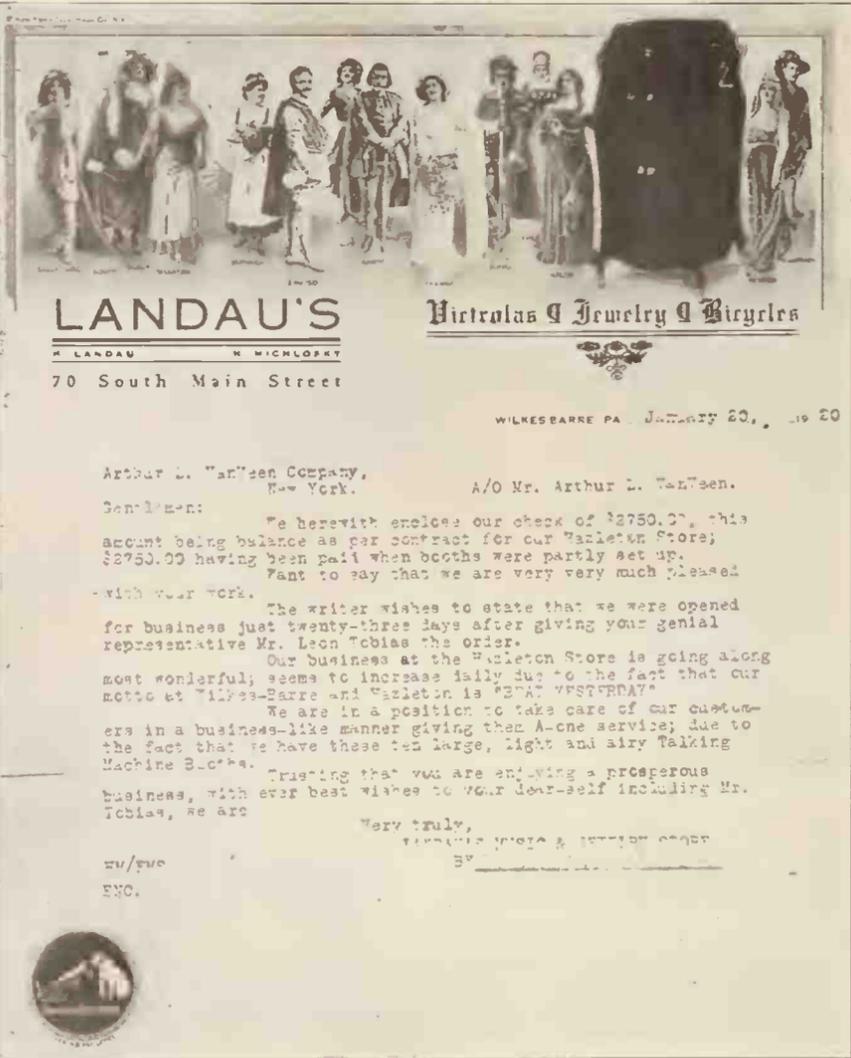
IT IS OUR EARNEST CONVICTION that the wise Victor dealer of to-day is the man who is so conducting his 1920 business that he will be a lap or so ahead of the "average music dealer" a year from to-day.

We are preparing some plans that are tangible and for which we invite your consideration.

Ask us to put you on our mailing list to receive a new publication in which we are going to talk better merchandising *with* the Victor Dealer—not *at* him.

CLEVELAND TALKING MACHINE CO.
CLEVELAND, OHIO





"He Pays and Smiles"

This letter is typical of the many received bearing evidence of the promise fulfilled.

Will You Smile with Him?

**OUR SERVICE
MAKES PAYING A PLEASURE**

Van Veen
"BED SET"
**Booths
 Sectional
 Record Racks
 Record
 Sales Counters**

"The proof of the pudding"



Demonstration Booths

**VAN VEEN
 Bed Set
 Installation**
 at
**LANDAU
 MUSIC HOUSE
 Hazleton, Pa.**



Record Filing Department

Van Veen installations are built to your particular needs.



Musical Merchandise Department

Send for Details
 It will place you under no obligations.
 We will be pleased to tell you of the many fine points of the Van Veen installations.

ARTHUR L. VAN VEEN & CO., 47 West 34th Street, New York

Telephone Greeley 4749

VERY ACTIVE IN CIVIC AFFAIRS

W. B. Glynn, Sonora Jobber, Re-Elected President of Saxtons River (Vt.) Board of Trade—Prominent in Community Activities

At a banquet of the Saxtons River Board of Trade, Saxtons River, Vt., Walter B. Glynn, head of the Walter B. Glynn Distributing Co., Sonora jobbers, was re-elected president of the organization. Mr. Glynn was also elected a member of the Board of Trustees of the Vermont Academy, the scope of which institution is being enlarged.

At the meeting of the Saxtons River Board of Trade a committee was appointed to recommend legislation to Congress in relation to deporting or punishing revolutionist advocators, and a committee was also appointed to investigate and report to Congress such recommendations as they deemed wise in relation to the incorporating of labor organizations. Plans are under way to erect a suitable memorial dedicated to the soldiers of 1861-1865 and 1914-1918.

It will be seen from this that Mr. Glynn not only has time to sell all the Sonora phonographs that his company can possibly get hold of, but also devotes a considerable portion of his time to the civic activities of his community. Incidentally, it may be mentioned that the Walter B. Glynn Distributing Co. closed a record-breaking business in 1919, their sales totals being limited only by the available goods.

"HEARING" A PRIZE FIGHT

It is reported that the promoters of the Dempsey-Carpentier fight are so obsessed with the idea of raking in all possible coin as a result of the go, that they are soliciting bids from talking machine companies for the privilege of making records of the referee's count at the knockout.

WILL ERECT ADDITIONAL FACTORY

National Vitaphone Corp. Will Build New Plant at Plainfield, N. J.—Company Has Just Closed a Number of Important Contracts

In a recent chat with The World, C. B. Repp, president of the National Vitaphone Corp., Plainfield, N. J., manufacturers of Vitaphone motors, reported the closing of several important contracts during the past few weeks. One of these contracts, which was closed with a well-known Canadian manufacturer, was consummated after a thorough trial and test of Vitaphone motors, and this Canadian manufacturer will use these motors exclusively in his product during the coming year.

In connection with these large contracts, Mr. Repp stated that plans are now being drawn for a new three-story building, 80 feet by 175 feet, which will adjoin the present factory in Plainfield. The work on this new building will be started immediately, and Mr. Repp is now making arrangements whereby this new plant will prove of material assistance in giving efficient service and co-operation to the manufacturers using Vitaphone motors.

SECURE LARGER FACILITIES

Kirkman Engineering Co. Arrange for More Extensive Manufacturing Facilities in Order to Meet Increasing Trade Demands

The great demand for K-E automatic stops has necessitated the Kirkman Engineering Corp., manufacturers of this stop, to secure larger manufacturing facilities. Accordingly, on February 1, 1920, they took possession of their new buildings at 484-490 Broome street, New York, where, with the greatly increased facilities which will be available, they expect to be in a position to meet all demands.

The Kirkman Engineering Corp. are now making their plans for 1920 and agree to ship all orders that are booked on the dates specified.

AUTHOR OF TECHNICAL BOOK

Samuel Wein, who is well known in the talking machine industry, has just written a very interesting book entitled "Selenium Cells, and How They Are Made." In this publication Mr. Wein has presented a number of technical facts which will be quite valuable to those interested in the technical development of the talking machine industry.

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"



Time Money
Worry Expense
Profits

Do you realize the many advantages of purchasing your accessories "All From One Source?"

For instance—One customer estimated that he effected a saving of over 50 per cent in transportation charges.

Prompt shipments are another feature of our Service. You save time because we can ship promptly. We always carry large stocks on hand.

You can save money by confining your purchases to us because we buy enormous quantities and have a tremendous outlet. You get the benefit of this in cheaper prices.

Buying troubles become almost nil when you know that whatever you want can be bought "All From One Source."

Your profits are automatically increased by our Service because delays mean loss of sales and that means less profit.

Why not try us out to-day?

Send a sample order for any of the items that are featured in our advertisements that follow in this issue.

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.

New York Office, C. E. Peabody & Co., 143 Chambers St.

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

Eliminating the Overlapping of Tone Waves

By EUGENE T. TURNEY, of the Crippen Co., New York

Minor imperfections in phonographic reproduction have long been a matter of discussion and study. They have been observed by critical users. Those familiar with acoustics know perfectly the cause and effect, but have found difficulty in supplying a perfect solution.

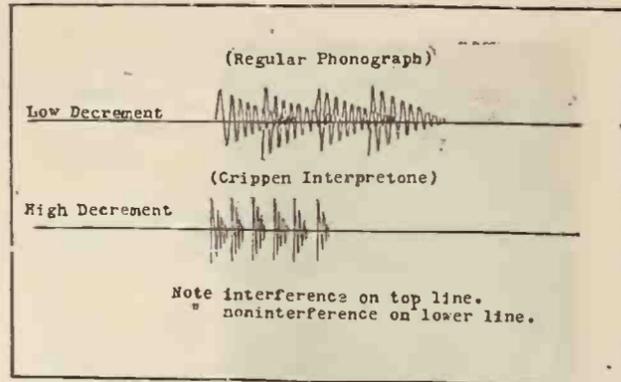
The trouble, as the critical listener will recognize it, is the seeming tangle or jumble of sounds produced by one tone treading on the tail of another, so as to give a slightly blurred effect to the whole rendition, instead of the sharp and clarified definition that the original music would have. Skilled music men know it to be the actual overlapping of tone waves, or the sounding of a second note before the first one has died out, so as to create a continuous reverberation and produce the independent waves that mar the perfection of the reproduc-

tion. Through experiment, study and scientific researches in connection with phonographic, telephonic, wireless and kindred subjects, not only has the cause of this trouble been exactly defined, but, I believe, an effective means of remedying it has been provided. This device has been embodied and is receiving its first practical demonstration in the Crippen Interpretone.

The exact nature of the device by which this result is accomplished cannot be described without going into a mass of technicalities that would be unintelligible to any but an acoustical engineer or other scientist. But what it does, and why, together with the accompanying diagram, will render the matter clear to the lay observer.

What the device does in reality is to compel each tone to keep its tail out of the way of

the next one, as the diagram shows very clearly and simply. Described in technical terms, it produces a high decrement in the diaphragm, which, in plain words, means a rapid decrease or diminution in the sound waves following the striking of each note, so that the waves of one reach the vanishing point before the next one is struck. Thus each note, or tone, is given its



The above diagram visualizes in a very simple manner what happens in the phonograph, or any other musical instrument, when one tone is sounded before the waves created by the last previous one have ceased to vibrate, and explains the idea of one tone treading on the tail of another. The lower figure shows how the Crippen Interpretone governs the sound waves so that each tone clears the way for the one that is to follow.

own clear sound, all alone and unmixed with any other sound, and then ends, leaving the way clear for the same thing to happen to the next one.

The device, therefore, does for the phonograph precisely what the dampers do for the piano, only in this case much more delicately and perfectly, and what this means to phonographic music all lovers of the instrument will readily imagine in delighted anticipation.

MOVES TO LARGER QUARTERS

SAN FRANCISCO, CAL., February 5.—The San Francisco offices and stock room of the Western Jobbing & Trading Co., California and Western Oregon distributors of Emerson Gold Seal Records, are now established in spacious, well-equipped quarters at 115 Jessie street. The fast-growing demand for Emerson records necessitated the removal to larger quarters, and in its new home the company will place at the disposal of its dealers carefully arranged conveniences for transacting record business.

RECORD YEAR FOR NEEDLES

The Brilliantone Steel Needle Co., New York City, report that 1919 was the greatest year in the history of their organization. The demand for the various grades and styles of the Brilliantone steel needle has been exceptionally large and the display case furnished for use on the dealers' counter has proven very popular. B. R. Forster, president of the company, recently returned from a trip to the Middle West and reports conditions in that section are exceptionally fine.

E. J. CHAPMAN IN SOUTH

Edgar J. Chapman, head of E. J. Chapman, Victor jobbers, Rochester, N. Y., is spending the winter in Florence Villa, Florida. Mr. Chapman is accompanied by his wife. It is expected that he will not return before Spring.



Backing Up the Promise to Serve With the Ability to Fulfill

During nearly half a century devoted to the production, manufacture and distribution of mahogany lumber and veneers this company has built its wide clientele through backing up the promise to serve with the ability to fulfill the promise.

Mahogany Lumber and Veneers

Today with all branches of the industry coordinated under one organization we are in better position to serve you than ever before.

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.

TALKING-MACHINE

CABINETS

FOR THE TRADE

GLENWOOD CABINET MFG. CO.

S. E. Cor. 22nd and Glenwood Ave.

PHILADELPHIA, PA.

EXHIBIT AT PENNSYLVANIA HOTEL, Rooms 1420 1421, New York, UNTIL MARCH 1st
N. JERLAW IN ATTENDANCE

NEW YORK

CHICAGO, ILL.

QUINCY, ILL.

DAYTON, OHIO

OTSEGO, MICH.

FOR THE
BEST
QUALITY OF
TONE
CONSTRUCTION
FINISH AND
DESIGNS



100%
VALUES
GUARANTEED
AS TO
EQUIPMENT
AND
DELIVERIES

New York Address
M. L. KESNER
47 W. 34th Street
Telephone
6251 Greeley

KESNER & JERLAW
PRODUCERS OF
EXCLUSIVE PHONOGRAPHS
FOR THE
JOBBER AND LARGE DISTRIBUTORS

Chicago Address
N. JERLAW
316 So. Clark Street
Telephone
2646 Wabash

Write for Prices and Particulars

WE GUARANTEE EVERY PHONOGRAPH
FOR THE PERIOD OF ONE YEAR AGAINST
ALL MANUFACTURERS' IMPERFECTIONS



MODEL B



MODEL A



MODEL C



MODEL D



MODEL G



MODEL E



Self-Service and Its Application to the Talking Machine Business

By a Member of the Columbia Co.'s Dealer Service Staff.

These are the days of strenuous merchandising. Production problems with resultant stock shortages and the unprecedented high operating and marketing costs have put a burden on the retailer that can only be met with new selling methods and improved store equipment.

The salesflow personnel that worked to capacity a few years ago, although representing a far greater expense to the dealer, has no equivalent expansion in sales efficiency. In other words, the dealer is paying considerably more for the same volume of business to-day without

a proportionate increase in cash receipts and profits as talking machines have not been advanced in the same degree of percentage as general merchandise.

The rapidly changing conditions, however, do

not permit a general acceptance of many of the improvised devices and rather uncertain selling plans that have been developed locally from time to time. In fact, nothing resembling an universal solution to the high overhead and operating expenses of retail merchants has been presented, unless it is the "Self-Service Plan."

Cash record business, admittedly constituting 75 per cent of the dealer's revenue, and surely representing the bulk of his overhead operating expense, is the subject of first consideration when means of relief are sought. The dearth of good floor salesmen during the war necessitated dealers' dependence on inexperienced and inadequate selling help and a greater reliance on their customers' willingness to wait on them-

selves. Where one man would be left in charge of a large store or department with only a few incapable assistants during a busy spell it was only possible to take records from the rack and deposit them with waiting customers, forcing the customers to play them alone and to make selections without sales guidance or suggestions. But this condition, although an unquestionable detriment to sales, in its entirety, did not come into existence without a redeeming virtue nor pass without leaving a moral. It was this: National advertising and its created prestige for talking machine dealers, having instilled a certain confidence on the part of the buying public, put the product of well-known manufacturers above suspicion of imperfection and established dealers as an organization that would "make good" dissatisfactions and even exchange with willingness unheard records that were found undesirable at home. It invited.

(Continued on page 45)

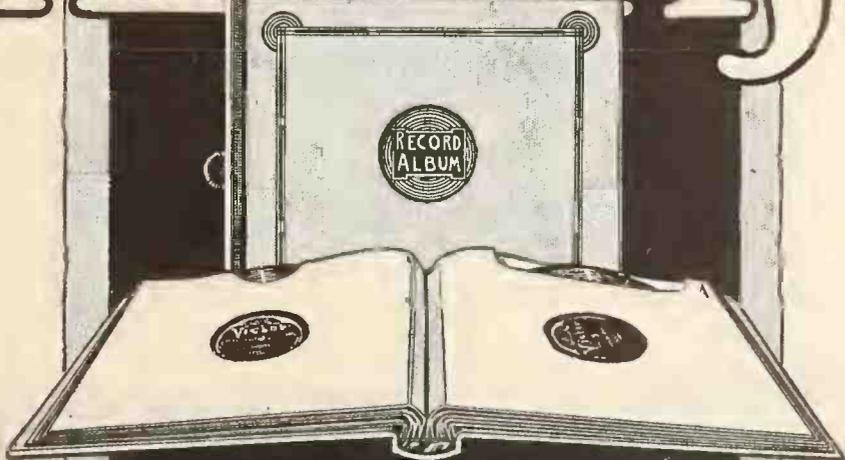


Self-Service System Used in Booths



Self-Service Fixture No. 8

ALBUMS



BUY DIRECT
FROM MANUFACTURER

THE BOSTON BOOK CO. INC.

57-65 Hope Street, Brooklyn, N. Y.
501-509 Plymouth Court, Chicago, Ill.

The
BEACON
 PHONOGRAPH

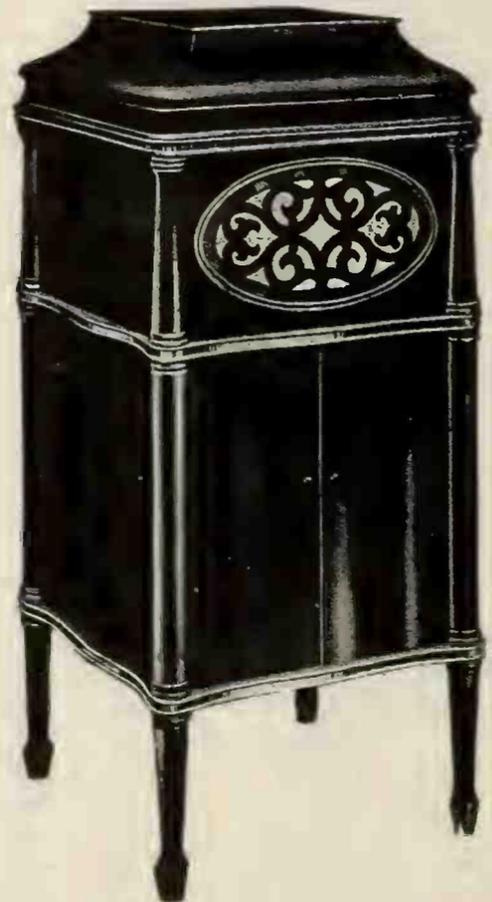
This instrument is created for the better grade of dealer who desires to handle a phonograph that is distinctive and of unquestionable superiority to those now on the market.

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.



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.

SELF-SERVICE AND ITS APPLICATION TO THE TALKING MACHINE BUSINESS—(Continued from page 43)

encouraged and actually created with the public the "buy-without-hearing habit."

Dealers who most felt the pressure of selling expense and were ready to jump at any suggestion that offered relief arranged their sales floor with long counters and cumbersome boxes of records from which customers might help themselves and promoted the "Self-Service

record by name or number the clerk would take it from the rack, consider it sold, put it in a delivery envelope, and concentrate his customer's attention and his own selling efforts on another record.

Accordingly, "Self-Service" and the buy-without-hearing plan took root with dealers the country over and not only presented immediate

of every Columbia dealer and further pointed the way for "Self-Service" on a more elaborate scale.

Attacking the proposition squarely, as it was then represented, the acknowledged principles of "Self-Service" as they existed in other lines of business were taken into advisement and enumerated as follows:

1. The merchandise must be easily accessible to patrons to handle and inspect.
2. A plain invitation either in the form of the display itself or a tersely worded card should attract patrons to handle, inspect and choose.
3. Display of goods should be so arranged that a number of patrons might inspect and select at the same time, like a bargain counter, where the choice by one customer incites a quick selection by another.
4. Self-Service counter or fixture must have the personal attention of a clerk, who will be alert to wrapping the choices of patrons and to make change.
5. Self-Service must not replace personal salesmanship—merely assist it and make personal selling attention (where this is liable to burden customers with obligations to make hasty selections) less odious or objectionable.
6. A few articles are conducive to a quick decision, but a large and liberal display of merchandise is more pleasing and interest compelling to customers and invariably productive of larger sales.

With the proven success of the No. 7 fixture, the Self-Service idea was taken up vigorously by the dealer service department and considered from every angle where it could afford further reduction of overhead expense for the dealer. The first fact to become apparent was that a greater variety of records, a more extensive selection, should be placed before the patrons of the store. The second was that service, quick and effective, should be rendered "he who runs"; the man in a hurry who wants a few of the best and latest records on his way home and has no time to sit in a booth and hear them played. The third was the need for a fixture that would typify self-service, say "self-service" in a glance and educate the public to the self-service plan. Combining these three important facts and eliminating the objectional features of long tables, boxes or other cumbersome receptacles, experiments covering several months were made. The result is the No. 8 Self-Service record display fixture pictured here. This is 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 shops.



Self-Fixture No. 8 in Practical Use

Plan" for all it was worth. There was even introduced at this juncture a personal selling method which proved extremely efficacious to dealers and thoroughly agreeable to the trade. Up to this time the rule of handling a customer had been to approach him as to what was desired, to get that record from rack, take the customer into a booth and play it. The customer listened patiently and often decided that the record he thought he wanted would not do and consequently threw himself upon the salesman for "something better." This, quite evidently, was a roundabout method of service and a practice that could well be eliminated. In the confusion of a busy day it would clog the store machinery, reduce the efficiency of the salesman and irritate the patience of customers. The logical solution was this: When a customer would enter the store and ask for a

advantages in actual reduction of selling expense and a ready solution to the help problem, but opened a wide channel of future sales development.

In the analytical contemplation of the new sales plan it developed that some sort of standard store equipment would be necessary to its universal introduction and the dealer service department of the Columbia Graphophone Co. was allotted the task of preparing a suitable fixture for all of their dealers, one that would be effective for the large department store as well as for the small dealer.

The first efforts of the dealer service department produced a small wall picture for booths and sales corners that would display six records of either the 10 or 12-inch size, equipped with a caption card listing definite selections. This fixture, known as the No. 7, went into the shop

Victor Dealers—

will find in our new wholesale store every facility for the marketing of

VICTROLAS and RECORDS

Our New Location at Penn Avenue and 12th Street

brings our wholesale department to within one block of the Pennsylvania Station.

Be Sure to visit the Model Victor Sales Room on the first floor.

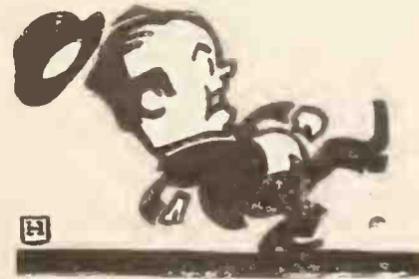
Mellor's

PITTSBURGH, PA.



LUCKY NUMBER WINS BRUNSWICK

B. B. Lane, of LeRose, Ill., was the holder of the lucky number in the prize drawing held on Christmas day at the music store of H. J. Wernsman in that city. The prize was a Brunswick phonograph and the lucky number 1099.



YOU'RE SLIPPING

up on a good opportunity to get acquainted with a monthly envelope service for Victor dealers exclusively, if you do not fill out this coupon and mail it AT ONCE.

My Name is.....
The Firm Name is.....
Our Address is.....

LU-FRANC SALES SERVICE
1202 Dime Bank Building Detroit

Increasing Rapidly in Sales

Lundstrom
CONVERTO

PATENTED DEC. 11, 1917

Talking Machine CABINET



Since its introduction by Victor Dealers who were first to recognize its profit possibilities, sales of Lundstrom Converto Cabinets have increased by leaps and bounds.

More and more dealers all over the country are daily realizing that its sale means substantial *extra profits* for them.

These extra profits are derived in two main ways — (1) by the sale of Convertos to present owners of Portable Victors; (2) by providing the Victor Dealer a combination of Standard Portable Victor Instrument with a Converto Cabinet, which sells much more readily and at no higher price than low-priced cabinet machines of unknown make.

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

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

Converto
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 Rudolph Wurlitzer Co.
Cleveland, O.....Cleveland Talking Machine Co.
 The Collister & Sayle Co.
 The Eclipse Musical Co.
Columbus, O.....The Perry B. Whitsett Co.
Dallas, Tex.....Sanger 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.
 Schmelzer Arms Co.
Jacksonville, Fla.Florida Talking Machine Co.
Memphis, Tenn...O. K. Houck Piano Co.
Milwaukee, Wis...Badger Talking Machine Co.
Mobile, Ala.....Reynolds 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.
 Knickerbocker Talking Ma-
 chine Co.
Omaha, Neb.....Mickel Bros. Co.

Peoria, Ill.....Putnam-Page Co., Inc.
Philadelphia, Pa. C. J. Heppe & Son.
 The Geo. D. Orustein 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.

Sybil Sanderson Fagan's whistling of the "Nightingale and the Frog" and her incidental whistling in Prince's Orchestra's "Whistling Rufus" will make you whistle at the size of your receipts. (A-2838)

Columbia Graphophone Co.
NEW YORK



W. R. LONG WITH W. A. WATKIN CO.

Takes Post as Manager of the Columbia Grafonola Department and Record Service

DALLAS, TEX., February 2.—W. R. Long has been appointed manager of the Columbia Grafonola department of the Will A. Watkin Co.,



W. R. Long

prominent music dealers of this city. Mr. Long, who is an enthusiastic Columbia man, will also have charge of the Watkin record service department in addition to his duties as manager of the Grafonola department. He has had a great deal of experience in selling talking machines and has confined his efforts particularly to the Columbia line. His appointment to the position of manager of the Watkin department is a recognition of his success as an expert in the talking machine and record field.

PREPARING 1920 PUBLICITY

The advertising department of the Sonora Phonograph Co. has advised Sonora dealers that during the current year they will receive advertising material for display purposes far superior to that which has gone out in the past. The large and small monthly posters which have been sent to dealers rolled in a mailing tube have been discontinued. Posters similar to these may be sent occasionally, but will not be included every month as in the past.

During some months, the service will include several pieces, such as the illustrated feature cards which are now being sent out to dealers as the first part of the 1920 service. This set consists of ten individual cards, each of which describes and illustrates in seven colors one point of Sonora distinctiveness, such as tone control, wooden horn, wooden tone arm, universal tubes, sound-box, motor, guaranty, bulge design, etc.

The F. A. Starr Co., Camden, N. J., has been incorporated with a capital of \$125,000, to manufacture talking machines.

TEMPERAMENT IN RETAIL STORES

Attitude of Proprietor Reflects Upon Sales Force—Useless to Preach Ideas and Theories If They Are Not Practiced by the Preacher

The pervading temperament in the store or business institution really has its source in the proprietor. It is all right to theorize on courtesy and to lay out detailed instructions to manager and salesmen of lines to follow in carrying out systematic courteous treatment. Still, the important fact remains that whatever is the natural temperament or disposition of the owner is likely to reflect itself clear through the institution to the most distant employe.

This is a fact in business that is too often overlooked. There are too many people who think that they can make by precept whatever temperament seems best for an institution. It can be helped in this way, but after all it will be found on careful analysis that the real temperament of the business comes from the owner

or whoever has actual charge of it and his manner or disposition will pervade the whole establishment. It may not immediately affect every man in the place, but between its effect on the men and the natural selection in the course of time of men in harmony with the owner in temperament, it is the owner's temperament that comes eventually to prevail all over the business institution. If you have doubts on this question make a study of it, and you will likely be surprised at the extent to which the disposition of the owner controls the temperament of the entire place.

PATENT GRANTED FOR CLAY NEEDLE

And now we have talking machine needles made of clay! It must be true, for a patent has been granted. The inventor is H. R. Straight, of Adel, Ia., who is said to have conducted a long series of experiments. The Adel Clay Products Co. has been organized to make these needles.

Created a Sensation at the New York Music Show

**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 and a "Gold Bond Guarantee."

**LAWSON UNIVERSAL DEMAND
Is Increasing Faster than Production**

Agents' Territory Allotments now being made as fast as new business can be handled. Your application should not be delayed.

SOLD DIRECT TO DEALER AT JOBBER'S PRICES

LAWSON PIANO CO.

Executive Offices
372 East 149th St. NEW YORK

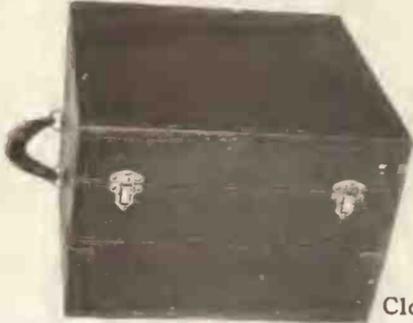
Factory
2572 Park Ave.

Portable Machines

Wade Talking Machine Co
WHOLESALE DISTRIBUTORS.



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.

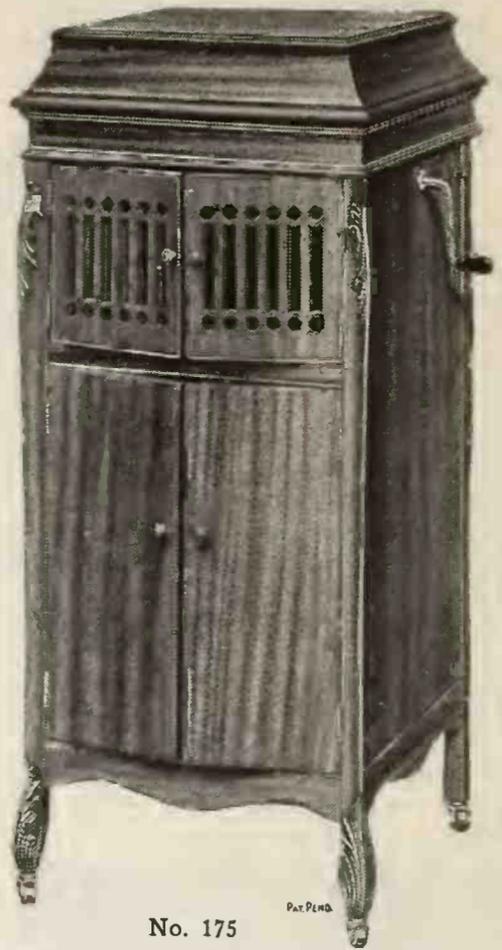
Add \$15.00 to list price for Six Albums.
WRITE FOR DEALERS' DISCOUNTS

Chicago
Jobbers
OKEH
Records

COMPLETE
STOCK

Lateral - Cut
and
Hill - and - Dale
Numbers

WRITE FOR OUR NEW
CATALOGUE



Pat. Pend.

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



Pat Pending

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

SOME CONSTRUCTIVE SALES IDEAS ON MERCHANDISING

Frank Steers, of the Magnovox Co., Sonora Jobbers on Pacific Coast, Sets Forth Some Practical Views on Talking Machine Merchandising—Cites Number of Interesting Experiences

Under the heading of "Here Are Western Ideas," there appeared in a recent issue of the "Sonora Bell" a very interesting interview with Frank Steers, general manager of the Magnovox Co., Sonora jobbers, San Francisco, Cal. Mr. Steers, who was a recent visitor to New York, gave practical and informative views regarding the retail merchandising of talking machines and records, stating in part as follows:

"On my way East I passed through a country section in which there is a music salesman who is cleaning up big money. He has a five-ton truck and starts out on a Monday morning with it loaded to the top with three pianos and six phonographs. He travels around in out-of-the-way places and usually returns on Saturday with the truck empty or with old exchanged instruments in it and in the right inner pocket of his vest are nine nice notes from farmers who have been convinced that they need music in their homes. This selling by auto-truck is a continuation of the plans which put the sewing-machine people on the map and, when increased production makes it possible, will be applied aggressively in the phonograph industry.

"A dealer will find that by almost leaning over backwards in an effort to treat his customers squarely he will soon win a reputation that will make his sales far greater than he would ever deem possible. In one instance a \$300 phonograph had been sold to a man and his wife. One hundred and seventy-five dollars had been paid on this when the woman sued her husband for divorce.

"The phonograph salesman went to repossess the machine and was lucky enough to find both husband and wife in at the same time. He explained that they wanted to do the right thing and asked the customers' opinion of how best to go about this. The man finally agreed that the woman should take the phonograph. To accomplish this, the \$300 phonograph was returned to the store and a phonograph for \$175 was sent to the woman.

"This is a regular custom. Instead of repossessing phonographs on which a part payment has been made, the phonographs are taken back and a new phonograph of a lower price, equivalent to the amount already paid in, is substituted.

"In certain stores no records are allowed to go out on approval. It is explained to the customer that it is desirable always to furnish brand-new records and this would not be the case if it were permitted that records be returned. Also, for sanitary reasons, it is best that all records sent out should be on a permanent basis.

"The external appearance of a store window has a great deal more to do with increasing trade than most people imagine, unless they study the subject pretty carefully. It is a good policy, if the store is large enough, to have a special finisher go over the display stock early each morning so as to have it glisten as it did the day it came from the factory. The metal work should be polished brilliantly and not allowed to become dull and tarnished. A slight

effort in this respect will make sales much easier than they would be were this apparently trifling point neglected.

"I can take you to a cobbler who sells no new shoes, but merely repairs old ones. He has some repaired shoes in his window neatly pol-



Frank Steers

ished and so carefully placed against a background of handsomely colored ribbons and velvets that they look in much better shape than the brand-new shoes shown at a nearby store.

(Continued on page 50)

The Motrola

will be backed up with a big National Advertising Campaign during 1920

Ask your jobber to tell you all about the *big profits* other dealers are receiving through the sale of the Motrola, or drop us a line direct and give the name of your jobber.

JONES-MOTROLA, Inc.

29 West 35th Street
New York City





Nobody knows how well the Hickman Trio from Art Hickman's Orchestra plays "Nobody Knows" and "Wonderful Pal" till they hear them; then everybody knows. A-2839.

**Columbia Graphophone Co.
NEW YORK**

"LIVE" IDEAS ON MERCHANDISING

(Continued from page 49)

"Some years ago it was not uncommon to have a business sell 50 per cent. records and 50 per cent. machines. At present it is not uncommon to find that records total only 25 per cent. but that machines have advanced to 75 per cent. of the total sales. This does not mean that the volume of record sales has decreased. In fact, they have greatly increased. It only means that by studied effort the sales of phonographs can be pushed to a very high mark. It is not unusual for some stores in the larger cities to take in \$100 a day in records at retail.

"On phonograph sales in the West it is possible, through proper salesmanship, to make 60 per cent. of the sales for cash. An 8 per cent. interest charge is made for time payment accounts. The advantage of the 5 per cent. cash discount when clearly explained to customers results in many cash sales. It is well to

point out that a 5 per cent. discount means \$5 saved on \$100 so that \$5 saved is really 5 1/4 per cent. of the \$95 purchase price.

"It is becoming more and more the custom for reputable houses to charge interest on instalment accounts and the public is becoming quite used to it and is making no complaint.

"People like to trade with a store that not only looks good but feels good. During the influenza epidemic one store I know of disinfected the store with powerful germicides four times a day. One substantial sale was traced directly to this. A woman came in to look over some instruments and finally bought one. She confided to the salesman, 'I was standing outside your store and it smelled so clean and fresh and healthful that I decided I would come in here to look at the phonographs you handle.'

"One feature of store construction which it would be well for dealers everywhere to remember is that booths should preferably be of glass throughout or of glass in the upper portions so that anyone inside the booth can look

over the entire store. A glass booth makes a small booth look considerably larger than it is. It lets in more light and adds to the apparent comfort. No curtains should be placed on these booths, as women customers desire nothing that savors of privacy and like to be able to see over the entire floor and to be seen.

"Some of the most successful dealers are frankly advising purchasers of new phonographs not to buy too many of the popular hits. The reason is simple. If a person plays a popular song too long he generally gets tired of the song and of the phonograph as well, which means a decrease in record sales.

"Sometimes when customers come in and complain that the phonograph does not seem to sound as well as it did when they bought it, we analyze the trouble as being a not uncommon disease of overplay-itis. We ask them whether they have been playing the phonograph constantly and they admit that they have. We tell them that they have been playing it too much. 'Go home,' we say, 'and give the phonograph a rest for a couple of weeks. It will sound all right when you start to play it again.'

"Some customers who have a trifle reluctantly followed our advice to purchase the more serious records have, in a comparatively short time, become 'high-brow' music lovers of the first grade and the percentage of quality music to popular has shown a steady increase in favor of the former.

"In many stores it is customary to have a central stockroom from which records for demonstration are secured. Progressive stores are abandoning this plan and furnish to each salesman an individual album containing one or two dozen records, which will be most favorably received. This not only means a saving in time, but it makes certain that records will be played which sound best on the phonograph and will not make it necessary to rely on suggestions by the customer as to what should be played because the records which the customer suggests may be all of one type or may not fully bring out the beauties of the instrument and of the records.

"Everyone likes to get something for nothing, especially if it is useful. Some stores are either giving away or selling at a very low price a record brush made out of carpet. This has the store's advertisement on the back and is gladly received by the store's patrons."

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

COTTON FLOCKS

.. FOR ..

Record Manufacturing

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

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

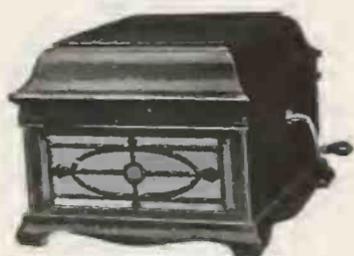


Grade "D" Cover with No. 3 Straps.

REG. U. S. PAT. OFF.

Paramount Talking Machine

Select PARAMOUNT PRODUCTS to supply your customers in 1920, because you can give them RECORDS and NEEDLES of the same name as the INSTRUMENT, under the same trade mark and guarantee.



V—\$70.00



X—\$100.00



XV—\$125.00



EXCLUSIVE TERRITORY OPEN
WRITE FOR YOUR OPPORTUNITY

REG. U. S. PAT. OFF.

Paramount Records

Lateral Cut—10-inch—Double Disc

Solve the Record problem. Eliminate the necessity of apologizing and explaining that the instrument you are selling will play all Records. Sell the

PARAMOUNT TALKING MACHINE and its component the **PARAMOUNT RECORDS** as well as the necessary accessory **PARAMOUNT NEEDLES**.



XX—\$165.00



XXV—\$200.00



XXX—\$250.00

REG. U.S. PAT. OFF.
Paramount Talking Machine Co.
PORT WASHINGTON, WIS.





COLUMBIA GRAPHOPHONE CO. BUYS FIFTH AVENUE SITE

Building at Thirty-fourth Street and Fifth Avenue, Now Occupied by Columbia Trust Co., to Become Permanent Headquarters of Columbia Graphophone Co.—To Be Enlarged

The Columbia Graphophone Co. has purchased as a permanent home the Columbia Trust Co. Building, located on the northwest corner of Thirty-fourth street and Fifth avenue, New York, held at \$3,000,000. Nine additional stories will be added to the present structure, bringing the total amount of the investment close to \$4,000,000.

The property, which consists of a four-story structure on a plot fronting 69.9 feet on Fifth avenue by 100 feet on Thirty-fourth street, was sold by Max N. Natanson, an operator, who bought the land and building from the Columbia Trust Co. on November 25, 1919.

McKim, Mead & White are preparing plans for the additional stories, which, when completed, will be occupied as the executive offices of the Columbia Graphophone Co.

The corner, which was formerly the site of the famous A. T. Stewart marble mansion, was

purchased in January, 1901, by Charles T. Barney for the Knickerbocker Trust Co. from three different interests, the Butler family, the Clinch family and Bessie T. White, wife of Stanford White.

The property then included an additional forty feet on Fifth avenue and an additional fifty feet on Thirty-fourth street, which land was subsequently sold for other improvement. The Knickerbocker Trust Co. then erected the present building as banking quarters for one of its branches. In June, 1912, the Knickerbocker Trust Co. merged with the Columbia Trust Co. The Columbia Trust Co. has retained a lease on the ground floor for a long term of years, and will continue to occupy the premises.

The present building was designed by McKim, Mead & White, and is one of the architectural landmarks of the city. It was originally built with the idea of at some time adding to its height, and the foundations are sufficiently strong for the erection of the nine additional stories.

The Columbia Graphophone Co. has been occupying quarters in the Woolworth Building as its executive offices for the past seven years, but the tremendous growth of the company's business has made its executive home quite inadequate for administrative purposes. In its new building the company will have ample facilities to take care of its phenomenal business, which has increased far beyond all expectations during the past few years.

SPLENDID CABLE CO. EQUIPMENT

Atlanta Establishment Installs Eleven New Booths—Record Service Strongly Featured

ATLANTA, GA., February 6.—The Cable Piano Co., the well-known music house of this city, now have one of the largest and most artistic talking machine departments in this section. Eleven beautifully appointed booths of plate glass and white enameled wood have recently been installed. There is also a complete ventilating system which provides 35,000 cubic feet of fresh air per minute. A magnificent assortment of Victrolas is on display in this department, which is under the capable management of C. L. Salter. Visitors are quite pleased with the service features of this establishment, particularly so far as records are concerned. Those not having time to wait can secure them at a special counter for that purpose. There are also two self-service booths where people can select the records they desire to hear and operate the machines themselves, selecting those they wish. In the remaining booths the sales force looks after the wants of the customers, playing what records they desire to hear, making suggestions, etc. Briefly stated, nothing has been overlooked to make this establishment one of the most complete Victrola salons in the South.

RECORD ARTISTS IN VAUDEVILLE

Emerson dealers throughout the country will be interested to know that a new vaudeville act called the "Kaufields" has just made its appearance on "Big Time" vaudeville circuit and, judging from all indications, will be one of the headliner acts on this circuit. The principals in this act are Arthur Fields, Irving Kaufman and Jack Kaufman, all of whom are well-known to music lovers everywhere. Arthur Fields records exclusively for the Emerson library and these three popular artists also make records exclusively for the Emerson library in the combination known as the "Kaufields". The act features songs that these artists have made on records, and Emerson dealers will be afforded an excellent opportunity to use timely publicity when the act appears in their cities.



Gold Finish
MAGNEDO
Multi-playing
STEEL NEEDLES
Retail at 10c.
per box of 50

Magnedos are the STANDARD Steel Multi-playing needles.

Extensive advertising has established a ready market for you.

Attractive packing sells Magnedos on sight—and every sale means repeat business.

Each needle is guaranteed to play 10 records.

There are large profits waiting for you if you handle Magnedos.

To Jobbers
We have an interesting merchandising proposition for you. Write for details.

To Dealers
A sample carton will demonstrate how your needle sales can be developed. Order One Now Loud and Medium Tones

PLAZA MUSIC CO.
18 WEST 20th STREET
NEW YORK



Delivery Envelopes
Art Series—New Designs
NEW LIST OF RECORDS

Every 60 Days

A Selected List of Victor Records

We Will Be Pleased to Play Any of Them for You	
18000—10	Don't You Know (Victor)
18001—11	When My Sweetheart Takes a Holiday (Victor)
18002—12	When My Sweetheart Takes a Holiday (Victor)
18003—13	When My Sweetheart Takes a Holiday (Victor)
18004—14	When My Sweetheart Takes a Holiday (Victor)
18005—15	When My Sweetheart Takes a Holiday (Victor)
18006—16	When My Sweetheart Takes a Holiday (Victor)
18007—17	When My Sweetheart Takes a Holiday (Victor)
18008—18	When My Sweetheart Takes a Holiday (Victor)
18009—19	When My Sweetheart Takes a Holiday (Victor)
18010—20	When My Sweetheart Takes a Holiday (Victor)
18011—21	When My Sweetheart Takes a Holiday (Victor)
18012—22	When My Sweetheart Takes a Holiday (Victor)
18013—23	When My Sweetheart Takes a Holiday (Victor)
18014—24	When My Sweetheart Takes a Holiday (Victor)
18015—25	When My Sweetheart Takes a Holiday (Victor)
18016—26	When My Sweetheart Takes a Holiday (Victor)
18017—27	When My Sweetheart Takes a Holiday (Victor)
18018—28	When My Sweetheart Takes a Holiday (Victor)
18019—29	When My Sweetheart Takes a Holiday (Victor)
18020—30	When My Sweetheart Takes a Holiday (Victor)

Very attractive proposition to Jobbers

Write for trial shipment

CLEMENT BEECROFT
309 W. Susquehanna Ave.
PHILADELPHIA



The Last Shall Be FIRST

The Crippen "Interpretone" Talking Machine is Ten Years Ahead of the Field

I AM a new-comer in the talking machine field.

I am not unknown in the music world, however.

For several years I have manufactured the Crippen "Interpretone" Player-Piano and have done one of the largest Exclusive player-piano businesses in the country.

Three years ago I began investigating the talking machine field. During that time I have made exhaustive experiments with tone and the means of reproducing it, with the result that I now have something distinctive to offer—something better than the talking machine trade has heretofore known.

I have the best talking machine proposition on the market, and I say this knowing full well that such a bold and unqualified statement must be subject to proof—and this proof I stand ready and willing to give.

I will let my talking machine prove itself.

I will ship one of my machines to any reputable talking machine dealer, by express, at my expense.

You can unpack it and play it beside any and all different makes of machines now on your floor. I will not be there to talk it up. The machine will have to stand or fall on the strength of the trial you give it.

And if, in your opinion, it is not a good 20 dollars better in size, finish, quality, character of tone and salability than any talking machine you are now selling or have ever seen, pack it up and send it back, also at my expense.

THE CRIPPEN COMPANY, INC.,
437 Fifth Avenue, New York

Walter Crippen

President

Specifications

The Crippen "Interpretone" has a mahogany veneered case, 45 inches high, 20 inches wide, 22 inches deep. It has a Revolving Record Cabinet (a remarkable selling feature) equipped with 8-record albums, each holding four ten-inch and four twelve-inch records. Plush Turntable that runs true. All metal work gold plated. "Radio" Sound Box of concert size entirely different from anything hitherto placed on the market. It is the only box which eliminates interference of one tone with the succeeding tone. System of "damping" has been introduced.

Machine guaranteed for one year, which includes spring breakages.



These letters from dealers show that they are enthusiastic about the Crippen "Interpretone."

"Mr. Walter R. Crippen
437 Fifth Avenue
New York, N. Y.

Jan. 16, 1920

Dear Sir:

"For the first time in my Talking Machine selling experience I have found a machine that is a real stimulant to the sale of records."

"The Crippen Co., Inc.
437 Fifth Avenue, New York
Gentlemen:

Jan. 16, 1920

"When I received your letter I accepted it as a regulation hot-air selling campaign. Your machine has arrived and has made good against the field."

"Dear Sir:

Jan. 19, 1920

"It was good to unpack your Crippen 'Interpretone' and I was delighted that I was not obliged to take the turn-table to a machine shop to have it trued up."

"Gentlemen:

Jan. 21, 1920

"Your cabinet work is the best I have ever seen; it is real piano construction."

"Dear Sir:

Jan. 22, 1920

"Gold plating on a \$175 machine is certainly a revelation; I have not seen a machine that sells for less than \$250 that is so finished."



We can guarantee deliveries



Toscha Seidel shows all his genius in his violin solo of that simple and popular melody "I'm Forever Blowing Bubbles". Columbia Record 78798.

**Columbia Graphophone Co.
NEW YORK**

FORSAKES THE "TALKER" INDUSTRY

Harry C. Lansell Makes Important Connection in Photographic Field—Well-known and Highly Esteemed in Talking Machine Industry

Harry C. Lansell, one of the veterans of the Victor wholesale trade, who was associated with the Blackman Talking Machine Co., New



Harry C. Lansell

York, for eleven years, has left the talking machine industry to become general manager of a new plant to be opened in Brooklyn by the New York Photo. Laboratories, Inc. Mr. Lansell will be in complete charge of this plant, and is now laying out the plans for the various manufacturing and technical departments. For

many years he has made a careful and detailed study of photographic work from a technical angle, and possesses an invaluable knowledge of the most important phases of this profession.

Mr. Lansell was associated with the Victor business for twenty years, entering the factory of the Victor Talking Machine Co. when the trade was in its infancy. After acquiring an intimate familiarity with the mechanical end of the business, he entered the merchandising field, and installed the first Victor department in a Philadelphia department store. This department consisted of a hollow square made of four counters, and a stock comprising three machines and 150 six-inch records.

During his eleven years' association with the Blackman Talking Machine Co., Mr. Lansell won the esteem and friendship of the Victor dealers throughout New York State and greater New York. He co-operated with his clientele along practical and efficient lines, and he enters upon his new work with the hearty good wishes of all the members of the Victor industry.

100% INCREASE IN JANUARY

N. F. Milnor, manager of the San Francisco branch of the Columbia Graphophone Co., has been spending a few weeks at Battle Creek, Mich., where he is building himself up for a banner year's work. During his absence from the coast, his sales organization attained record-breaking totals for January, their increase over last January being 100%.

NEW BUILDING FOR RICE-STIX CO.

The Rice-Stix Drygoods Co., of St. Louis, and one of the largest distributors for Pathé phonographs in Missouri, has closed a deal for the erection of a new twelve-story building to cost \$1,250,000. In this new building handsome quarters will be provided for the display of Pathé phonographs. In fact, it is planned to make this one of the Pathé show places in St. Louis.

MOVES TO LARGER QUARTERS

Emerson International, Inc., Now Located at 1780 Broadway—Important Merchandising Plans Completed Which Mean Expansion

Emerson International, Inc., has moved its executive offices from 45 West Thirty-fourth street to 1780-1782 Broadway, New York, where it has more than three times the floor space which it occupied at its former address. The company occupies the entire fifth floor of this building, which is located between Fifty-seventh and Fifty-eighth streets and which is one of the most modern and up-to-date buildings in the city.

In a chat with The World, C. Linn Seiler, president of Emerson International, Inc., stated that arrangements have been completed whereby the company has been appointed domestic and foreign distributors for Tonofone needles and Globe music rolls. In order to handle the company's fast growing business, Mr. Seiler has augmented the sales staff materially and several important announcements regarding plans for the future will be made very soon.

C. A. DELZELL RETURNS TO DENVER

C. A. Delzell, manager of the Columbia Stores Co. at Denver, Col., left New York recently for the West, after being confined to his hotel here with a serious attack of pneumonia. Mr. Delzell had attended the Columbia convention the early part of January, and was preparing to return home when he became ill. He is convalescing rapidly and expects to be back at his desk in the near future.

WELCH & CO. INCORPORATED

Welch & Co., a talking machine and furniture house which recently took over the lease of the old Wurlitzer store, has been incorporated with capital stock of \$50,000.

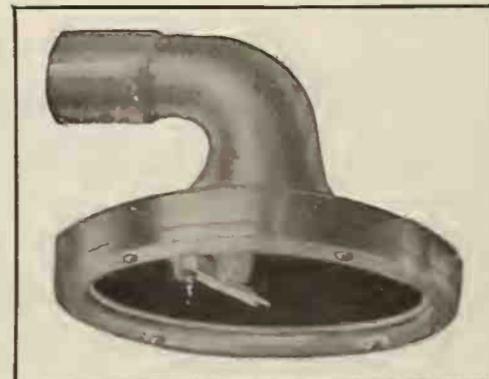
Represents BEAUTY and TONE Combined

The "VICSONIA" Reproducer (MODEL A)

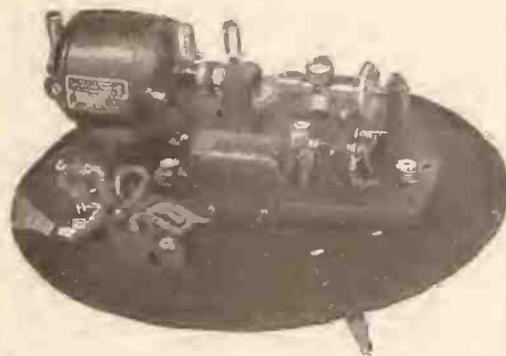
Designed to PERFECTLY play Edison Disc Records on "Victrolas" or "Grafonolas." Easy to attach—slips on—a child can do it. The Vicsonia is recognized as the BEST reproducer for its particular purpose. ORDER NOW.

ATTENTION!!!

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



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



"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.

Phonograph Motors Corp.

SUCCESSOR TO
 JOHNSON MOTOR CO.

341 N. Crawford Avenue
 Chicago Ill

STEWART SALESMANSHIP CLASS

First Sessions in Indianapolis Attract a Large Attendance—Important Subjects Come Up for Discussion at the Various Meetings

INDIANAPOLIS, IND., February 5.—The Stewart Talking Machine Company, Victor distributors, held their first class in salesmanship and educational work Tuesday, Wednesday and Thursday of last week. Those who attended included Mrs. France, with T. E. Weir, of Muncie, Ind.; Miss Matchett, with Ivan C. Dunlap, Elwood, Ind.; Miss Bennett, with E. B. Merritt, Frankfort, Ind.; Miss Pence, with Holloway-Wright, Newcastle, Ind.; Miss Hunt, with Schultz & Schultz, Crawfordsville, Ind.; Miss Hartley, with the Pettis Dry Goods Co., Indianapolis; Roy Cooper, with the Indianapolis Talking Machine Co., Indianapolis, and Miss Hazel L. Von Minnix, with the Murphy Furniture Co., Peru.

The class was the first of a series to be conducted by the Stewart Co., having as its primary motive the arousing of interest in the wonderful educational features offered by the Victor Co. in its salesmanship classes for 1920, now being organized.

George Stewart discussed the subject, "Victor Supremacy," telling of the Victor factory and sales organization. W. S. Barringer, of the Stewart Co., led in the discussion of machine salesmanship, while Harry Diehl talked on the value of a thorough knowledge of the record stock. W. M. English gave instruction on how monthly records should be ordered.

E. T. Huller gave some valuable pointers on the equipment of a store or a phonograph department and used the dealers' service room the Stewart Co. has fitted out to demonstrate his points.

Emerson Knight, advertising manager of the company, talked on Victor advertising and window decorating. Miss Caroline Hobson discussed the Victor educational work. She prepared 150 questions on subjects every retail Victor salesman should know and twenty-five

catch questions on the use of the Victor catalog to determine how quickly the salesmen could find records that were called for. The first class was a big success and those receiving instruction were enthusiastic about it.

A feature of the instruction was a demonstration by Tom Sawyer, in charge of the penmanship instruction in the Indianapolis schools, who showed how he used the Victrola in teaching penmanship.

RETURNS FROM WESTERN TRIP

Columbia Executives Back in New York After Visiting Western Branches—Trip a Success

Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., F. R. Bolton, manager of the International record department and H. L. Tuers, manager of the Dealer Service department, are back in New York after visiting a number of Columbia branches in the West and Southwest. At these branches, Mr. Hopkins and his associates addressed the managers, sales staffs and dealers from cities adjacent to the meeting places, and the practical nature of these meetings served to make them a gratifying success.

O. F. Benz, of the general sales department, accompanied Mr. Hopkins and the other executives as far West as Kansas City, and then proceeded direct to the Pacific Coast, where he will spend some time at the Columbia branches in Los Angeles and San Francisco. Mr. Hopkins returned to New York direct from Kansas City and Messrs. Tuers and Bolton visited the Dallas branch, where they addressed the Dallas and New Orleans sales staffs and dealers.

INSTALL REED BOOTH EQUIPMENT

Hubbach Brothers & Wellendorf, of Louisville, Ky., recently installed a new equipment of Reed record demonstrating booths. They are now proud of a most modern and up-to-date storeroom.

NEW PATHE RECORD CATALOG

Notable List of Operatic Arias as Well as Popular Song, Dance, Jazz and Band Records Incorporated in This Interesting Volume

Every music dealer and patron of the art throughout the country will be interested in the announcement of the Pathé Phonograph Co. that it has prepared and is about to distribute a new and complete catalog of all the records played by this famous instrument.

The list embraces a wide range of classic and popular selections, including the operatic arias of the most brilliant stars, celebrated comic song hits of the vaudeville and dramatic stage, melodious and entrancing fox-trot, jazz and other dance records, together with the most approved instrumental music of well-known bands.

The artistic arrangement of the new catalog displays the many sparkling musical gems of purest-ray serene to the very best advantage, and it forms an indispensable and valuable guide to both the dealer and the buying public.

The catalog conforms to the best traditions and high standard set by the Pathé Co.

NEW HOME FOR K. C. SEXTON

K. C. Sexton, widely known as a Victrola dealer in the Eastern section of Washington, D. C., has recently purchased the large building at 632 Pennsylvania avenue, S. E., which is now being remodeled for his occupancy. The Sexton store has won quite a following in the Capitol.

AN UNPRECEDENTED DANCE SUCCESS

In order to meet the numerous demands of the trade and public for the unprecedented dance success "Dardanella," the Lyraphone Co. of America, manufacturers of Lyric records, announce three special double disc records all of which include this tremendous hit, but recorded by totally different and dissimilar combinations and with different couplings.

VICTOR SERVICE



ORDER FILLING DEPARTMENT

An order filling department which is so systematized that orders are filled with the least possible delay and without mistakes. Another efficient part of

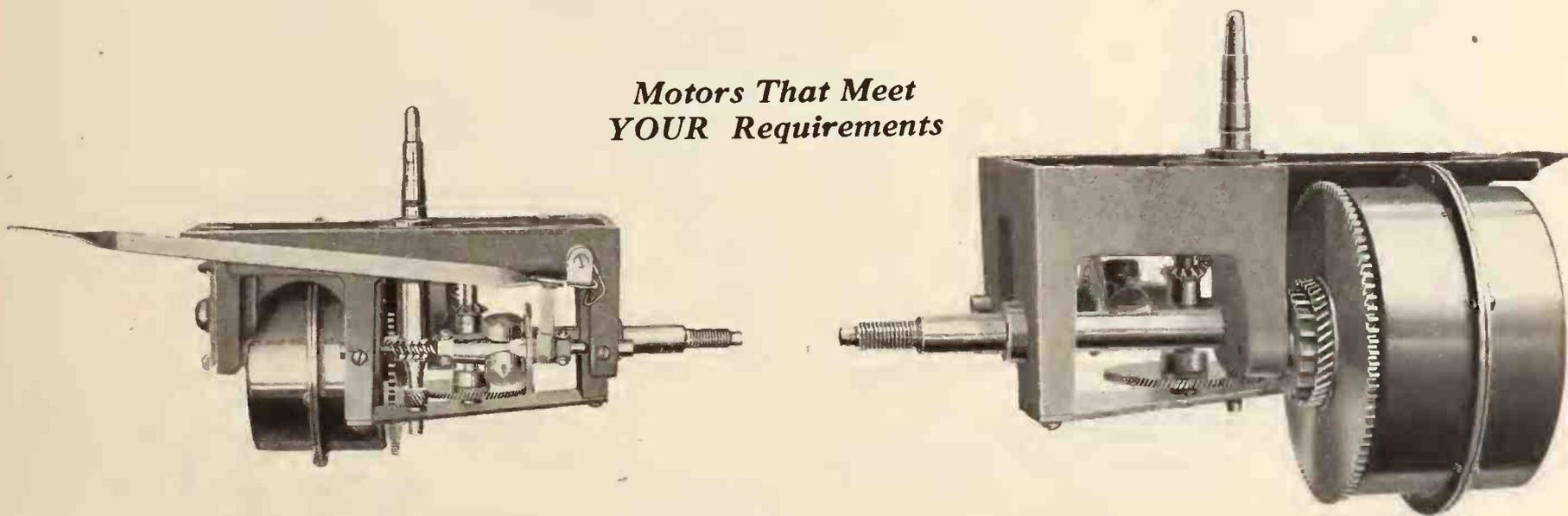
Andrews Victor Service

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



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.

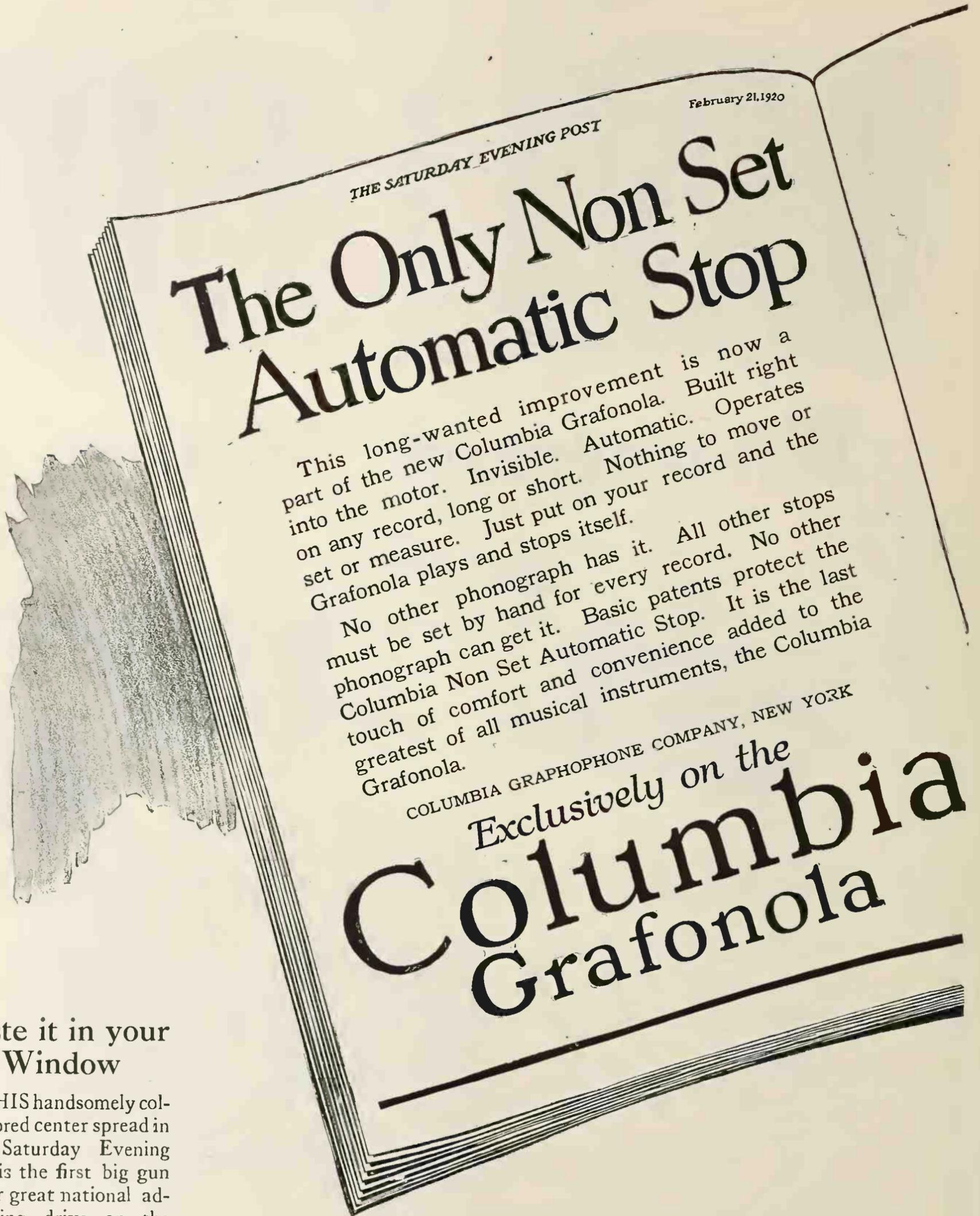
Covered on our material requirements, we can assure a reliable source of supply. The fact that leading phonograph concerns find our products satisfactory in every way is sufficient recommendation of their high quality and mechanical perfection.

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.

Now For a Big Advertising Drive on This Exclusive Columbia Feature



THE SATURDAY EVENING POST

February 21, 1920

The Only Non Set Automatic Stop

This long-wanted improvement is now a part of the new Columbia Grafonola. Built right into the motor. Invisible. Automatic. Operates on any record, long or short. Nothing to move or set or measure. Just put on your record and the Grafonola plays and stops itself.

No other phonograph has it. All other stops must be set by hand for every record. No other phonograph can get it. Basic patents protect the Columbia Non Set Automatic Stop. It is the last touch of comfort and convenience added to the greatest of all musical instruments, the Columbia Grafonola.

COLUMBIA GRAPHOPHONE COMPANY, NEW YORK

Exclusively on the
Columbia
Grafonola

Paste it in your Window

THIS handsomely colored center spread in The Saturday Evening Post is the first big gun in our great national advertising drive on the Non Set Automatic Stop. Paste it in your window. Get your returns from this strong presentation of a powerful argument for the Columbia Grafonola.

*This advertisement
will appear in The Saturday
Evening Post of February 21st*

THE SATURDAY EVENING POST



Make The Most of This in Your Selling Talk

WE are emphasizing this feature not only in The Saturday Evening Post but in many other magazines with an aggregate circulation of more than twenty-one million.

Tell your customers about it. They will have read about it already in most of the current magazines and will be in a receptive mood.

Play up the Non Set Automatic Stop in your selling talk. It is the biggest selling point in the Columbia Grafonola, and we are out to make it known to every possible purchaser.

Combined with all the other advantages of this greatest of instruments, this exclusive Columbia feature is bound to make you many sales.

COLUMBIA GRAPHOPHONE COMPANY, New York

Canadian Factory: Toronto



PLAZA

BUY YOUR
ACCESSORIES
"All From One Source"



PERFECTION RECORD ALBUMS

THE ALBUM OF QUALITY

These albums are made of heavy stock and neatly bound with the finest grade of Binder's Linen.

The pockets are made of the best grade of green kraft paper, bound securely together, and protected by metal ends that insure long life.

In fact, Perfection Albums are constructed with a view to giving maximum service under constant use.

We carry large stocks on hand at all times, so that your wants will be promptly supplied here.

For Victor, Columbia, Pathe and Edison Records.

Write for Prices

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

DISCUSS PROBLEMS AND EXPANSION

Representatives of Thirty of the J. W. Jenkins Branch Stores Meet in Kansas City and Consider Various Important Matters for 1920—Plan the Expansion of Victrola Departments

KANSAS CITY, Mo., February 8.—Representatives of the thirty-odd branch stores of J. W. Jenkins' Sons Co. "got together" last month at the main Jenkins establishment in this city to consider trade problems and questions of trade expansion for the forthcoming year. All of the Jenkins houses maintain Victor departments.

An elaborate program was worked out, each house representative contributing his ideas and receiving full consideration. A policy of "up-to-date" selling methods was advocated, and the determination of the Jenkins houses to deal in nothing but high grades of products was reaffirmed.

Many names of importance in the music trade of the Middle West were noted among those who "came to the party." J. W. Jenkins himself presided, his own contribution to the exchange of ideas involving the outline of important business plans for the early future.

Great enthusiasm was shown at the meeting, this being stimulated by the recent announcements of greater Victor production. It is indicated that the staffs of the Jenkins houses will in future call for management of the highest obtainable quality. Practically all phases of trade promotion were considered, many having been carefully worked out in advance and simply presented by announcement.

Particular attention was given the question of developing the Victrola departments of each individual house. The necessary problems of expansion were taken up and considered at great length and in full detail. Business was then dropped for the time being and a social gathering followed.

RELEASE PETROVA RECORDS

The Emerson Phonograph Co. advised its dealers recently that it is now releasing two records by Mme. Olga Petrova, famous motion picture star and vaudeville headliner. On one of these records, Mme. Petrova features a poem that she has used with signal success in vaudeville, "For a Child Who Inquires," and her other Emerson record is James Whitcomb Riley's famous poem "There, Little Girl, Don't Cry."

JOHN McCORMACK'S LIFE STORY

Biography of the Well-Known Irish Tenor and Victor Artist Just Published—Full of Interest for the Trade—His Tribute to the Victor Talking Machine Co.'s Educational Work

The hundreds of thousands who have heard John McCormack sing in person and the millions who have heard his voice through Victor records will greet with pleasure the announcement that his biography has recently been published by Small, Maynard & Co., of Boston, Mass. The volume is entitled, "John McCormack; His Own Life Story." It was transcribed from his own words by Pierre V. R. Key, and it is a faithful record of his early struggles, his arduous labors, and of the final success which left him unwilling to cease his search for a higher standard of artistic perfection.

Most persons know the surface history of McCormack's life and career, but the biography deals with the things, for the most part, which are not known—his parentage, his friends, his feelings at the Feis Coeil, when he bore off the tenor prize; the story of his meeting with the lady who afterwards became his wife; the tale of his first visit to America, when he sang as something very different from a great operatic tenor; his relations with Sabatini, and of the aged teacher's affection for his pupil; his early rejections in London; his first hearing of Caruso; his story of the "cabby" who paid two dollars for a record of his; his meeting with celebrities in every part of the world; his gradual-rise into fame, and, finally, his persistent work—and his domestic life. It is in his own home that the human side of any man most clearly appears. And the sympathetic note in McCormack's work as an artist finds a permanent echo when he is in the midst of his family.

A chapter is given up to Edwin Schneider, the composer, his accompanist and friend. And there is a passage in the biography which Victor dealers ought to know: "I consider the educational value of what is being done by the Victor Talking Machine Co. to be without comparison. What wouldn't I give to have records of Mario and the other great artists of the early days as the Victor Co. could make them!"

Branard & Butler of Darlington, Ind., who recently secured the Edison Amberola agency, have arranged to greatly enlarge their musical instrument department.

Announcing

to Dealers that we are the
Sales Managers in the
Metropolitan District for

THE CRIPPEN Interpretone

"It's the Best Talking Machine After All"

BROWN, McMANUS & CO.
51 East 42nd Street
New York City

NO PHONOGRAPH
COMPLETE
WITHOUT IT



*Invented by JOSEPH MENCHEN inventor
and patentee of the first liquid fire
appliances used by the Allied armies*

VACUUM RECORD LIFTER

THE FIRST RECORD LIFTER ON THE MARKET

IT RAISES THE RECORD WITHOUT TOUCHING
THE TONE ARM · IT PREVENTS SCRATCHING
THE RECORD · AVOIDS SOILING YOUR FINGER
NAILS · NOTHING TO GET OUT OF ORDER,
NEVER WEARS OUT · CAN BE ATTACHED TO
ANY MACHINE WITHOUT THE USE OF TOOLS.

Its a 1919 Master Patent!

DIRECTIONS :

Press your finger downward on the lifter until the cup
grips the record, place other hand beneath the record,
remove finger slowly from the vent and record is released.

Price: Nickel plated \$2.50 complete. Gold plated \$3.25

Did you see our exhibit at the
Music Show? Every dealer
and music lover who visited
the show was enthusiastic re-
garding the practical value of
our record lifter.



VACUUM RECORD LIFTER Ltd.
701 SEVENTH AVENUE, NEW YORK CITY, U.S.A.

Edison Message No. 65

The Edison Tone Test Department books more concerts than any other concert-booking agency in the country.

The Edison Turn-Table comparison test settles the question, "Which is the best phonograph?"

The master craftsmen making Edison cabinets are leaders in the present movement for more authentic period furniture.

Music's RE-CREATION is a product of the genius of the greatest living inventor.

These are assets of the Edison Laboratories which have live news possibilities—likely to develop a news story at any time. If, in the opinion of the Advertising Department, the story "breaks big" it is seized upon, rushed through the agency into the national magazines, and spread out over the land.

Edison Advertising, because of its news interest, compels the reader's attention.

THOMAS A. EDISON, Inc.

ORANGE, N. J.

TRADE CONTINUES MOST ACTIVE IN SAN FRANCISCO

Record Trade Grows—Stern Corp. Increases Capital—Dealers' Association Elect Officers—Many New Stores Open—E. C. Johnstone Makes Change—The News of the Month in Detail

SAN FRANCISCO, CAL., February 3.—The post-holiday trade in San Francisco was a surprise to the dealers. The demand for records especially was brisk, which no doubt was largely due to the great number of new machines placed during the holidays. Piano records for dancing are coming up strong, though the latest jazz developments promise to hold the interest in jazziness for some time to come. The hit of the month on the Coast is "Dardanella," the fox-trot, and such records as have arrived are selling like waffles after the show. The leading talking machine departments are pretty well cleaned out of large machines and there is a considerable trade from samples for future delivery. The new Brunswick records and the lateral-cut Okeh records are bidding for popularity and the merit of these products certainly will justify the claims made for them by the manufacturers.

Arrange to Increase Capital Stock

The Stern Talking Machine Corp. experienced a very successful year in 1919 and have just been authorized by the state commissioner of corporations to increase the capital stock to \$200,000. Six dividends were paid to the stockholders last year, each payment being one and one-half per cent. There are about sixty shareholders in the company. Plans are materializing for a far greater expansion of the Rex store business in California than at present. New stores will be opened in the vicinity of San Francisco and also in other sections. The growth of Pathé business with the Stern house is little short of phenomenal. Each Rex store is, of course, independently owned, though dealing exclusively in the lines handled by the Stern corporation.

E. C. Johnstone Goes to Portland

E. C. Johnstone, until this month manager of the Sonora Phonograph Shop in San Francisco, has left to take charge of the talking machine department of Bush & Lane, of Portland, Ore., the concern which handles the Sonora line in Portland. James L. Loder, the former manager of the Bush & Lane department, is now the manager of the Sonora shop in San Francisco.

L. Gruen Home From the East

L. Gruen, Pacific Coast manager of the General Phonograph Corp., returned early in the month from his New York trip. He visited the new factory at Newark, N. J., and is in a posi-

tion to assure the Coast jobbers that hereafter the output of motors and Okeh records will be increased to take care of the rapidly-growing requirements. Mr. Gruen brought back with him the new Okeh motor, which is a Heineman product, and a number of other new features. Kohler & Chase, who are distributing the Okeh records on the Coast, report a very heavy call for the record of "Dardanella," played by Rega's Dance Orchestra. Kohler & Chase have featured the Okeh records in their San Francisco show windows and both the wholesale and retail businesses are fine. The large initial order of the company has been already exhausted.

Talking Machine Dealers Meet

The Talking Machine Dealers' Association held their annual meeting in the building of Sherman, Clay & Co. in San Francisco, on January 13. F. A. Levy, president of the California Phonograph Co., was re-elected president; F. P. Corcoran, manager of the Wiley B. Allen talking machine department, was elected vice president, and A. W. White, of the White Music Co., Berkeley, was re-elected secretary. Martin Kline, of the Wiley B. Allen Co., and Billy Morton, of Sherman, Clay & Co., were appointed on the social committee. It was decided at the meeting that hereafter there will be two meetings of the association every month, one in Oakland and one in San Francisco, and that the usual dinners will be abolished. The banquets, while highly enjoyable in the former era, hindered the transaction of business. Hereafter the social events will be kept separate from the business meetings.

Paul J. Levy Shaves Income Tax

Paul J. Levy, secretary of the California Phonograph Co., was married to a prominent society belle, Miss Estelle Gassner, of San Francisco, on January 5, and after a honeymoon of almost a month the young couple have taken up their permanent residence in a beautiful, romantic spot in San Mateo. The bridal tour included a motor trip to Southern California.

Local Men to the Conventions

Andrew McCarthy, head of the talking machine retail and wholesale departments of Sherman, Clay & Co., and Fred Sherman, have gone East to visit the factories and attend the piano convention in New York City.

Frank Anrys, general manager of the Wiley B. Allen Co., and J. J. Black, treasurer of the

CHAS. H. YATES
 311 Laughlin Bldg. Los Angeles, Cal.
 Manufacturers' Distributors of High Grade Phonograph Accessories and Supplies.

Sterling Reproducers	Uniform Steel Needles
Tone Arms and Attachments	Liberty Stylus
Kent Attachments	Wall Kane Needles
Resurrectone Reproducers	Sapphire and Diamond Points
Ready Files	Fibre Needles
Ward's Moving Covers	Wade Needle Cutters
Peerless Albums	Record Brushes
Record Envelopes	Tone Clear
	Globe Transfers and Name Plates

AND
JONES-MOTROLAS

company, are in the East on a business trip this month. The talking machine department has received a sample assortment of the new Brunswick records and the trade is awaiting the arrival of stock with considerable eagerness.

Columbia Dance Records in Demand

The Columbia office reports a greater sale of dance records than song records at the present time, the preference in the former being for instrumental pieces without words. The company enjoyed an increase of 20 per cent in business last year. Machines are coming West with greater regularity and the dealers will be amply supplied before very long. The Columbia "Dardanella" record is rolling up a splendid success and the "Rose Room Trot," a new record by Art Hickman and Frankie Ellis, is a hit.

Victor Man on the Coast

B. F. Galland, one of the most live and progressive talking machine men in the country, is in San Francisco as the special factory representative of the Victor Talking Machine Co. He will remain on the Coast several months and his activities will be similar to those formerly performed by James Frye, who is now in the East. Mr. Galland was stationed on the Coast once before and made then a most favorable impression on the trade.

Opens Many New Stores

The Masterpiece Phonograph Co., of Chicago, has started a factory branch in Berkeley, Cal., at 2157 Center street. The manager is M. Q. Gerke. The San Francisco store, which was opened recently, is at 395 Sutter street and under the management of John Gogburn. Other stores have been opened at Santa Rosa, Fresno and San Jose.

Omer Kruschke, of the San Francisco office of the Western Phonograph Co., and F. W. Ashby, manager for the company in Southern California, will attend the annual sales convention of the Pathé company in New York, borough of Brooklyn. Pathé business on the Coast is in a more flourishing condition than ever before.

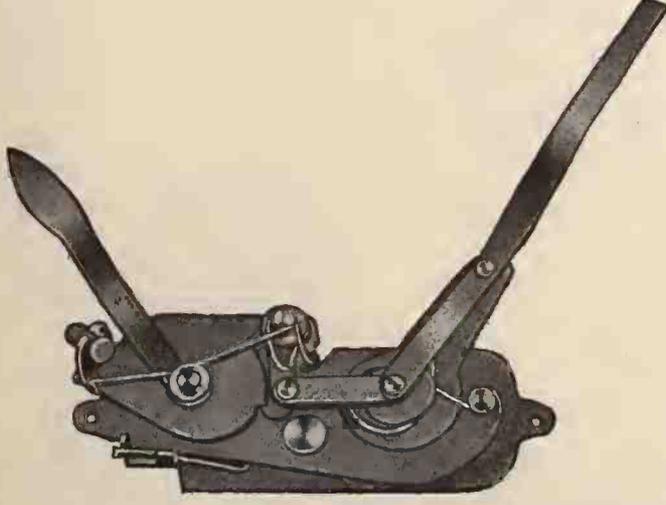
RETURNS FROM SUNNY SOUTH

H. L. Willson, vice-president and general manager of the Columbia Graphophone Co., returned to his desk a few days ago after spending two weeks in Florida. Mr. Willson, who is in the best of health and spirits, is entering with renewed energy upon his 1920 activities.

WHY does every one praise this stop ?
 do so many use it exclusively ?
 should you adopt this stop now— ?

BECAUSE it operates perfectly !
 its action is positive !
 the record stops as planned !

Ask for No. 1340 :: **AUTOMATIC STOP**



(PATENT APPLIED FOR)

We are manufacturers of a complete line of Talking Machine Hardware.

SEND FOR CATALOG

WEBER-KNAPP CO.
 JAMESTOWN NEW YORK



"JUST A MOMENT, PLEASE"

Have you clipped that coupon on Page 45? Mail it today and receive samples and circulars describing a new envelope service for Victor dealers THAT REALLY ADVERTISES your store. Good, effective advertising at a minimum of expense. Just as effective for the large as for the small Victor dealers.

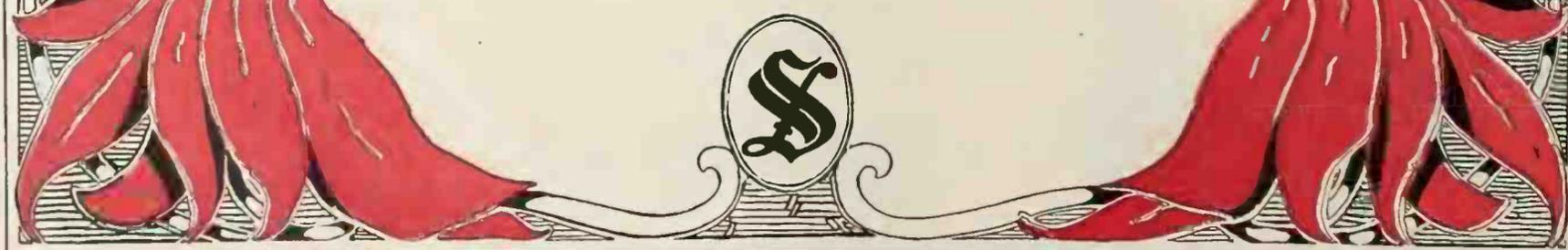
LU-FRANC SALES SERVICE
 1202 Dime Bank Building Detroit

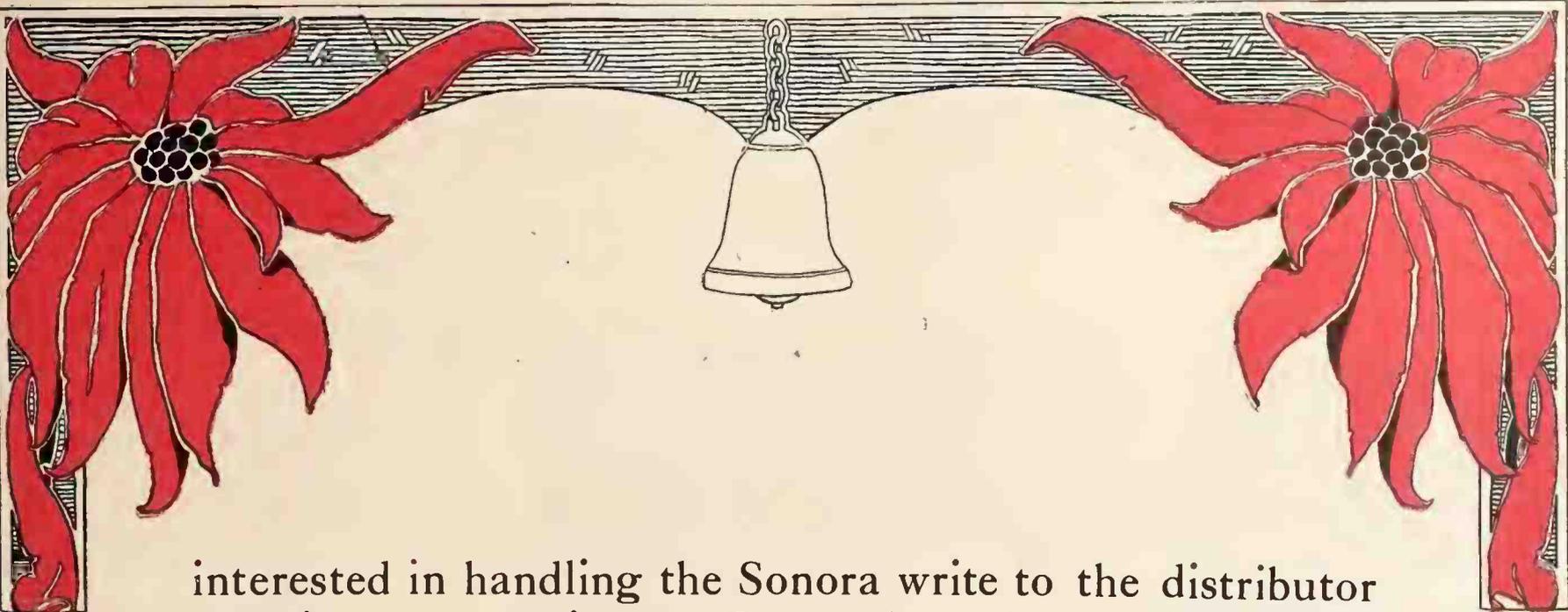


WE desire to call attention to the public's growing preference for period styles. It is not meant by this that upright designs have had their day—far from it; it does mean, however, that the dealer who is not preparing to stock a considerable variety of art models may lose important sales.

The period Sonoras are supremely handsome in tone, they are rich in appearance and are wonderfully perfect in mechanical construction. Their greater beauty is apparent at a glance and is emphasized by critical comparison.

Orders will be filled for these styles as rapidly as possible. Placing orders well in advance is advisable. If *you* are





interested in handling the Sonora write to the distributor covering your territory. Remember—Sonora is licensed and operates under BASIC PATENTS of the phonograph industry.

Gibson-Snow Co.

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

Griffith Piano Co.

605 Broad St., Newark, N. J.
Northern New Jersey

W. B. Glynn Distributing Co.

Saxtons River, Vt.
States of Maine, New Hampshire, Vermont and part of Massachusetts

Hessig-Ellis Drug Co.

Memphis, Tenn.
Arkansas, Louisiana, Tennessee, Mississippi

C. D. Smith Drug Co.

St. Joseph, Mo.
Nebraska, Missouri, Northern and Eastern part of Kansas and 5 counties of N. E. 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

Hillman Phonograph Co.

Wheeling, W. Va.
Virginia and West Virginia

Kiefer-Stewart Co.

Indianapolis, Ind.
Entire State of Indiana

C. L. Marshall & Co.

82-94 Griswold St.,
Butler Bldg.,
Detroit, Mich.
State of Michigan

Beckman Bldg.,
409 Superior St.,
Cleveland, Ohio
State of Ohio

Minneapolis Drug Co.

Minneapolis, Minn.
States of Montana, North Dakota, South Dakota, Minnesota

Sonora Phonograph Co., Inc.

279 Broadway, N. Y.
Distributors for Greater New York

Southern Drug Co.

Houston, Texas
Southeastern part of Texas

Southern Sonora Co.

310-314 Marietta St.,
Atlanta, Ga.
Alabama, Georgia and Florida

Southwestern Drug Co.

Wichita, Kans.
Southern part of Kansas, Oklahoma (except 5 N. E. counties), and Texas Panhandle

I. Montagnes & Co.

Ryrie Bldg.,
Toronto, Canada
Canada

M. S. & E.

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

American Hdw. & Equip. Co.

Charlotte, N. C.
North Carolina and South Carolina

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

Sonora Distributing Co. of Texas

Dallas, Texas
Western part of Texas

Yahr & Lange Drug Co.

Milwaukee, Wis.
Wisconsin, Upper Michigan

The Highest Class Talking Machine in the World

THE INSTRUMENT OF QUALITY
Sonora
CLEAR AS A BELL



GREAT GATHERING OF PATHE DEALERS IN INDIANAPOLIS

Over 100 Dealers and Salesmen From Pathé Stores in Indiana, Kentucky, Eastern Illinois and Western Ohio Attended Convention on January 23—Organize With J. M. Wallace as President

INDIANAPOLIS, IND., February 5.—More than one hundred Pathé dealers and salesmen from Pathé stores in Indiana, Kentucky, Eastern Illinois and Western Ohio attended the Pathé dealers' convention here on January 23. The one-day session had a program which gripped the interest of the dealers from start to finish and worked up such enthusiasm that the dealers formed an association. J. M. Wallace was

were the speakers. All of the speakers invited the dealers to ask questions on various points that came up during the talks and the dealers were eager to grasp the opportunity to get direct information from the company's officials.

W. P. Mooney, Sr., of Mooney-Mueller-Ward Co., of Indianapolis, the Pathé distributors in the Indianapolis district, opened the convention at the Claypool Hotel with an address of wel-



Banquet of the Pathé Dealers and Salesmen at the Hotel Claypool

ected president, and H. G. May, of Princeton, Ind., was elected secretary of the Pathé Dealers' Association of the Indianapolis district.

The association plans to keep the dealers in this district in closer touch with the Pathé factory and to promote the interests of the dealers in this territory.

E. A. Widmann, president of Pathé Frères Phonograph Co., H. N. McMenimen, managing director of the company; James Watters, of the dealers' service department of the company; C. E. Gorham, of the Bankers' Commercial Security Co., and Mr. Eckhardt, of the Interstate Phonograph Co., of Philadelphia, Pa.,

come. C. O. Mueller, in charge of the talking machine department of the Mooney-Mueller-Ward Co., acted as chairman.

Mr. Widmann, in his talk, covered a wide range of interesting topics regarding the Pathé and the Pathé business. The dealers asked many questions and from Mr. Widmann's answers got a fine understanding of many points in the business. Mr. Widmann discussed the national advertising campaign being carried on by the Pathé company and pointed out the benefits of such a campaign to the individual dealers.

Speaking on the policy of the company in producing its line in twenty-eight plants instead of attempting to combine the business into one

great plant, Mr. Widmann showed how this plan protected the company and the dealers from interruption of production due to fires, such as was experienced recently at the Grand Rapids plant, or other causes. He also pointed out that the company was better able to facilitate distribution.

The likelihood of an increase in the price of records by all companies was referred to by Mr. Widmann, who said that the lowest retail price would probably be \$1 instead of eighty-five cents. He said that shellac had advanced from fifteen cents a pound before the war to \$1.85 cents. The manufacturers were considering the regrinding of old records as one means to reduce the advancing cost of production, he added.

The dealers were greatly interested in the explanation of the financing of Pathé dealers by the Bankers' Commercial Security Co., as recommended by the Pathé Co.

Mr. Watters discussed the work of the company's dealers' service bureau, and told how to build up a record business and how to use the Pathé window displays.

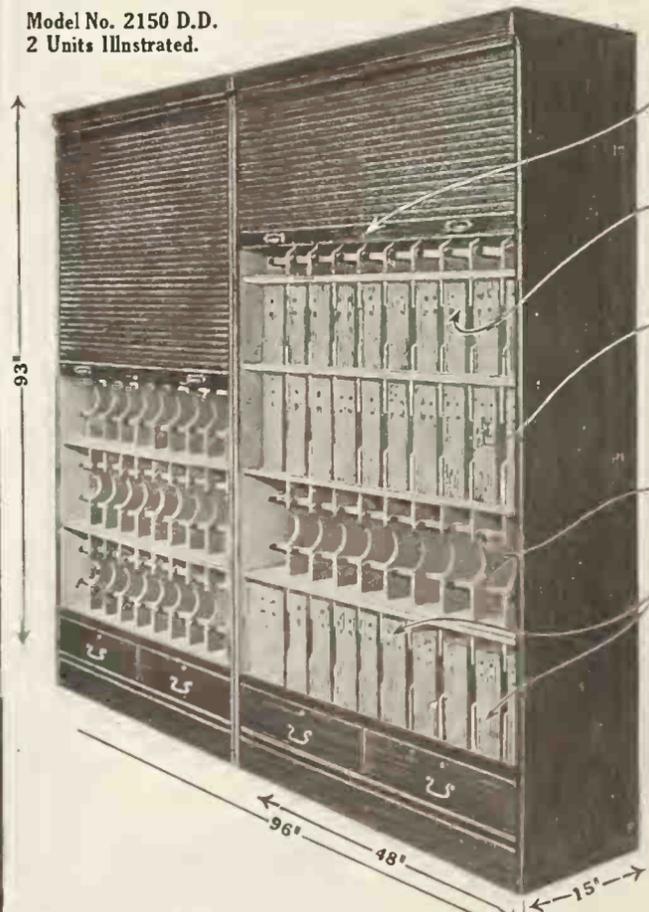
Mr. McMenimen led in a round table discussion of dealers' problems and questions that have been troubling dealers were taken up and discussed with lively interest.

A banquet was given the dealers at noon in the beautiful Riley room of the Claypool hotel. In the evening the dealers attended a theatre party at the Circle Theatre, where Grace Hoffman, soprano, and Lewis James, tenor, two of the Pathé record artists, appeared on the program as a special feature of the dealers' convention.

Caroline Hobson, head of the educational department of the Stewart Talking Machine Co., has interested the Indianapolis schools in the use of a Victrola in penmanship work. A number of Victrolas and large collections of records notable for smooth rhythm have been sold for the use of teachers of penmanship throughout the city.

GUARANTEED

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



Locking Roll Top Prevents Dust and Theft, also supplied with Spanish Leather Curtain.

350 10" or 10 1/2" Records on each shelf. Filed in Sales System Covers and with Index Guides.

350 10" or 10 1/2" Records on this shelf, also 3 shelves above.

Soft Flat Supporting Springs Prevent Warping (Patented). Holds 350 10" or 12" records.

10 and 12" Records Filed on same shelf. Held Flush at the front by Patented Adjuster.

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

Not only the Best but the Cheapest per Record

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

Prices Models No. 2 and 62

(CAP. 300 10" and 12" RECORDS)

Sections	Oak \$7.50, Mah. \$7.75
Base	Oak 6.50, Mah. 6.75
Top	Oak 3.50, Mah. 3.75
Roll Curtain for complete Unit	3.50

File Your Records So You Can Sell Them

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

NEW STYLE MODEL No. 2150 D. D.

Oak, With Leather Curtain	\$80.00
Oak, With Locking Wood-Roll Cur.	90.00
Bir. Mahg. With Leather Cur.	85.00
Bir. Mahg. With Locking Wood Roll Cur.	95.00
Enamels " " " " " "	100.00

(White, Ivory and Gray)

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 \$3.50 to \$11.75 a Section.

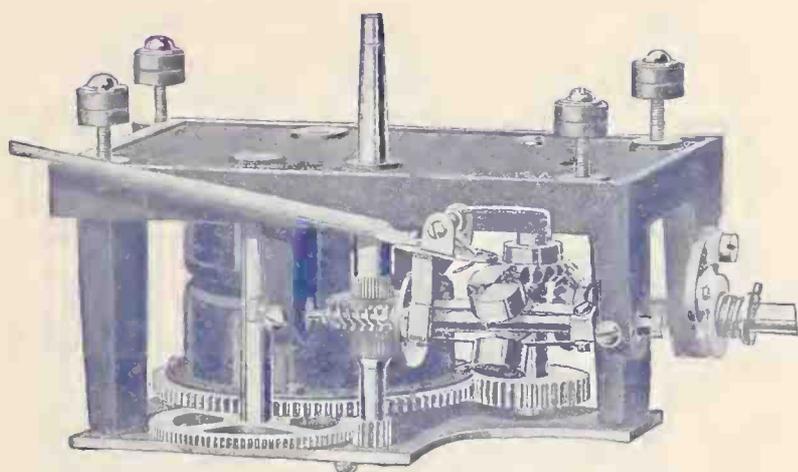
WRITE FOR CATALOGUE

The Heineman Motor

The Standard Motor For High-Grade Phonographs



Here is
The Quality Motor

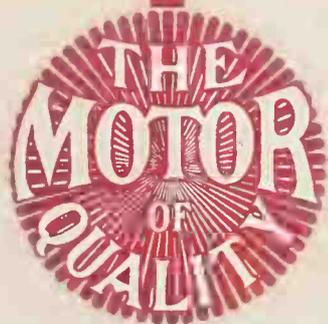


THE HEINEMAN MOTOR No. 77

The unprecedented demand we have had for this motor makes it plain that it is an *unusual* motor.

More than 1,000,000 of these motors are now giving satisfaction, thus proving the perfect design and construction of this model.

The Heineman Model No. 77 motor will please you in every detail and we can now make prompt shipments in any quantities



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.

BRANCHES: Chicago, Ill. San Francisco, Cal. Toronto, Can.



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 in Independent Factories
in OHIO and ILLINOIS

DISCUSSES SOME TIMELY TOPICS

Geo. E. Brightson, President of Sonora Phonograph Co., Gives Brief Discourse on "Work" and Other Pertinent Subjects—Article Proves Interesting to Sonora Organization

In the current issue of the "Sonora Bell," the successful house organ published monthly by the Sonora Phonograph Co., New York, there appear a group of interesting and pithy paragraphs from the pen of Geo. E. Brightson, president of the company, who contributes frequently to the columns of this attractive publication. In this month's issue he gives a brief discourse on "Work," which reads in part as follows:

"The master word of the world is W-O-R-K. In the grasp of all great successes you will see the rod of energy and efficiency.

Work is the schoolmaster of success; education is bound by textbooks; while knowledge is education melted down with experience. You know it is experience that men want and are willing to pay for.

The mentally slow man will be quickened by work. The common, everyday man will develop into a big man through work. The brilliant mind is made steady by work—work fits all classes to be more fit.

The power to do, the patience to endure, can only be acquired by hard work. Work is the guarantee of a decent middle life and the pledge of a comfortable old age.

The common perversion of the truth is the statement that man is a slave to work. On the contrary, man would be a slave to some base practice without work, occupation, employment and business. These are the things that keep you out of mischief.

Every time one has nothing to do we find that there is something harmful to do.

Remembrance is the Rosemary of life. Kindness is the golden chain that holds humans together. Let us respect the dead, but above all things let us be kind to the living. Give the flowers now.

Health is wealth. Good cheer is cash in hand. The real millionaire is the man who can smile and mean it. The most useful, most successful men have the happy faculty of smiling and then saying something cheerful.

I do not mean the "grin" smile—the smile the lion wears when he has located his prey—nor do I mean the smile that is as pleasing as a dissolving cake of ice. I mean the smile of sunshine—the sunshine that breaks through the clouds on a May morning.

Rivet this fact in your brain box. No man gains success and stays a success unless the public is with him. All men are public servants and for this reason they occupy a public trust. When the public loans a man success it is because he deserves it.

The person who works constantly, who thinks perpetually, will enjoy the satisfaction known as happiness and the comfort known as prosperity.

No one person has a corner on all the good qualities, but every person has at least one paramount sturdy, strong characteristic. It is necessary to excel in some one characteristic.

The person who is above you in the organization or the one who is below you has nothing to do with your personal position. You are not in competition with them. You cannot get ahead by trying to hold back the one in front. Few can play at that game.

The men who have made the whole world sit up and take notice have not had the greater opportunities—they have made the best use of the opportunities which were theirs—and of the gifts bestowed on them by nature. Genius is the reward paid to people who develop their resources."

Harry Boxberger, an expert repair man of Fort Wayne, Ind., has opened a new talking machine repair shop at 107 West Brackenbridge street. For the past twelve years he has been active in local trade circles.

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"



REPUBLIC PLAYER ROLLS

Every Phonograph Shop Can Sell Player Piano Rolls Just As Well As Records.

The public look upon you as a logical source of supply for everything musical. This means Player Piano Rolls as well as Records.

Why You Can Sell Player Rolls

1. 80% of all Pianos sold are Players.
2. This means a big demand for Rolls.
3. The experience of other Phonograph Shops proves this.

Why You Should Handle Player Rolls

1. Profits are larger than on Phonographs and Records.
2. The stock is clean and easy to handle.
3. 90% of your customers own Player-Pianos and buy Rolls.
4. Only a small initial investment is required.

We are prepared to serve you with the two best lines on the market—

REPUBLIC WORD ROLLS
and
PIANOSTYLE INSTRUMENTAL ROLLS

Write to-day for catalogues of the latest hits, prices and discounts.

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

EDISON DISC JOBBERS' ASSOCIATION HOLDS CONVENTION

Nearly One Hundred Per Cent Attendance Registered at Annual Gathering of Edison Jobbers Held Recently at the Hotel Knickerbocker—Constructive Program Delights Those Present

The annual convention of the Edison Disc Jobbers' Association, one of the most successful ever held, took place at the Hotel Knickerbocker, New York, on January 12th to 14th, inclusive. Not only was the attendance close to one hundred per cent of the Association

six regional conventions semi-annually, with a view to promoting closer contact between the jobbers during the period between the annual conventions. The country will be divided into six regions and each jobber in the region will be invited to attend the conference, the jobber

man, Kansas City; executive committee, L. N. Bloom, Cleveland; F. E. Bolway, Syracuse, and R. B. Alling, Detroit.

Tuesday and Wednesday were given entirely to discussion and elucidation of the sales promotion plans. Mr. Maxwell presided and led the discussion. To bring out every possible advantage and disadvantage of the plans, a debate was held Wednesday afternoon between forces representing the jobbers and those representing the dealers.

Mr. Maxwell outlined the elaborate advertising and sales promotion plans that have been prepared by the Edison Labora-



G. C. Silzer, President



J. G. Harrison, Vice-Pres.



M. M. Blackman, Treas.



W. O. Pardee, Secretary

membership but the accomplishments at the sessions and the plans announced for the year 1920 aroused great enthusiasm.

During the first day of the convention the jobbers sat in executive session and confined themselves to the business of the Association. One of the most important moves made in the meeting was that providing for the holding of

in the city in which the convention is held acting as chairman.

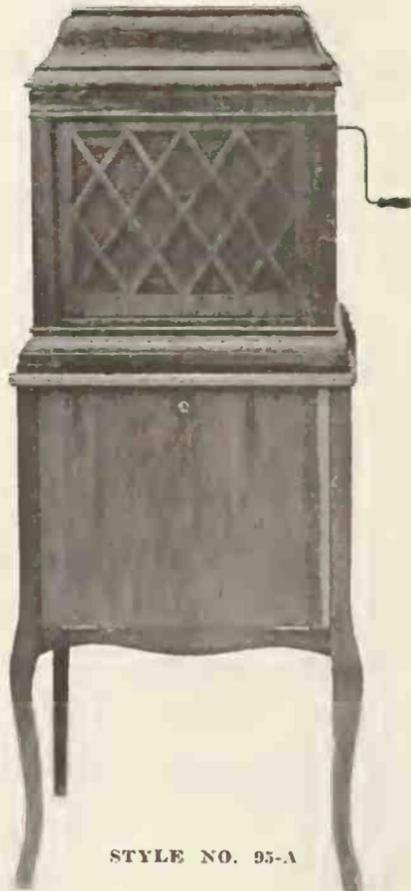
New Officers Elected

At the opening session the officers were elected for the coming year as follows: President, G. C. Silzer, Des Moines; vice-president, J. G. Harrison, St. John, Canada; secretary, W. O. Pardee, New Haven; treasurer, M. M. Black-

man, Kansas City; executive committee, L. N. Bloom, Cleveland; F. E. Bolway, Syracuse, and R. B. Alling, Detroit.

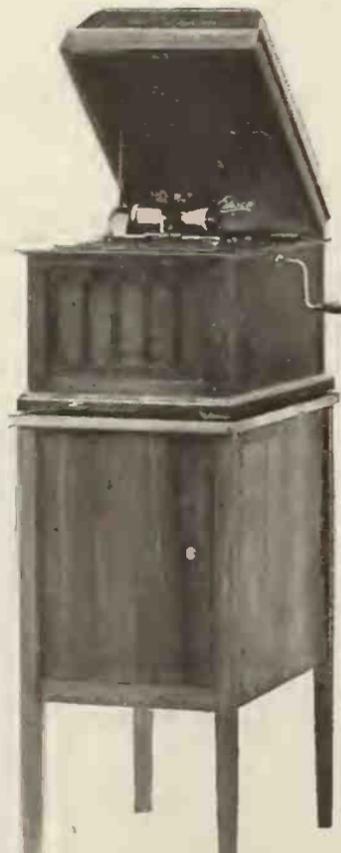
Mr. Maxwell explained that general publicity would not be given to these plans until they could be explained to each dealer by the job-

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.



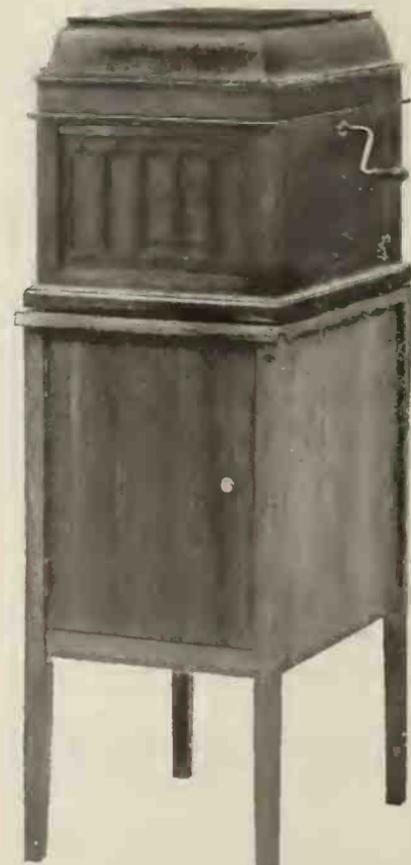
STYLE NO. 95-A

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 NO. 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. HIGH POINT, NORTH CAROLINA

FACTORY AND GENERAL OFFICES

FACTORY AND GENERAL OFFICES

EDISON DISC JOBBERS' ASSOCIATION HOLDS CONVENTION—(Continued from page 68)

bers' travelers. It is sufficient to say that no other organization has ever worked out a gigantic series of plans that will bring more permanent sales and will cause a more effective co-operation between the producing company,

G. C. Silzer, of Harger & Blish, Des Moines, Ia., the newly elected president of the Jobbers' Association, said: "The unified enthusiasm of this convention exceeded that of any gathering I ever attended. It was the greatest of all

W. C. Eckhardt, of the Phonograph Co. of Chicago, a former Chicago advertising agency expert, said: "The new sales plans are fertile with the most wonderful ideas and interlocking features I've ever studied."



Annual Banquet of Edison Disc Jobbers, Held at the Hotel Commodore Wednesday Evening, January 14

the wholesalers and the retail selling forces, than will these plans.

Some of the most hearty commendation of the plans came from jobbers who have been in business since the industry first began.

Edison conventions. The sales and advertising plans are the most wonderful I've ever even heard of. All Edison dealers are entering on a period of unprecedented prosperity and we all are equipped to accomplish to the nth power."

M. M. Blackman, of Kansas City, jobber, said: "These plans are like meshing cogs—every plan pulls and every jobber and dealer must similarly and equally act in the accomplishment of

(Continued on page 70)

The Brooks Automatic Repeating Phonograph

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

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

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



Model 145

Dealers

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

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



Model 250

Brooks

The Wonder Instruments

Automatic Repeating Phonographs

BROOKS MANUFACTURING COMPANY, SAGINAW, MICH.

EDISON DISC JOBBERS' ASSOCIATION HOLDS CONVENTION—(Continued from page 69)

the biggest thing that ever happened to any of them in their lives." Other opinions were equally enthusiastic.

Testimonial Dinner to Wm. Maxwell

One of the live features of the convention was the banquet tendered to Mr. Maxwell by the jobbers at the Knickerbocker on Monday night, January 12th. Mr. Maxwell was not informed that the dinner was in his honor until he was conducted to the seat of honor by Walter Kipp, the retiring president of the Association, while the band played "For He's a Jolly Good Fellow." During the dinner a spectacular show by Broadway artists served to entertain the guests.

Each guest, as he entered the banquet hall, passed, or endeavored to pass (and no one succeeded), a unique invitation bar, with the warlike title of "The Blockade." A waiter in the costume of an undertaker served as bartender and no undertaker was ever more active or busier than this one.

Speeches were made by William Maxwell, C. H. Wilson and Walter Kipp. Every guest was presented with a unique favor, a re-creation of a testimonial speech for the occasion by Walter Kipp. The other side of the re-creation was a flute solo by Mr. Kipp, who is an amateur artist of exceptional ability. Mr. Maxwell expressed his appreciation for the great honor tendered him in some happily worded remarks. C. H. Wilson spoke on "The Future of the Industry" and said that the road of readjustment had been smoothed and that the year now entered upon would undoubtedly be a greater one than any past business period of the Edison organization.

The Jobbers Guests at Dinner

Wednesday night, Thomas A. Edison, Inc., gave a formal dinner to the jobbers and their wives at the Hotel Commodore. William Maxwell presided at the speakers' table. Charles Edison complimented the new sales and promotion plans and extended congratulations to the jobbers for his father, Thomas A. Edison. Short talks were given by jobbers and laboratory representatives. A spectacular dinner show was given. Dancing closed the entertainment and the social side of the greatest of Edison conventions. The arrangements for the banquet were made by E. C. Boykin, the New York jobber.

Those Who Attended Banquet

Those in attendance at the banquet from Orange were: Mr. and Mrs. Charles Edison, Mr. and Mrs. William Maxwell, Mr. and Mrs. C. H. Wilson, Mr. and Mrs. Stephen Mambert, Mr. and Mrs. T. J. Leonard, Mr. and Mrs. William Dykeman, Mr. and Mrs. J. A. Shearman, Mr. and Mrs. A. F. Gall, Mr. and Mrs. L. W. McChesney, Mr. and Mrs. N. C. Durand, Mr. and Mrs. C. H. Wilson, Mr. and Mrs. John Constable, Mr. and Mrs. Walter Stevens, Mr. and Mrs. Harry Miller, Mr. and Mrs. M. M. Kuhn, Mr. and Mrs. C. S. Gardner, F. S. Brown, C. W. Homer, W. E. Sanborn, A. L. Walsh, E. H. Phillips, J. R. Van Riper, Jack Dalton, Walter Huebner, Jacques Glockner, Victor Young, J. B. Gregg, George Clark, E. C. Penniwell, Judge Delos Holden, A. M. Hird, Roy T. Burke, C. H. Miller, P. J. Burns, H. R. Skelton, William Hildebrand, E. E. Davidson, Robert Michie, Edward Trautwein, F. C. Pullin, J. J. Riley, L. R. Geisenhainer, L. D. Davis, A. W. Rhinow, C. E. Beaver, H. R. Holmes, W. W. Meadowcroft, Mr. and Mrs. K. R. Moses, A. J.

"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.

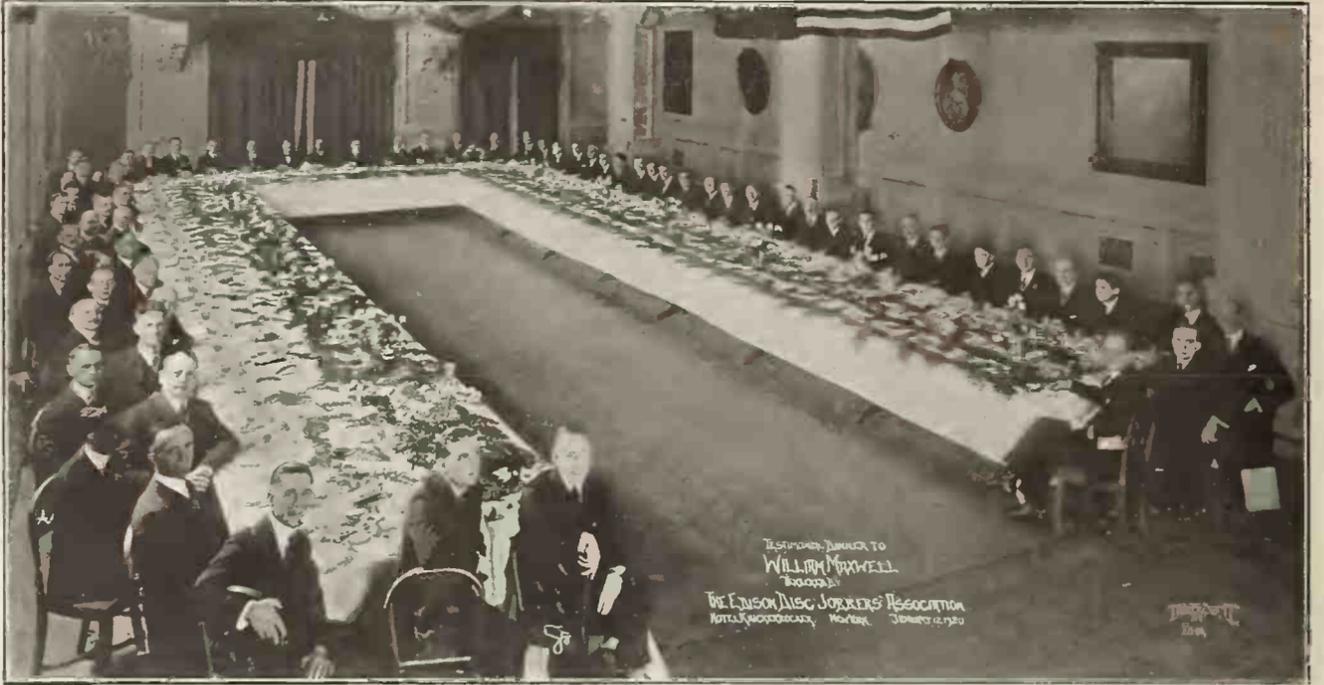
PLEASING SOUND PHONOGRAPH CO.,
204-206 East 113th St., New York.

Palmer, D. J. Laushway, and J. W. Robinson.

Jobbers, jobbers' representatives and members of their families who attended were: L. T. Donnelly, New Orleans; W. C. Eckhardt, Chicago; Fred Keeney, New Haven; F. C. Beattie, Dallas; R. B. Alling, Detroit; Mr. and Mrs. Robert Proudfit, Miss Proudfit, Albert Buehn, Pitts-

locking advertising, the turn table test and the new auto truck service.

A. H. Curry, of the Texas-Oklahoma Phonograph Co., was so enthused over the present "Along Broadway" that he said he believed his dealers would subscribe for approximately one-



Wm. Maxwell Entertained at the Hotel Knickerbocker by the Visiting Edison Jobbers

burgh; E. C. Boykin, New York; P. R. Hawley, Albany; W. A. Schmidt, Milwaukee; J. D. Ford, Toronto; C. B. Haynes, Richmond; F. S. Hemenway, New Orleans; T. A. Dillon, Toronto; Frank Bolway, Syracuse; W. C. Wyatt, Denver; P. H. Oelman, Cincinnati; Jack Stapleton, New York; W. A. Myers, Williamsport; J. Unger, Minneapolis; W. A. Lucker, Minneapolis; W. P. Eddy, M. Andrews, W. Hirschberger, Mr. and Mrs. M. Silverstone, St. Louis; M. M. Blackman, Kansas City; C. E. Goodwin, Chicago; Mr. and Mrs. F. S. Silliman, Boston; Mr. and Mrs. Walter Kipp, Indianapolis; Mr. and Mrs. W. O. Pardee, New Haven; L. N. Bloom, Cleveland; Ben Smith, Cleveland; G. U. Silzer, Sioux City; George C. Silzer, Des Moines; Mr. and Mrs. Laurence Lucker, Minneapolis; A. H. Curry, Dallas; Mr. and Mrs. H. L. Ellenberger, New Haven; Mr. and Mrs. R. B. Cope, Miss Beatrice Cope, Philadelphia; J. G. Harrison, St. John, N. B.; D. W. Shultz, Omaha; E. Bowman, Richmond; O. Wagner, Toronto; W. E. Fredericks, New York; N. D. Griffin, Albany; L. A. Walker, Helena; H. H. Blish, Jr., Des Moines; W. Ripley, Boston.

Some Convention Brieflets

Laurence H. Lucker, of Minneapolis, said that the 1920 sales plans denoted a new era of Edison popularity. Mr. Maxwell introduced him at the Wednesday night banquet as the "snow bird" from North Dakota, mixing with non-partisan farmers. A quartet of sales winners was the way Mr. Lucker characterized tone tests, inter-

third of the present circulation of this publication.

"Our plans for 1920 are the greatest ever inaugurated by any manufacturing concern for making record-breaking merchandizing sales," said Walter Kipp of Indianapolis.

Harger Blish, Jr., of Harger & Blish, Des Moines, said that more than 1,000,000 persons in his territory had heard Edison tone-tests and that his dealers had given 325 tone-tests during the latter part of 1919.

O. Wagner, of the R. S. Williams & Sons Co., Ltd., with headquarters at Toronto, said that he was deeply impressed by the worth of the new sales promotion plans and that the laboratories would have the fullest co-operation from his organization.

William Schmidt, of the Phonograph Co. of Milwaukee, predicts an unprecedented business for the New Edison. He is a strong admirer of the sales plans for 1920.

PRICE SHOULD HAVE READ \$35

The Badger State Cabinet Co., Milwaukee, Wis., has just called our attention to the fact that in their January advertisement the price of their cabinets was given as \$25, whereas it should have read \$35.

**Operaphone
RECORDS**

**PHILADELPHIA DISTRIBUTORS
SUPPLEE - BIDDLE HARDWARE CO.
PHILADELPHIA, PA.**

Tone Arm Headquarters

The Mutual
TONE ARMS & SOUND BOXES

The perfected ball-bearing Tone Arm with its new improvements which greatly minimize vibration and harshness of tone.

SUPREME
TONE ARMS & SOUND BOXES

The Tone Arm of rugged and simple construction, with a tone that is at once powerful and pleasing.

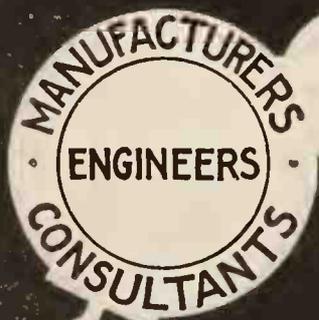
A Tone Arm for Every Need

MANHATTAN
Wooden Tone Arms

This highly efficient wooden Tone Arm produces an exquisite tone, free from anything metallic.

What are your requirements?

EACH of these Tone Arms reflects the most perfect construction in its own class, and each is flawlessly made. Our manufacturing and plating facilities enable us to satisfy every conceivable Tone Arm requirement. Our force of skilled workmen are under the supervision of engineering factory superintendents, Messrs. Herman Engel and M. Kurman.



W^M PHILLIPS

145 West 45th St.
New York

Chicago Representative:
H. Engel, Republic Building.

**TONE
ARM
SERVICE
DEPARTMENT**

IS AMERICA A MUSICAL NATION? ASKS WILLIAM MAXWELL

Vice-president of Thomas A. Edison, Inc., Discourses on a Most Interesting Topic, Showing the Power and Importance of Music in America

One of the interesting features of the big sixteen-page music section of the New York Globe, on January 31st, was the following article, entitled, "Is America a Musical Nation?" and contributed by William Maxwell, vice-president of Thomas A. Edison, Inc. In the course of the article Mr. Maxwell said:

"Five years ago, I should have said that, among Caucasians, Americans were very close to being the most unmusical. It seems to me that a nation, without a foundation of folksongs, is handicapped in becoming a musical nation. We lack folk-songs, chiefly because they are the musical expression of a class consciousness and resignation to fate. In America, with the exception of the Negro, our people, for the most part, are continually looking to the future, with eyes of ambition, and, as a consequence, have not developed what you might, in a broad sense, call vocational music.

"Although many of the rules of trade unionism, if carried to their logical extreme, would establish in this country a class system from which only the most extraordinary types of men could escape, I do not believe we shall ever relinquish our typical American initiative and ambition, to a point where we shall have the conditions which promote folk-songs. The carpenter of to-day is too busy planning to be the master carpenter of to-morrow to think very much about composing a carpenter's chantey. Accordingly, I think we shall never have, in this country, the folk-song foundation for American musical appreciation. However, during the past five years, we have laid a different kind of foundation for an interest in music and, needless to say, a people that is interested in music will develop musical appreciation. Music is like literature in that the more you have of it the higher your standards become. American interest in music at the present time ap-

pears chiefly to be centered in what music will do for you. During the war, when there were millions of wives, mothers and sweethearts enduring the most trying suspense to which mortals can be subjected, music was found to be a palliative. In the dark days of 1918, when it seemed that even America's spirit might crumble, music did much to sustain us. On the battlefields—that is to say, behind the battle line, music was probably the greatest aid in welfare work.

"Nearly all of us are beginning to be interested in our reactions to music. Unfortunately, a form of musical quackery seems to be springing up, and some people are ascribing to music powers that it does not possess. This is something to be discouraged, because the real benefits of music are so numerous and widespread that no unfounded claims need be made. Quite apart from the therapeutic value of music, which it may have in certain cases, but which no one but a competent physician should attempt to determine, music can, in turn, be a solace and an inspiration. Perhaps no one has put the case more aptly than Mr. Edison. One of the rare occasions on which he has expressed his views in writing was when he was asked to state his opinion concerning the essentialness of music. Mr. Edison's reply is recognized as an important contribution to the literature of music. It is as follows:

"Mere existence demands nothing but food, drink, clothing and shelter. But when you attempt to raise existence to a higher plane you have to nourish the brain as well as the body. I don't think there is any sane person who would say that books are unessential to the maintenance of our civilization in America. Yet, after its school days, probably less than one-fourth of our population reads with serious purpose. Music is more essential than litera-

ture, for the very simple reason that music is capable of releasing in practically every human mind enlightening and ennobling thoughts that literature evokes in only the most erudite minds.

"Music, next to religion, is the mind's greatest solace, and also its greatest inspiration. The history of the world shows that lofty aspirations find vent in music, and that music, in turn, helps to inspire such aspirations in others."

NOW THE C. L. MARSHALL CO., INC.

Ohio Sales Co., Inc., Changes Name at Meeting of Stockholders in Detroit

DETROIT, MICH., February 4.—At a recent meeting of the stockholders of the Ohio Sales Co., Inc., the corporation name was changed to C. L. Marshall Co., Inc., an increase of capital stock approved, and C. L. Marshall & Co.'s interests in Michigan combined with ours.

The Ohio Sales Co., Inc., are distributors of the Sonora machine and Emerson record in the State of Ohio and the Marshall Co. distributors of the same lines in Michigan. The general office of the company will remain at Detroit, with branch office and distribution points at Cleveland and Columbus. Both companies have been under the supervision of C. L. Marshall for the past several years and the combining of these two concerns, handling the same lines and under the same management, will result in a stronger and more efficient organization, and Sonora and Emerson dealers throughout Ohio and Michigan are assured of the best service.

OPEN NEW YORK OFFICES

The Franklin Phonograph Co., of Philadelphia, Pa., have announced the opening of New York offices of the company at 253 West Forty-second street, New York City, under the management of William Rashall. The territory to be served from New York will be New York States, New England and Northern New Jersey.

—how are you fixed on Eddie Cantor Records?

A DEALER told us the other day that Eddie's name was all wrong. His experience was that Eddie traveled at a pace much faster than a "canter." Said he could hardly keep up with the demand for Eddie Cantor-Emerson song hits.

Same with Arthur Fields and Kaufman Brothers—it's hard to keep stocked on these exclusive Emerson stars, so great is the demand for the Emerson records featuring their "good stuff."

The following Emerson numbers are selling fast. Look over the list and order any numbers on which you may be short:

No. 10102	No. 1071	No. 10110
No. 10119	No. 1094	No. 10103
No. 10105	No. 10109	

Emerson Record Sales Company, Inc.

Exclusive Distributors of Emerson Standard 10-inch
Gold Seal Records in the Metropolitan Territory

6 West 48th Street, New York City



"A new Gennett!"



The ELUSIVE CHARM

—the magnetic personality of the artists' original rendition of music, is the distinctive alluring appeal in **Gennett Records.**

Hear new **Gennett** No. 1503. The rich, warm tenor and baritone of Hart and Shaw blend exquisitely in "Let the Rest of the World Go By" —while the tenors of Kaufmann and Hall unite serenely pure in "We Must Have a Song to Remember."

Your dealer will gladly give you a hearing

The Starr Piano Company
 Richmond, Indiana
 Los Angeles New York
 Birmingham, Alabama
 London, Canada



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.

THE MUSIC HALL AS AN APPROPRIATE WAR MEMORIAL

Suggestion of John L. Gately, President of the Gately-Haire Co., Albany, N. Y., That War Memorials Should Take the Permanent Form of Music Halls Is Meeting With a Great Deal of Favor

Many people throughout this country have been considering for some time and are still considering just what form their war memorial should take. Some cities have already chosen a music hall as the most fitting memorial and this plan has so many good points that we believe the trade would be interested in the plan recently offered by John L. Gately, president of the Gately-Haire Co., Albany, N. Y. In outlining his plan Mr. Gately said:

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

tained. Our prosperous, progressive and thoughtful people could build no more enduring and beneficial monument. In addition to the disbursement of the War Chest Fund sufficient encouragement for such action will undoubtedly be forthcoming through public subscription in order that an adequate site for such a building and the completion thereof be assured.

"There is no such hall in Troy, Albany or Schenectady sufficiently equipped, or properly constructed permitting of the housing of a great public or private occasion. In fact, I might add that such a structure does not exist within a radius of 100 miles of the Capital City, with the possible exception of Convention Hall at Saratoga.

"The musical industry is an index to the great and general prosperity of this country, as is evidenced by the fact that everybody without exception loves music. Music and art are exploited by all progressive cities. Thus far, unfortunately, the leading city of the Capital district does not boast of a musical institution.

"There is to-day in process of construction or organization an institution to be known as the Capital Concert Bureau, an organization that will bring all of the musical events of national importance obtainable to this city. As soon as the plan is launched it will undoubtedly meet with great public approval, but it cannot



John L. Gately

expand in accordance with anticipation unless suitable quarters are available, which, according to investigation, do not exist at this time.

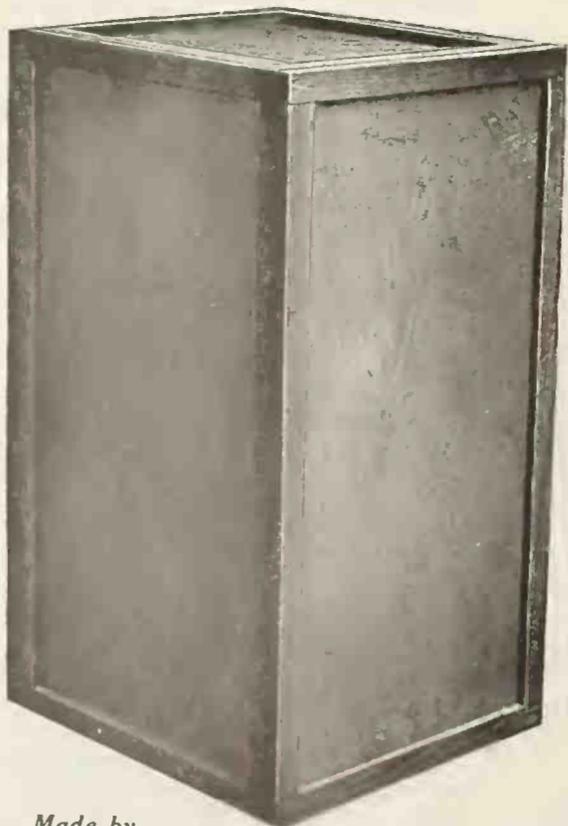
"A large public gathering place which could be put at the disposal of all veteran organizations for recreational and fraternal purposes, as well as all public events of importance, would make an ideal memorial and a practical structure, adding materially to the prestige of the Capital City.

"That the theatre and opera are cultural institutions and essential educational factors in modern progress without which no people can do and get the best intellectual development and inspiration; that theatres and operas must be still more popularized and the best of them

(Continued on page 75)

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.

What More Can You Ask

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



Watching the Music Come Out

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

MAGNOLA TALKING MACHINE COMPANY

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

Oh, What a Jazz is the Ted Lewis Jazz Band's "O"! A-2844.

**Columbia Graphophone Co.
NEW YORK**



ERECT MUSIC HALLS AS MEMORIALS

(Continued from page 74)

brought within the reach of the public in general cannot be denied.

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

"In view of the agreement that the music hall is a public necessity and one of the most ambitious enterprises yet attempted in this section it would attract much attention to the city of Albany. This edifice should profitably carry itself with fixed charges through rental.

"Some cities have decided on music halls as memorials and some on auditoriums. A music hall seems peculiarly appropriate for a memorial, as it suggests peace and harmony and the democratization that was the fundamental principle for which all of our heroes and the entire loyal citizenship of America 'carried on' in the World War. Furthermore, a music hall would give enjoyment to all the people of the city; it would stimulate business by bringing conventions to Albany, and it would promote civic spirit by furnishing a community center.

"Among the cities that have already adopted such a plan are Lowell, Mass.; Spokane, Wash.; Dubuque, Iowa; Texarkana, Tex., and numerous others. Lowell will have a memorial auditorium that will cost \$1,000,000, Spokane will have one that will seat 15,000, Dubuque's will cost \$500,000. In every case the money has been raised by popular subscription.

"The value of a memorial music hall in Al-

bany for promoting an interest in music and for providing good music for the people can hardly be overestimated," said Mr. Gately. "The Mayor of New York City has announced publicly his interest in music for the people, and it is to be expected that this interest will result in the co-operation of city officials in having music programs carried out in the schools and in various public institutions as planned. The full co-operation of the city can only be expected if those directly interested in music show the proper energy.

"The educational and cultural force exercised by music becomes more apparent every day.

As a factor in school life it is recognized by the most eminent pedagogues as an absolute essential, while in the studios of teachers of singing it has assumed a place that may be termed indispensable by reason of its value in illustrating the vocal methods of singers of international fame.

"There is a most significant development in connection with the cultural power of music. It has brought joy into the homes of countless millions in all walks of life, who have been enabled to get a new conception of life, thanks to the wonderful power for good which music weaves over the mind."

BIG VOLUME OF RECORD SALES BY INDIANAPOLIS TRADE

This Was One of the Notable Features of the Month's Business—Many Interesting News Happenings That Reflect the Progress of the Industry in This Section of Indiana

INDIANAPOLIS, IND., February 2.—The outstanding feature of the January business among local talking machine dealers was the unusual volume of record sales. Some dealers reported that in machine sales they exceeded January last year, but all of them emphasized the record business. The Kipp Phonograph Co., Edison distributors, has sold its Edison shop to the Adsit Music Co. F. C. Adsit, who is well known among the music trade, having been connected with several piano manufacturing concerns, is pleased with the business prospects in Indianapolis. The personnel of the shop remains the same, A. H. Snyder continuing as manager. The Edison shop gave a special concert in its concert hall to the public Thursday afternoon, featuring Fred Hillebrand, who

appeared here recently in "Take It From Me."

January business started in so well at Widener's Grafonola Shops, Inc., that W. G. Wilson, manager, was forced to postpone his plans for remodeling. E. D. Follin visited Mr. Wilson during the week.

A new card system for record stock keeping has been installed by the Indianapolis Talking Machine Co., Victor dealers. Miss Lorena Moore has joined the record sales force of the company. W. H. Paige, Victor dealer at Terre Haute, Ind., visited Carl Anderson, manager of the Indianapolis company, while on the trail of some Victor records. Mr. Paige reported business at Terre Haute good. Mrs. Browning, in charge of the educational department of

(Continued on page 76)



Two Well-known Words:

**Co-operation
Service**

We can tell you the *real* meaning of these overworked terms, for our organization specializes on co-operation and service to

Victor Dealers

ECLIPSE MUSICAL CO., Cleveland, Ohio
Victor Wholesale Exclusively

BIG RECORD SALES IN INDIANAPOLIS
(Continued from page 75)

the company, has been meeting with much success in giving Victrola concerts at the noon hour at large industrial plants in the city.

Mrs. J. Ellison Fish, manager of the talking machine department of the Pearson Piano Co., reported a brisk record business. The A. M. Club of the department will give a Valentine dance for the store employes February 9.

C. P. Herdman, manager of the machine department of the Baldwin Piano Co. store, in reporting January business ahead of last year, said that 1920 was getting a fine start.

George Standke, manager of the Brunswick Shop, said that the Brunswick records were the "quickest 'over' thing I have ever seen in my life." Mr. Standke pointed out that the Brunswick machine owners had long been waiting for Brunswick records and it took little advertising to ring them in.

The Starr Piano Co., T. H. Bracken, manager, has been featuring the Starr phonograph in window displays. Mr. Bracken looks for

the heavy demand for Starr machines to continue during the entire year.

E. R. Eskew, manager of the Pathé Shop, said that 1920 business was getting a fine start, and that if it keeps up as it has started—and he believes it will—the year should prove a breaker of all past records.

The Fuller-Ryde Music Co. has been carrying on a well-conducted newspaper advertising

campaign on the Victrola line. C. B. Ryde is a believer in conducting business on high-grade lines and is opposed to any mud-slinging tactics that sometimes are used by overzealous salesmen. Mr. Ryde is a Victor booster through and through.

The Carlin Music Co. will move into new quarters at 143 East Washington street, March 1, where it will have a three-story building. Frank Carlin said that the new location would enable the company to enlarge its phonograph department.

A heavy demand for Victor machines was reported by H. E. Whitman, of the Circle Talking Machine Shop.

Sonora talking machines continue to enjoy a brisk sale at the Sonora department of Charles Mayer & Co., Ernest Arthur, manager, reports.

Dalton machines, which built up a nice business in this city during the holiday rush, are gaining steadily in popularity, according to F. W. Fromm, of the Baldwin-Miller Co., distributors.

Both machine and record sales featured the January business at the Victor department of Taylor's, Miss Minnie Springer, manager, reported.

Frank Buttweiler, manager of the Brunswick-Balke-Collender Co., visited the Chicago headquarters of his company during the week. Mr. Buttweiler is ever after Brunswick machines, which his dealers are crying for, and this is his chief worry.

Following the return of Ben Brown, manager, and F. H. Barteaux, dictaphone sales manager, to Indianapolis from the Columbia convention in New York, a luncheon was given employes of the Indianapolis wholesale branch of the Columbia company at the Lincoln Hotel, at which Mr. Brown and Mr. Barteaux related the proceedings at the convention and discussed the outlook for 1920 business.

The monthly meeting of the Columbia dealers was held at the Lincoln Hotel, January 27. Mr. Brown, T. B. Niles, assistant manager, and George L. Schuetz, Robert D. Duffy and John Henderson, Columbia traveling representatives, attended the dealers' convention at Chicago, January 21-22.

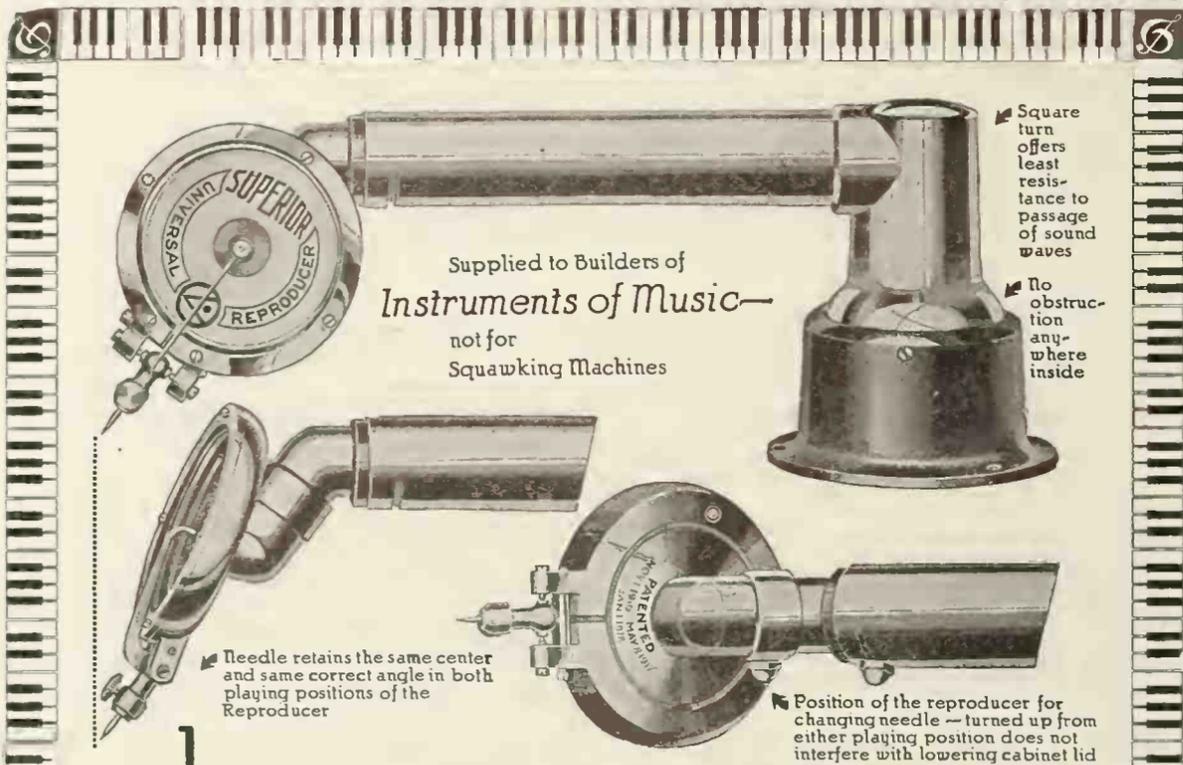
A. C. Hoffer, who was a salesman for the Baldwin Piano Co. in the St. Louis district for ten years, has organized the A. C. Hoffer Music Co., at Vincennes, Ind., and is handling the Columbia line exclusively. The company, which was incorporated, numbers some of the leading business men of the city among its stockholders and directors.

The Amplifone Co. has received inquiries concerning the Amplifone from all parts of the world in response to its recent advertisement in The World. Steps are now under way for selling the Amplifone in Great Britain, from which several inquiries have come, as soon as the patent rights are secured.

TAKES ON THE REGINA LINE

B. N. DeFrance, of Ellwood City, Pa., the enterprising druggist, has put in a complete line of Regina phonographs and Operaphone records. He has equipped his storeroom with Reed record demonstrating booths and Reed record racks. This storeroom is of the most modern equipment for the convenience of the trade and is very attractive.

"A Million A Year"
WHAT'S YOUR SHARE OF
MICA DIAPHRAGMS OF BEAUTY
—Phonographically Speaking—They Talk for Themselves—
Manufactured for over ten years for the larger consumers by the
INTERNATIONAL MICA COMPANY
Factory and Sales Dept. { 37th & Brandywine Sts. W. Philadelphia, Pa. } Mines, Amelia Co., Va. Executive Dept. { 1228 Filbert St., Philadelphia, Pa. }
Send for samples and quotations now and eliminate your diaphragm difficulties
Immediate delivery of small quantities can be made in the following districts.
SAN FRANCISCO, CALIF.—WALTER S. GRAY
CHICAGO, ILL.—LAKESIDE SUPPLY COMPANY
MONTREAL, CAN.—ARTHUR K. KEMPTON



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 Mica 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

Cleartone

PHONOGRAPH
SPEAKS FOR ITSELF



No. 150—\$85



No. 100—\$75



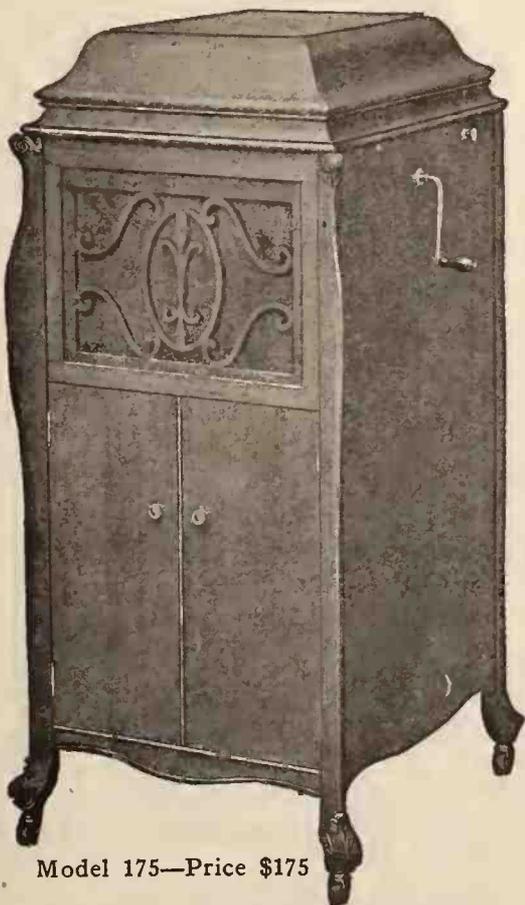
No. 135—Price \$135



Model 105—Price \$105



No. 200—\$100



Model 175—Price \$175

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



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 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 Opera Needles;

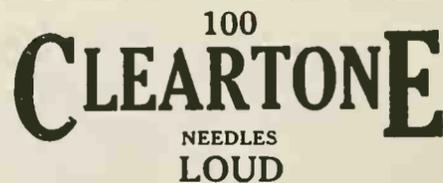
If our needles do not prove to be as represented we will refund your money.

Prices as follows:

10,000 lots, 45c. per M	100,000 lots, 40c. per M
1,000,000 lots, 35c. per M	5,000,000 lots, 32c. 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	- - - -	50c. per M
Million Lots and over	- - - -	45c. per M

Prices subject to revision without notice

We are the Original Headquarters for Genuine Imported Cleartone Sapphires and Diamonds

Sapphire Balls	Sapphire Points	Genuine Diamonds
Dozen Lots, 18 Cents Each.	Dozen Lots, 20 Cents Each.	Dozen Lots, \$1.75 Each.
Hundred Lots, 15 Cents Each.	Hundred Lots, 16 Cents Each.	Hundred Lots, \$1.50 Each.
Thousand Lots, 13 cents Each.	Thousand Lots, 14 Cents Each.	Thousand Lots, \$1.40 Each.

SPECIAL PRICES ON LARGER QUANTITIES

Latest 84-Page Catalog Now Ready!

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

Cleartone

PHONOGRAPH
SPEAKS FOR ITSELF

Motors, Sundries and Supplies

STOP! LOOK! READ!

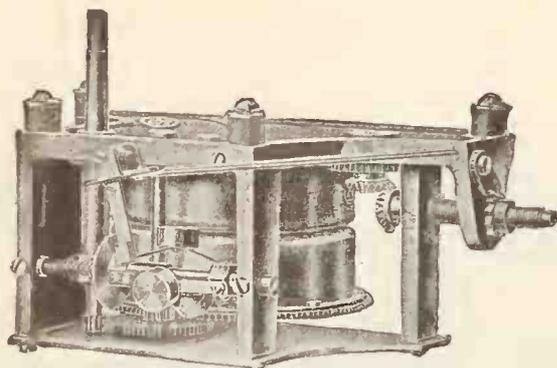
Something new for Lucky 13!
We are now manufacturing our own motor, and can offer immediate deliveries in any quantity.

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.



CLEARTONE MOTOR NO. 11

SPECIALS FOR MOTOR, TONEARM, REPRODUCER AND CABINET MANUFACTURERS

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

Main springs and governor springs to fit any motor
Tone modifier rods.
Continuous hinges.
Cover Supports.

Your inquiries will have our best attention.

SUNDRY DEPARTMENT

MOTORS

- No. 1, double-spring, 10-inch turntable, plays 2 10-inch records \$3.75
- No. 2, double-spring, 10-inch turntable, plays 3 10-inch records, \$4.00, with 12-inch turntable 4.25
- No. 9, double-spring, 12-inch turntable, plays 3 10-inch records, castiron frame 7.85
- No. 3, double-spring, 12-inch turntable, plays 4 10-inch records, castiron frame 9.85
- No. 11, double-spring, 12-inch turntable, plays 7 10-inch records, castiron frame, bevel gear wind..... 9.75

TONE ARMS AND REPRODUCERS

(Play All Records)

- No. 2Per set \$1.75
- No. 3Per set 1.95

- No. 4Per set 4.00
 - No. 6Per set 3.75
 - No. 7Per set 3.75
 - No. 9Per set 2.95
- Sonora tone arm with a reproducer to fit

MAIN SPRINGS

- No. 00, 5/8 in., 9 ft. 29c
- No. 01, 3/4 in., 9 ft. 25c
- No. 02, 3/4 in., 7 ft. 25c
- No. 1, 3/4 in., 10 ft. 39c
- No. 01A, 3/4 in., 10 ft. 49c
- No. 2, 13-16 in., 10 ft. 39c
- No. 3, 7/8 in., 11 ft. 49c
- No. 4, 1 in., 10 ft. 49c
- No. 5, 1 in., 11 ft., heavy 69c
- No. 6 1 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 large quantities.

RECORDS—COLUMBIA

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

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

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

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

LUCKY 13 PHONOGRAPH CO.

46 East Twelfth Street - - - - - New York



“In Your Arms” and “Just Like a Gypsy” are both songs by Nora Bayes. That’s enough reason for ordering big. A-6138.

**Columbia Graphophone Co.
NEW YORK**

UNIQUE SELLING PLAN TESTED OUT IN SAN FRANCISCO

N. F. Milnor, Manager of Columbia Co.’s San Francisco Branch, Introduces “Selling by the Set Only” in Presenting Art Hickman Records—Plan Proves a Decided Success

SAN FRANCISCO, CAL., February 5.—The Columbia dealers of this city participated in a unique sales plan recently, incidental to the introduction of Art Hickman’s Orchestra dance records, which

were recorded exclusively for the Columbia library. Under a novel sales plan, originated by



Art Hickman’s Orchestra, Which Records for Columbia Co.

the leading dealers of the Columbia branch at San Francisco, a convention of dealers and rep-

resentatives was gathered together previous to the releases of the Hickman records. Art Hickman himself with his orchestra attended. A banquet was held and the enthusiasm of every dealer in this city was at a high water mark.

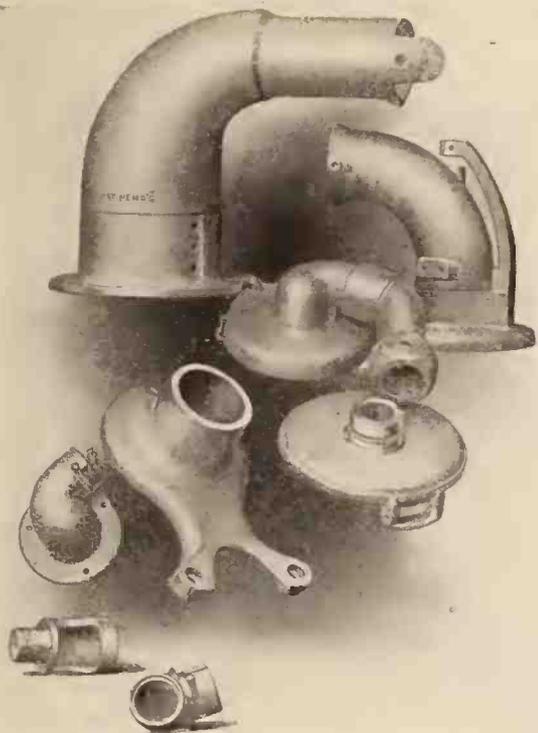
Based on the fact that the Art Hickman records would meet with a hearty reception from every dance enthusiast and that practically every native of San Francisco would want these records, the dealers attending the convention agreed that the Art Hickman dance records, four in number, would be “sold by the set only.”

The plan was tremendously successful, and every Columbia dealer in San Francisco reported that he had closed the biggest day of record sales in its history. Scores of thousands of Hickman records were ordered, wrapped up in sets of four, displayed in every dealer’s window and sold. The “getting-together” of the dealers resulted in stimulating enthusiasm as well as sales. The following telegram was sent to Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co., by I. L. Valentine, representing the Columbia dealers in San Francisco:

“The Columbia dealers of San Francisco and vicinity take this opportunity of expressing to you their appreciation of the Columbia Graphophone Co., and for Mr. Milnor’s efforts in putting over the Art Hickman dance records. We have partaken of your excellent repast, danced to Mr. Hickman’s wonderful music and leave with the honest-to-goodness feeling that tomorrow will bring forth greater success for you and yours.”

Schmelzer Arms Co.
Kansas City, Missouri

**Exclusively Wholesale
Victrolas and Victor Records**



DOEHLER DIE-CASTINGS

THE best material is in them, whether white metal, aluminum or brass.

The most skilled workmanship is used to make them, fostered by years of service to the most exacting trade of the country—automobile, talking machine, electrical and general industrial appliance makers—a blue list of American Manufacturers.

The most exacting emergency staff guides their manufacture, and they are made by

**PUT it up to
Doehler to
Die-Cast it**

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

D. D. C. -27

PENNINGTON TALKS AT HARVARD

Addresses Students at Harvard School of Business Administration—Visits Boston

Frank K. Pennington, assistant general sales manager of the Columbia Graphophone Co., left New York last week to address the 250 students of the Harvard School of Business Administration at Harvard University, Cambridge, Mass. Mr. Pennington, who is well known in

general business circles, had been invited to address the members of this class, and his subject, "The Young Man in Business and What He Needs for Success," was enthusiastically received by the students. Before returning to his desk, Mr. Pennington visited the Boston branch of the Columbia Co., where Manager Mann furnished him with sales totals for January which broke all previous records.

COMMENT ON TRADE CONDITIONS

New York Evening Post Presents Some Interesting Facts Regarding Existing Conditions in the Talking Machine Industry

The information published in the daily newspapers regarding details of the talking machine business, and for that matter the music industry in general, quite frequently is not based on actual facts.

The following comments on conditions in the talking machine trade, as published in the New York Evening Post recently, are particularly interesting, therefore, as they are more or less accurate. The Post said:

"The production of talking machines, like that of automobiles, is far behind the demand. One of the manufacturers has carried over \$165,000,000 worth of unfilled orders into 1920. Only a small proportion of this country's production was shipped abroad last year and therefore but a fraction of the foreign demand was met. American manufacturers have fallen heir to the German trade and in large measure to that of England and Switzerland, the principal producers before the war.

"So great is the demand in Canada that one American manufacturer has just taken over an ammunition and aeroplane plant comprising 235,000 square feet of floor space to be used entirely for manufacturing machines and records. Another large exporter has acquired a plant covering 500,000 square feet in Baltimore, where 6,000 workmen will be employed. The

Canadian and South American markets are the most important, although this country is sending machines and supplies to Europe and the Far East in large quantities. The superiority of American machines, it is believed, will be recognized long after Germany and other competing nations enter the field, and a great permanent export business is felt to be assured.

"An important market is being developed in the Far East. In many Eastern countries there is no printed scale of music, and songs must be carried by memory. Sheet music is unknown. Many of these people are very musical and the talking machine finds a ready sale. It has been found necessary by one firm to establish a factory to assemble and distribute the parts."

Miss Hobson of the Stewart Talking Machine Co. assisted Miss Blanche Woodey, Supervisor of Music, Anderson, Ind., in planning and putting into execution a circulating library of Victor records in the ten city schools of Anderson. These constructive courses in Music Appreciation are being established throughout Indiana.

GEIER & BLUHM

TROY, N. Y.

Samples of the G & B Reproducers are now ready.

Don't order your supply until you have seen and heard our Sound Boxes. Unsurpassed sweetness in Tone. First class workmanship and material. Remarkable low price on large quantities.

Let us quote you on

**DIE CASTINGS
AUTOMATIC MACHINE
WORK**

NICKEL AND GOLD PLATING—ASSEMBLING

We can save you money

GEIER & BLUHM

TROY, N. Y.



"THE REAL LEADER"

in the envelope world today. That's US! You'll admit it too when you've investigated our special proposition for Victor dealers only. New designs each month; new lists of records each month; "sudden" deliveries. Clip the coupon on Page 45 or write for samples and circular to

**LU-FRANC SALES SERVICE
1202 Dime Bank Building Detroit**

"VICTOR DAY" IN NEW ORLEANS

Prominent Retailers Guests of Philip Werlein, Ltd., Who Listen to Interesting Addresses by H. A. Beach of the Victor Co. and Others

NEW ORLEANS, LA., February 3.—Southern Victor dealers held a "Victor Day" here last month when fifty or sixty retailers met as guests of the wholesale department of Philip Werlein, Ltd., wholesale distributors of the Victor line. A one-day session was held and speeches were made by men prominent in the talking machine trade and by officials of the Victor Co. J. D. Moore, manager of the wholesale department of the Werlein house, was general chairman of the day and presided at the opening session in the Ampico Hall. The welcome address was given by President Parham Werlein and response was made by Benj. Hammond, of Birmingham. Speeches by Mr. Moore on "Fundamental Principles of a Successful Victor Retailer," and F. E. Mahoney, president of the Southern Victor Retailers' Association, on "The Purpose of the Association," concluded the morning session.

Luncheon was served in Kolb's Café and was followed by an address on "The Future of New Orleans and Its Natural Resources," by Walter Parker, general manager of the New Orleans Association of Commerce.

The afternoon session was given over to the Victor retailers and the chief event of the day was an address by H. A. Beach, of the Victor Talking Machine Co. In the evening a banquet was held in the Café de la Louisiane at which several impromptu speeches and excellent musical features made it a pleasant evening.

The day before the convention was held the Executive Board of the Southern Victor Retailers' Association had a meeting and remained here for the gathering on the following day.

The Executive Board consists of the following members: F. E. Mahoney, chairman, Chattanooga, Tenn.; Benjamin Hammond, Birmingham, Ala.; W. H. Cummings, Huntsville, Ala.; LeRoy Webb, Atlanta, Ga., and W. F. Brice, Charlotte, N. C.

Many companies were represented at the convention, among them being Victor Talking Machine Co., Camden, N. J., H. A. Beach, A. H.

The Booth Felt Company, Inc.

Mechanical Felt Products

Turntable 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.

If interested in Velour or Velvet Discs we can supply them.

FACTORIES

BROOKLYN, N. Y.

463-473 Nineteenth Street

CHICAGO, ILL.

732 Sherman Street

Levy and Wm. P. Berry; Rhodes-Mahoney Furniture Co., Chattanooga, F. E. Mahoney; Clark & Jones Piano Co., Birmingham, Benj. Hammond; Leroy Webb & Co., Atlanta, Ga., Leroy Webb; Cummings Furniture & Hardware Co., Huntsville, W. H. Cummings; Association of Commerce, New Orleans, Walter Parker, general manager; Bry-Block Merc. Co., Memphis, Jack Hofheinz; O. K. Houck Piano Co., Memphis, W. T. Sutherland; J. Goldsmith & Sons Co., Memphis, S. Bleustein; Southern Photo-Material Co., Atlanta, Ga., J. F. Neece; Williams-Guttenberger Music Co., Macon, Ga., R. H. Williams.

Ellis Sarchie, McComb, Miss.; Rice Furniture Co., Jackson, Miss., M. D. Feld and Ben. Martin;

Rice & Co., Vicksburg, Miss., H. E. Rice; Laurel Furniture Co., Laurel, Miss., A. D. Peden; A. Gressett Music House, Meridian, Miss., J. B. Gressett; T. P. Dulion Merc. Co., Biloxi, Miss., W. V. Joyce; L. B. Divelbiss, Columbus, Miss.; The Southern, Columbia, Miss., W. S. Boone; John McGarth & Sons, Brookhaven, Miss., Miss Winnie Bell McGrath; Parker-Gardner Co., Charlotte, N. C., Mr. Bryce; Crowell-Gifford Co., Port Arthur, Texas, F. E. Gifford; Bush & Gerts Piano Co., Dallas, Texas, B. W. Gratigny; H. V. Beasley Music Co., Texarkana, Texas, T. M. Blewster; Gulf Furniture & Carpet Co., Orange, Texas, C. Douglas; Matthewson-Pelz Jewelry Co., Marshall, Texas, K. D. Jernigan; Cartwright of Clarksdale, Clarksdale, Miss., J. M. Cartwright; City Drug Store, DeRidder, La., F. W. Raggio; Eckels' Pharmacy, Crowley, La., G. M. Eckels; Smith's Music Store, Lake Charles, La., J. S. Smith; V. B. Richard, Jennings, La.; Pincus & Murphy, Alexandria, La., Mr. and Mrs. Murphy.

Hutchinson Bros., Shreveport, La., Jim McCann, Tom Cook and Tom Bryson; Maison Blanche Co., New Orleans, La., Edgar Newman and B. G. Powell; Ashton Music Co., New Orleans, La., P. T. Ashton; Dugan Piano Co., New Orleans, La., J. V. Dugan; Collins Piano Co., New Orleans, La., E. W. Wilson, Jr.; Philip Werlein, Ltd., New Orleans, La., Parham Werlein, president; Paul S. Felder, secretary and treasurer; J. D. Moore, manager wholesale Victor department; Miss Delery and P. M. Harris.

NEW DEVICE VERY POPULAR

The Acme Engineering & Mfg. Co., of Chicago, Ill., is meeting with very pleasing success with a new device which it recently introduced, consisting of a holder for jewel needles. This little device, which is a suitable receptacle for Edison, Pathé and other high priced needles,



enables the talking machine owner to take proper care of these needles, without danger of losing, misplacing or breaking them.

These little nickel or gold plated holders are made with felt bases, so that they will not scratch the cabinet motor board when set loosely inside the cover, but they have proven so popular that a number of manufacturers are now mounting them permanently on their machines.

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

"IF IT PERTAINS TO A PHONOGRAPH WE HAVE IT"

THE MYSTO MULTI-PLAYING NEEDLE

Each Needle Guaranteed to Play 10 Records



THIS IS THE NEEDLE YOU HAVE BEEN WAITING FOR. ∴ IT GIVES YOU LARGE PROFITS.

DISPLAY THE CARTON. MYSTO NEEDLES SELL THEMSELVES

Write for Quotations

Amalgamated Phonograph Accessories Corporation

56 Bleecker Street

"If it pertains to a phonograph we have it."

NEW YORK



THE TRADE IN BOSTON AND NEW ENGLAND

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

BOSTON, MASS., February 1.—January business everywhere appears to have been rather larger than was looked for. The month saw a few important changes as well as the opening up of a few new establishments. All this is a healthy indication of the growth of the talking machine business and means for one thing, at least, that provision must be made for bigger production at the factories. Salesmen and women are finding it easier than ever before to sell records in particular; there is not that long-drawn-out delay in picking out numbers that once obtained; people seem to know more quickly what they want; there is no longer the playing over several times of a piece; often the merest start on a record is sufficient and the number is taken. All the houses are finding an enormous demand for the new "Dardanella" number, and it is difficult for any record factory whose line is represented in this city to furnish this number, so quickly are the instalments exhausted.

A Great Bill-Board Campaign

Music and prohibition—that is the text that has led Harry Spencer, head of Kraft, Bates & Spencer, Inc., to take a most novel initiative, arguing from the premises that with the advent of constitutional prohibition the public would take a more active interest in music, that there would be a gradual (or is it rapid?) shifting of interest from one to the other sphere. Mr. Spencer bethought himself of the bill-board idea to advertise the Brunswick proposition, so he entered into a contract with Donnelly, the biggest bill-poster in Boston, to take the spaces heretofore used by the liquor interests, and presto! already one sees conspicuous signs of the Brunswick where formerly passers-by saw beer or ale or whiskey advertisements. The initial contract with Donnelly

called for 144,000 square feet of bill-board space in Greater Boston and the first boards to be taken have been those along the railroad lines. Therefore, as one traverses to and from Boston via the main arteries of travel he is confronted

Steinert Service Serves

M. STEINERT & SONS CO.

35 ARCH ST.



BOSTON

WHOLESALE HEADQUARTERS

With our newly completed service department, a reality and a model for the good of the retailer, we are prepared to offer valuable ideas to our retailers to help resell such goods as are now obtainable.

by arguments touching "Music in the Home," with further arguments as to the merits of the Brunswick as the desirable medium to supply the need. Mr. Spencer reports that the January business in the Brunswick proposition was unusually large and that the supply of the Brunswick records, out only a few weeks, cannot begin to keep up with the demand.

E. M. Wheatley at the Vocalion Helm

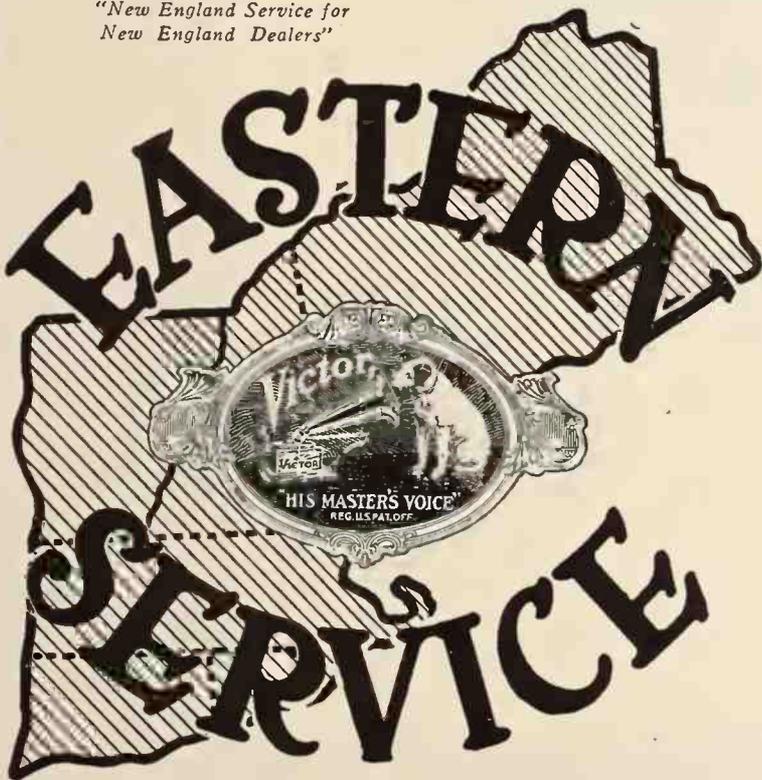
One of the most important changes in the local warerooms within the past month has been in the management of the Vocalion in Boylston street, referred to in *The World* last month, where Mr. Hindley has been succeeded by E. M. Wheatley, for the past four years manager of the retail Vocalion department at Aeolian Hall, New York. Mr. Wheatley, who is already on the scene, will not only have charge of the retail store here, but will also be in charge of the wholesale end of the business for the New England territory. Mr. Wheatley has brought with him to Boston John F. Leavy and Raymond H. Clarke, who already are finding their new environment quite to their liking. Mr. Wheatley has already found high favor among the employes of the Vocalion headquarters, who are discovering him to be a thoroughly likable, fair-minded man who believes in co-operation and team work when it comes to pushing the business of the Vocalion.

F. S. Horning Co. Open New Quarters

After much delay for which the new concern was in no sense to blame, the F. S. Horning Co., Inc., opened up for business a few days ago and made a most encouraging start. The location, as already noted in previous issues, is at 22 Boylston street, near Washington street. The decorative scheme of the interior is in French grey in classic design. The record department is at the left as one enters, while down both sides of a broad lobby are ample and well-furnished booths. In a mezzanine story at the rear are the private offices, from which a full view is had of the entire establishment. Here Mr. Horning has his desk and here, too, he welcomes his friends, many of whom have dropped in these past few days to extend congratulations. Friends, too, remembered the new store with

(Continued on page 86)

"New England Service for
New England Dealers"



GOOD SERVICE is always characteristic of good business. Without one the other does not exist.

EASTERN Service specializes in New England and has one chief aim—to help Victor merchants put over the best year in 1920.

The Eastern Talking Machine Co.

VICTOR WHOLESALERS

85 Essex Street

BOSTON

Fifty Years of Needle Making

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

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

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

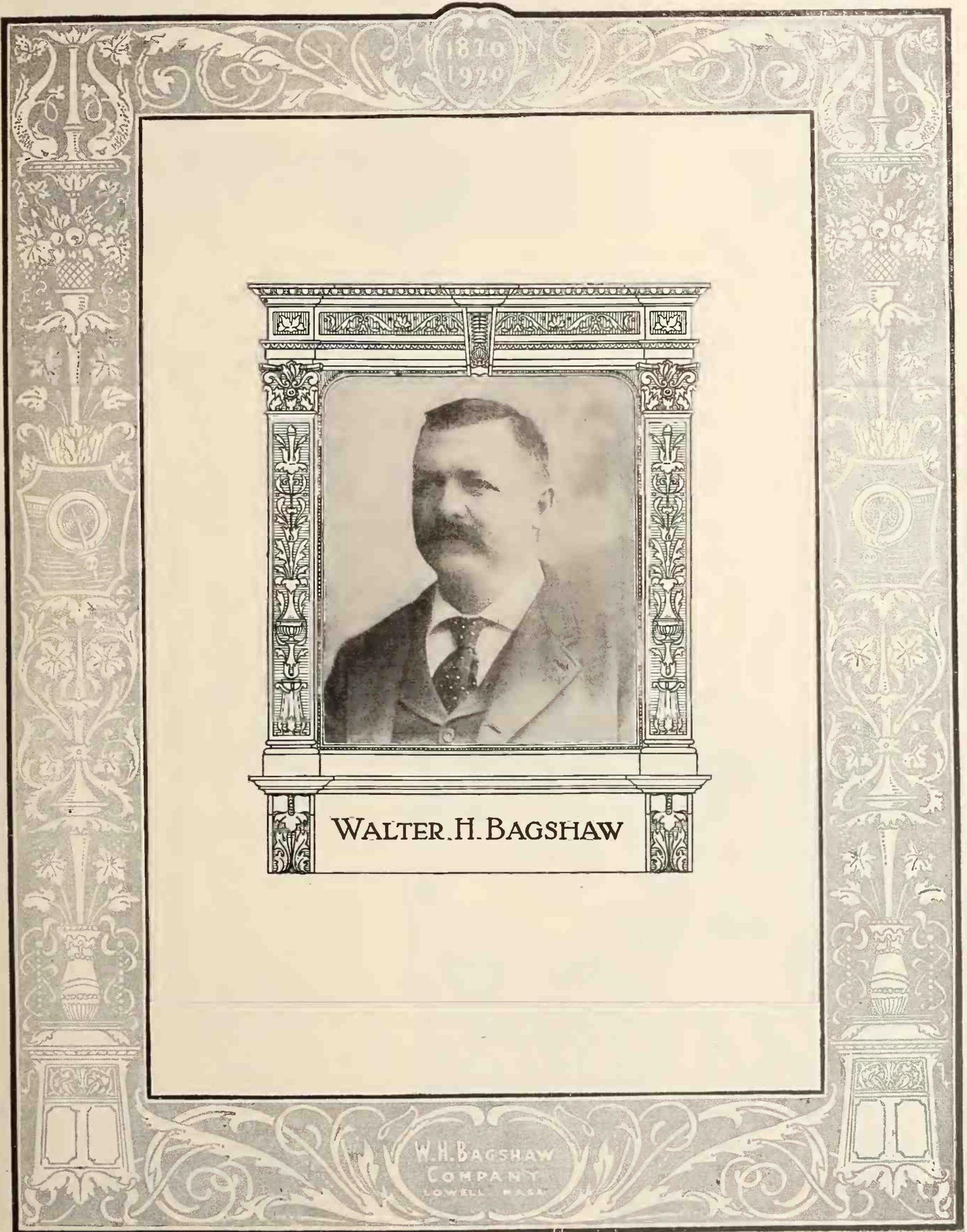
It is indeed an achievement—50 years of continuous service—and our policies for the future, embracing as they do, Bagshaw Service, quality of product, and economy in price, are in line with the requirements of the talking machine trade for the best needles.

W. H. BAGSHAW CO.
LOWELL, MASS.

Established 1870

Incorporated 1917

W. H. BAGSHAW
COMPANY
LOWELL, MASS.



WALTER H. BAGSHAW

W.H. BAGSHAW
COMPANY
LOWELL, MASS.

THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 83)

floral offerings, which added much to the attractiveness of the interior on the opening day. Donald L. Macdonald, who was connected with the Hallet & Davis Co. before and after the late war, wherein he saw gallant service, is one of the attaches of the new establishment.

Musical Supply & Equipment Co. Forces Meet

The Musical Supply & Equipment Co. has found business so large that it has not been easy to give the dealers all the goods they would like to have, and for this reason Manager Burke has hesitated to sign up any new connections. The company's local representation held a business conference at the Copley Square Hotel the middle of the month. Manager Burke presided and there was an informing talk given by J. C. Morris, the president of the company, who came over on purpose to get in close touch with Manager Burke's staff, all of whom, by the bye, are doing their share to boost the interests of the Sonora and the other products which the company handles.

J. E. Burke Assistant Treasurer

It is good news that Manager Burke's brother, J. E. Burke, has been made assistant treasurer of the Musical Supply & Equipment Co., and C. J. McKinnon the company's sales manager for the Emerson records and the rolls that the house carries. Manager Burke left today for New York to attend the music show.

Plan to Increase Beacon Co. Production

A change has been announced in the personnel of the Beacon Phonograph Co. The new partnership consists of Richard M. Nelson and Chester W. Johnson. Arrangements are now nearing completion for the formation of a large corporation to increase the Beacon Co.'s production facilities. The company maintains a suite of offices in the Garden Building, 248 Beacon street.

Conference of Columbia Dealers

There was a large conference of Columbia dealers throughout New England at Jordan Hall the middle of January, the plans for which Manager Fred E. Mann very carefully mapped out. In the deliberations the branch managers of Boston, New Haven, Conn., and Portland, Me., participated. Many business problems were

intimately discussed and the affair was considered one of the most constructively helpful of any similar gatherings ever held. At this dealers'

conference, which was attended by about 200, H. L. Tuers, manager of the dealers' service department, gave a talk on "The Model Shop," illustrating his address with a replica of the device in question, which is to be installed in the new Columbia headquarters. It is planned to hold these dealers' meetings quarterly.

At a managerial conference of Columbia men there were some inspiring talks by George W. Hopkins, general sales manager; R. F. Bolton, sales manager of the International record department; R. F. Benz, in charge of the record department of the general sales organization, and H. L. Tuers, manager of the dealers' service department. Both managers and salesmen who were privileged to participate in this conference found the occasion one peculiarly helpful.

Takes Charge of Dictaphone Department

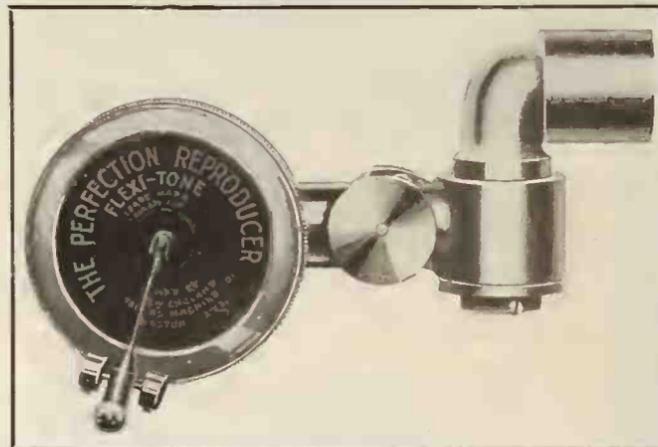
One of the new arrivals at the Columbia headquarters is Samuel Quincy Adams McClure, who is to be salesmanager of the Boston branch of the Dictaphone department, succeeding C. A. Emerson, resigned. Mr. McClure comes here from Akron, O., where he was manager of a branch.

Attended Music Show in New York

There was quite a party of the Steinert Co.'s representatives in New York last week, all of

(Continued on page 88)

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

CRESSEY & ALLEN

Portland
COVERS
New England
CONN. I.

The SPIRIT of SERVICE
prevails throughout our
ORGANIZATION
CRESSEY & ALLEN
Victor Distributors
PORTLAND MAINE

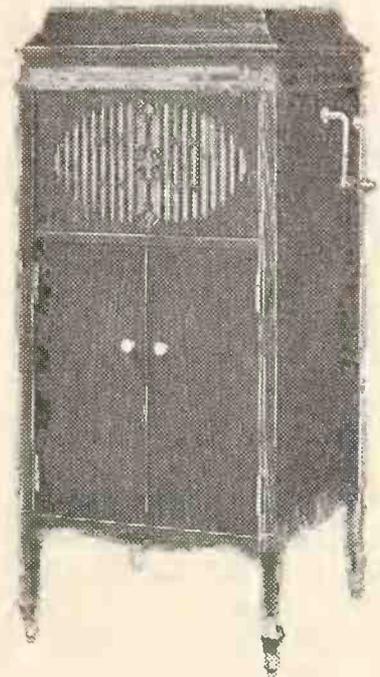
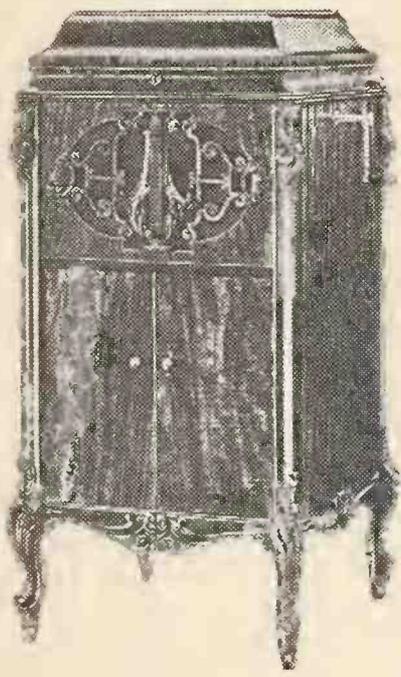
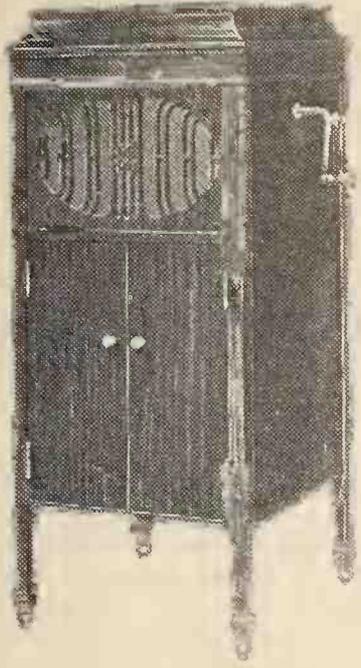
Send for Descriptive Circular

Curry **DEMONSTRATION BOOTHS**
AND RECORD CASES
IN STOCK OR TO ORDER

"SOUND PROOF"

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.



Selling Brunswick Phonographs For You

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

METHOD OF REPRODUCTION

The essential laws in artistic tonal reproduction are reinforced by the recording and reproducing

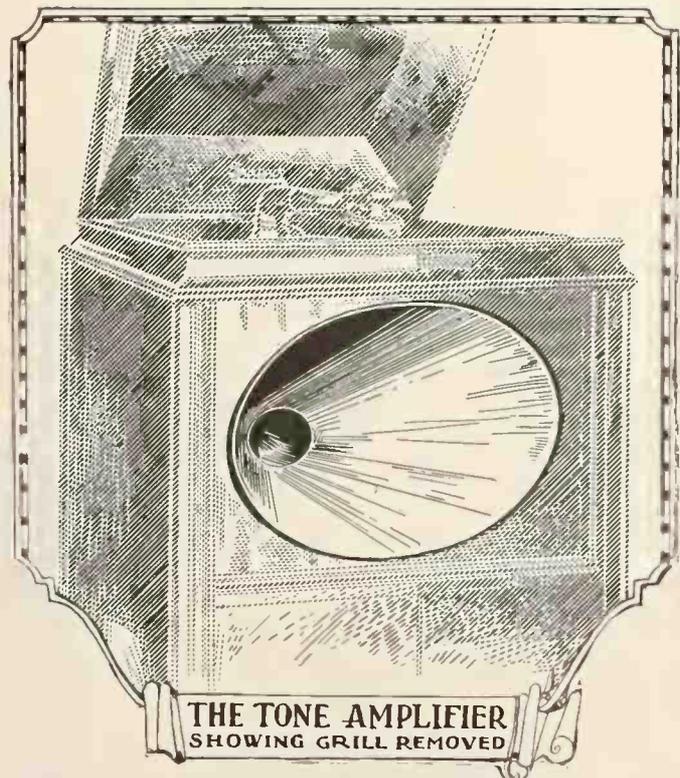
processes of the Brunswick Phonograph. The musical work appears, develops and perpetuates itself like a living being. Its Method of Reproduction consists of the Ultona and the Tone Amplifier. The former plays all records at their best. The latter is the violin principle, all-wood throat that permits tone waves to vibrate and expand properly.

Brunswick

PHONOGRAPHS AND RECORDS

KRAFT, BATES & SPENCER, Inc., 156 Boylston Street, Boston, Mass.
NEW ENGLAND DISTRIBUTORS

Tonofone Victrolene Motrolas Steel Needles Jewel Points Albums Record Brushes Khaki Covers



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 86)

whom went over for the Music Show. From Boston went Alexander Steinert, head of the house, and his son, Robert Steinert, who is in charge of the Victor department of the company's business. Then there were Jerome Murphy and J. T. Sayward, of the Boylston street headquarters, and from the New Haven, Conn., and Providence, R. I., Steinert stores there went Rudolph and Albert Steinert.

Toward the middle of the month Kenneth C. Reed, the Steinert Co.'s wholesale manager of the Victor, plans to go over to the factory, and later Robert Steinert hopes to make a trip there. Incidentally it is of interest that the newly-equipped service department of the Arch street Victor headquarters is proving of the greatest value to the company's clientele.

To Handle the Empire Talking Machine

Two new dealers that the New England Piano & Phonograph Co. have signed up with as representatives of the Empire machine are John Murphy at Framingham and Harold Johnson at Newburyport. A branch store for the distribution of the Empire has been opened up in East Boston and this will be in charge of M. Rocci.

Kraft, Bates & Spencer Officers

The annual meeting of Kraft, Bates & Spencer, Inc., was held toward the latter part of January and the officers elected were the following-named: President, Caleb Spencer; vice-president, Frank S. Spencer; treasurer and secretary, Harry L. Spencer.

C. A. Peck Becomes Manager

The Barite Talking Machine Co., at the corner of Boylston and Church streets, has a new manager in the person of C. A. Peck, who has come East from Cincinnati, O., where he was in charge of the talking machine department of the McAlpine store. Several years ago, before going West, Mr. Peck was with the Oliver Ditson Co.'s Victor department.

H. W. Berry Co. Enlarges Business

An enlargement of his talking machine quar-

ters has become absolutely necessary for the establishment conducted by Henry W. Berry Co. in Central Square, Cambridge, where business has been going by leaps and bounds. The talking machine department is conducted by Miss Minerva M. Clark. The 1919 increase in business is reported to have been 300 per cent over the previous year and Manager Saltman of the Berry company says he intends to make an even bigger showing this year.

Lectures at Harvard

F. K. Pennington, assistant sales manager for the Columbia, was in Boston toward the latter part of January, having come over on the invitation of the Harvard Graduate School of Business Administration, before which body he lectured on the 25th inst. While in town he was able to enjoy some of Manager Fred E. Mann's oft-exercised hospitality.

Anxiously Awaiting More Stock

Manager Herbert Shoemaker's complaint when he was seen a while ago was that the Eastern Talking Machine Co. was experiencing difficulty in getting goods and in discussing the situation he said: "From all we learn from the Victor Co. we can look for a big increase in output in the next six months; that sounds encouraging, but I'm from Missouri!" Mr. Shoemaker is expecting to get over to the Victor factory some time this month.

"Billy" Fitzgerald in the Retail Field

"Billy" Fitzgerald, who is widely known in the Victor trade, has gone into the retail business and has opened headquarters on the second floor of the Studio Building at the corner of Tremont and Bromfield streets. He is carrying a full line of Victor machines and records and accessories.

G. F. Baldelli Married

G. Frank Baldelli, manager of the Victor department of the Boylston street establishment of the M. Steinert & Sons Co., was married in January to Miss Madge Whiting Vose. Mr. Baldelli and his bride spent their honeymoon

MICA DIAPHRAGMS

Watson Brothers, Inc.

170 PURCHASE ST.

BOSTON - - - - MASS.

at Atlantic City, and have now established their home at Arlington Heights.

Leaves for Birmingham

E. J. Silliman, who has been in charge of the record department of the Boston branch of the Columbia, has gone to Birmingham, Ala. Frederick H. Silliman, vice-president and general manager of the Pardee, Ellenberger Co., Inc., went over to New York the latter part of January to meet his son, Horace Silliman, who has returned from Europe, where he had been for several weeks on a business trip.

Vermont Dealer Tells of Business Growth

H. G. Pollard, manager of the United Talking Machine Co., at Portland, Vt., was a recent visitor to Boston and he reported his 1919 business as tremendously increased over that of 1918, and he says that he is making preparations to show another large increase this 1920. He is now operating two large trucks to look after the business in the outlying territory and he is having the able assistance of his son, George Pollard.

Titus Heads Jordan Marsh Department

The large talking machine department at the Jordan Marsh Co.'s store is now in charge of William E. Titus, who has just come on the scene. Mr. Titus is a live wire and he is planning to build this department up to an enviable place among the city's department establishments.



TO TALKING MACHINE DEALERS!

All talking machine dealers who recognize the value of having a line of fast selling Records in connection with their business are asked to communicate with us at once. The exceptional facilities we enjoy in connection with the general distribution of Pathé Records make it possible for us to offer advantages and a character of service that are next to impossible to obtain at this time.

Hallet & Davis Piano Co.

146 BOYLSTON STREET, BOSTON, MASS.

New York Office: Hallet & Davis Bldg., 18 East 42d Street

Exclusive Distributors for New England States
and General Distributors for the United States
for *Pathé Phonographs and Pathé Records.*



THE TRADE IN BOSTON AND NEW ENGLAND—(Continued from page 88)

LONG
TRADE MARK

Disc Record, Player Roll and Sheet Music Cabinets. The Best in the Market
See Display Ad in This Issue

Peerless Record Album

Standard of Quality to preserve the Records
See Display Ad in This Issue

Send your orders for both these lines to
L. W. HOUGH, 20 Sudbury St., Boston, Mass.
New England Representative

GARDNER'S TEMPLE OF MUSIC OPENS

Handsomeness Establishment at 379 Essex street, Lawrence, Mass., Devoted to Talking Machines and Other Musical Instruments—Tells Story of Progress and Accomplishments

LAWRENCE, MASS., February 9.—Just three years after he had placed on sale his first Victrola at his drug store in a residential section of this city, Fred W. Gardner opened up in the heart of the business district at 379 Essex street one of the finest and most modernly equipped music stores to be found anywhere in the State. Such progress has been due to Mr. Gardner's keen sense of understanding his public and knowing just what they want in the way of music. It had long been Mr. Gardner's ambition, as he studied the gradual progress of the people toward a greater love of music, to furnish them with a real music store. This he now has been able to do, and the success that he has met with has been phenomenal; in fact, the business is growing so fast that already he is planning to enlarge and the street floor which will include twenty-two sound-proof booths will be devoted to Victrolas, records and Sonoras and other musical instruments. Thus is Mr. Gardner's Temple of Music forging ahead.

CONGRATULATED ON WINNING PRIZE

WORCESTER, MASS., February 1.—The many friends of Mrs. R. M. Galbraith of this city are congratulating her on her success in winning a \$75 bonus prize for showing the largest increase in the year's sales in any department of the C. T. Sherer Co. in this city. Mrs. Galbraith is one of the important factors in the talking machine department of this house; in fact she is its manager, and her success in disposing of Columbia and Victor goods brought her this much-coveted prize. Here's hoping that Mrs. Galbraith will be equally successful during 1920.

W. J. BAGSHAW CONVALESCENT

LOWELL, MASS., February 2.—W. J. Bagshaw, of the W. H. Bagshaw Co., talking machine needle manufacturers of this city, is recovering nicely from a serious attack of pneumonia. His many friends throughout the trade will be glad to hear of his rapid recovery and that he is expected to be at his accustomed post at a very early date.

PHONE TALK ON GRAMOPHONE

Message Is Recorded and Then Is Reproduced With Great Clarity

A remarkable step in the science of recording and reproducing sounds by electricity has been achieved by Major Lionel Guest, brother of the Coalition whip in the House of Commons, and Capt. H. O. Merriman, a Canadian electrical engineer, according to a dispatch from London, England.

A representative of the Daily Mail dictated a message into a portable telephone receiver temporarily placed in the drawing room of Major Guest's house. At the other end of the wire, in another room, was a recorder which automatically inscribed the message on a gramophone record. In a few seconds the record was placed in the gramophone and the message was repeated with great clarity.

PORTSMOUTH STORE REMODELED

PORTSMOUTH, N. H., February 1.—The Hassett Music Shop in this city has just remodeled its fine store and installed six booths constructed in Colonial bungalow style, which are exceedingly attractive. Mr. Hassett, Jr., conducts the talking machine department, which specializes in Edison and Victor goods.

DARDANELLA ON THREE RECORDS

Recognizing the fact that "Dardanella" is one of the greatest "hits" of the past five years, the Emerson Phonograph Co. decided to give its dealers a diversity of recordings of this popular selection, and accordingly there are now listed in the Emerson catalog three "Dardanella" selections. One of these records is a fox-trot, played by Sanford's famous orchestra, an exclusive Emerson organization; another version consists of a baritone solo by Arthur Fields, now exclusive Emerson artist, and the third record is a fox-trot played by the Plantation Jazz Orchestra, a new and exclusive Emerson orchestra that is attaining wide popularity.

J. C. Roush, of the Standard Talking Machine Co., accompanied by Mrs. Roush and their son and daughter, left recently for Sea Breeze Florida, where they will remain the balance of the Winter, returning to Pittsburgh in the early Spring.

Arranges for Large Empire Deliveries
Charles G. Faux, head of the New England Piano & Talking Machine Co., has returned from Chicago where he went to arrange about bigger deliveries of Empire machines, for which this house has the New England distributing agency. On his trip West Mr. Faux was accompanied by Louis Cohen, who is also associated with the house.

Opens Columbia Department
The Summerfield Co. has opened up an extensive Columbia department which is in charge of H. M. Gipe. The business in Columbia goods has grown by leaps and bounds.

Open Store on Bromfield Street
The Lenox Jewelry Co. has just opened a large retail store on Bromfield street near Washington street, where a large portion of the place is given over to carrying the Pathé line of talking machines. In one window is a display of a number of choice models.

Attended National Music Show
A. J. Cullen, who recently came here from



Chicago to associate himself with the Pathé department of the Hallet & Davis house as sales manager of this important department, was in New York last week attending the Music Show. With him was R. E. Briggs from the Boston quarters. Manager Ainslie reports the demand for Pathé in the local field as very large, and there is difficulty in supplying dealers with all the goods they are calling for. The situation, however, is steadily improving.

Takes Charge in Boston

Edward Ginsberg, who has had a valuable experience with various high-class houses and has traveled for several large factories, has come to Boston to assume the New England management of Brown, McManus & Co., which has opened headquarters on the third floor of 41 West street. The local department plans to carry a full line of talking machines and Lyric records, Connorized music rolls, True-Point needles and Violatone needles and general accessories. Manager Ginsberg contemplates, as soon as possible, assembling an aggressive sales force and putting some good men into the field.

INSTALL MANY NEW EQUIPMENTS

BOSTON, MASS., February 2.—Frank B. Curry, of this city, manufacturer of the Curry sound-proof demonstration booth and fixtures has installed a large number of demonstration booths and complete equipments in music warerooms through New England during the past few months. Mr. Curry has just received a contract from the Columbia Graphophone Co. to install his booths and fixtures at their Boston headquarters.

The model demonstration booth and record rack equipment installed in the Steinert warerooms on Arch street is attracting much comment from visiting dealers.

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

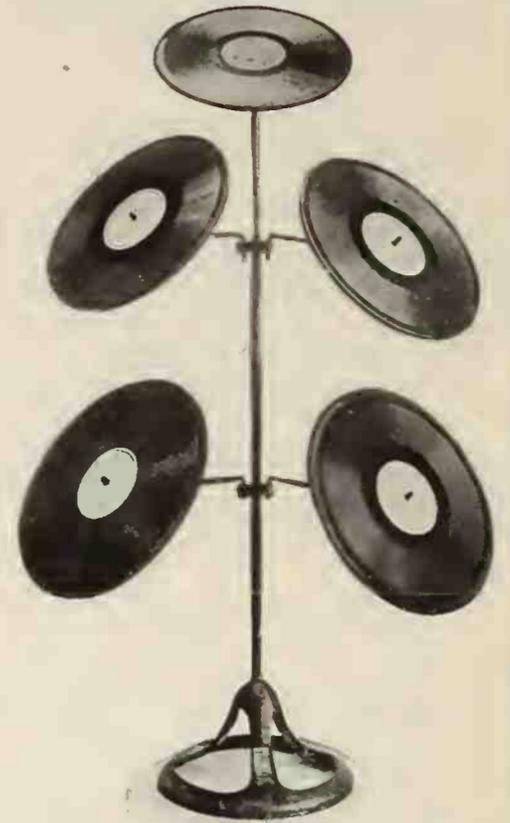
Universal Displayors—Talking Machine and Music Trade



No. 516. Triangular Revolving Counter Music Rack. Height 41 inches, base 15 1/2 inches. Consists of 15 pockets, 5 on each side, with 3 signs on top, 2 popular and 1 classical. Will hold 225 sheets of music, 15 in each pocket. Electrically welded and finished in double baked ebony enamel. Shipped knocked down. Weight crated 30 lbs.



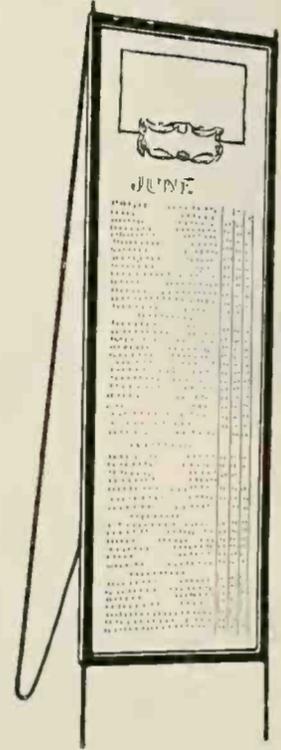
No. 563-No. 563A. Universal Stock Record Rack. Something new that will fill a long-felt want. Display your stock records along your wall so that each record is visible at a glance, quickly disposing of all slow-moving records or featuring to-day's best selling records. Constructed of 7 channel steel pockets 1 3/4 inches deep. Electrically welded together and finished in double baked ebony enamel. Each pocket will accommodate 12 records or 84 in all. Titles all visible with sign on top. Simply fasten a shelf on bottom, place rack on top and fasten with two screws. Height 53 inches.



No. 501. Universal Record Displayor, for your window. Holds two 12-inch records and three 10-inch. Constructed of Bessemer steel wire, cast-iron base and sheet steel discs, preventing record from warping. Entire Displayor finished in double baked ebony enamel. Weight crated, 18 lbs. each. Height, 40 inches. Span of base, 10 inches, adjustable, and records can be raised or lowered.



No. 504. Universal Hanger Frame for one monthly record sheet. Constructed of steel channel frame, electric welded, with pulp board filler. Double baked ebony finish, chain at top. Weight crated, 5 lbs. each.



No. 503. Universal Bulletin Easel, for the display of one monthly record list. Can be tilted at any angle. Steel channel frame with pulp board filler. Weight, 5 lbs. each, size 13 x 36, legs 4 inches longer, double baked ebony finish.

Ask for Catalogue
Order Through Your Distributer

Distributers Handling Our Complete Line

- | | |
|--|--|
| <p>CHICAGO, ILL.
Butler Bros.
Chicago Talking Machine Company
Empire Talking Machine Company
Rudolph Wurlitzer Company</p> <p>CINCINNATI, OHIO
Rudolph Wurlitzer Company</p> <p>CLEVELAND, OHIO
Cleveland Talking Machine Company</p> <p>DALLAS, TEXAS
Harbour, Longmire Phonograph Company
Sanger Bros.</p> <p>ELMIRA, N. Y.
Elmira Arms Company</p> <p>HOUSTON, TEXAS
The Talking Machine Company of Texas</p> <p>INDIANAPOLIS, IND.
Stewart Talking Machine Company</p> <p>KANSAS CITY, MO.
Jenkins Sons' Music Co., J. W.
The Phonograph Company
Schmelzer Arms Company</p> <p>MILWAUKEE, WIS.
Badger Talking Machine Company
Yahr & Lange Drug Company</p> <p>MINNEAPOLIS, MINN.
Beckwith, O'Neill Company</p> <p>NEWARK, N. J.
Collings & Price Company</p> <p>NEW HAVEN, CONN.
Horton, Gallo Creamer Company
Plaza Music Company</p> <p>NEW ORLEANS, LA.
Werlein, Ltd., Phillip
Diamond Phonograph Company</p> <p>NEW YORK CITY, N. Y.
The Aeolian Company
Brown, McManus Company
Cabinet & Accessorie Company
Century Music Publishing Company</p> | <p>Crown Music Company
Columbia Graphophone Company
Ditson & Company, Chas. H.
Enterprise Music Supply Company
Knickerbocker Talking Machine Company
New York Talking Machine Company</p> <p>OGDEN, UTAH
Proudfit Sporting Goods Company</p> <p>OKLAHOMA CITY, OKLA.
Alexander Drug Company
Harbour, Longmire Phonograph Company</p> <p>OMAHA, NEBR.
Hospe Company, A.
Mickel Bros. Company</p> <p>PHILADELPHIA, PA.
Emerson Company
Girard Phonograph Company
Grafonola Shop, Inc.
Penn Phonograph Company</p> <p>PITTSBURGH, PA.
Buehn Phonograph Company
Emerson Company
Frederick Piano Company, W. F.
Reed Company, Inc.
Standard Talking Machine Company</p> <p>PORTLAND, ME.
Cressey & Allen</p> <p>PORTLAND, ORE.
Sherman, Clay & Company</p> <p>RICHMOND, INO.
Starr Piano Company</p> <p>RICHMOND, VA.
The Corley Company
Crafts Starr Phonograph Company
Haynes & Company, C. J.
Roundtree Cherry Corporation</p> <p>SALT LAKE CITY, UTAH
Columbia Store Company
The John Elliott Clark Company</p> <p>SAN FRANCISCO, CAL.
Sherman, Clay & Company</p> |
|--|--|

Universal Fixture Corporation

133 WEST 23rd STREET
NEW YORK

GREAT RECORD DEMAND PREVAILS IN MILWAUKEE TRADE

Receipts from All Sources Insufficient to Meet Requirements of Public—Machine Shortage Still Prevails—Conditions in All Branches of Business Most Satisfactory and Optimism Reigns

MILWAUKEE, Wis., February 9.—Retail talking machine business during January and so far in February has been of a most encouraging nature, and while manufacturers are improving their deliveries to wholesalers, who, in turn, are in better position to supply dealers, the demand continues to be so active that the situation shows no marked change. Even at the increased rate of deliveries it is believed that several months will be required to make the supply equal to requirements.

Since dealers find that the relatively small supply of instruments virtually sells itself, a majority have continued to take vigorous measures to sustain volume by pushing sales of records. This idea is not new and has been employed for the greater part of six months, or since instruments became so scarce that it was necessary to seek other means of preventing any decline in store volume. Nevertheless, there never was a better time to put record business into the foreground, with a great many new owners of instruments having been created in recent months who require to be supplied.

A demand for records already has been created which is taxing the ability of dealers to fill. Under the active prosecution of record business now going on, it is believed that whatever progress manufacturers can make in the next few months to increase the output of records will be hardly sufficient to compensate for increased demand. So far the shortage of records now existing for nearly a year has not been relieved; in fact, the inadequacy of supplies is as outstanding as ever, even with records being delivered in larger quantities than at any time since midsummer.

It is apparent from a study of local trade conditions that most dealers are not unmindful of the fact that sooner or later the supply of instruments as well as records is going to be much larger than it has ever been, while the demand may eventually decline to a certain extent. While the prospect for an equalization of supply and demand is not an immediate one, the foresighted dealers are looking forward to the day when this may become a fact. A great many retailers therefore are not overlooking any opportunities to build up business at a time when they have no difficulty in selling everything on hand.

The jobbing trade in this city, which handled the great bulk of retail requirements throughout Wisconsin and Upper Michigan, still has complaint to offer over the shortage of stocks, but at the same time reports from the larger houses are to the effect that improvement has set in and in this respect they are in a more favorable position than for many months.

"We have not yet been able to obtain all the instruments our dealers ask us for, but the Victor factories are making good headway in bringing production upward," said Harry A. Goldsmith, secretary of the Badger Talking Machine Co., distributors of the Victor. "Back orders still amount to a very considerable volume, but we are slowly getting to the point where we will be able to handle current orders without the delays which have been the rule for a long time. Just now we have to contend with a railroad traffic situation that is unquestionably the most severe in our experience. There seems to be hope of improvement within thirty or sixty days, if not alone for the reason that the carriers are going back into the charge of their owners, but because the exigencies of Winter operation will be removed. The severe Winter and its unusually early beginning, undoubtedly contributed much toward making the situation very bad."

The extraordinary efforts which the Thomas A. Edison industries have been making in the direction of increasing production are beginning to tell in improved deliveries in this territory. The Phonograph Co., of Wisconsin, is able to give its dealers a much greater percentage of instruments than since early Fall, and so much improvement has been noted that it is again feasible to consider applications for dealer franchises in new and old territory.

The Yahr & Lange Drug Co., distributor of the Sonora in Wisconsin and Northern Michigan, likewise has a more encouraging report to make than since the early part of 1919. The Sonora business of this house is as large, if not larger, than that of any talking machine jobber in the United States. Its dealer organization has increased so fast that every improvement in production effected by the Sonora factory is immediately offset by the requisitions of old and new dealers. President Fred E. Yahr is hopeful that conditions will continue to improve so that the large volume of back orders will eventually be ironed out.

Charles J. Orth, wholesale distributor of the Puritan in Wisconsin and Upper Michigan, says business is "mighty good." His traveling men are sending splendid reports from the field and backing these up with a very large volume of business for immediate and future delivery.

The Columbia Grafonola and Columbia records continue to make a strong and effective bid for trade in Milwaukee and vicinity, according to A. G. Kunde, 516 Grand avenue, jobber for Milwaukee county and a leading retailer in the city. In view of the continued shortage of machines, Columbia dealers are still engaged in a campaign to maximize record sales, with the result that there now is little to choose between instruments and records in the matter of adequate supply.

The talking machine trade was duly recognized in the selection of officers for 1920 by the Milwaukee Association of Music Industries at the recent annual meeting. Leslie C. Parker, president and general manager of the Badger Victrola Shop, 425 Grand avenue, was elected vice-president. He has been a member of the board of directors since the association was organized, and served as chairman of the talking machine dealers' committee, which handles matters appertaining only to phonograph affairs as distinguished from strictly piano matters. Harry M. Hahn, sales manager of the musical instrument department of the Yahr & Lange Drug Co., was elected secretary. The new presi-

(Continued on page 92)

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"



Edison Sapphire Point



Pathe Sapphire Ball



Edison Diamond Point

Genuine Diamond and Sapphire Needles

You should always carry a stock of these needles, because there is a steady sale for them.

It is important to know that the needles you handle are accurate and uniform. You are assured of this in our product.

Can be supplied as follows:

- Pathe Loud Tone
- Pathe Half Tone
- Edison Loud Tone
- Edison Half Tone

There is a big demand for genuine Diamond Point Needles also. You can buy them from us at very attractive prices.

Note to Manufacturers:

Your dealers will appreciate your including with each machine a set of Sapphire Needles. It makes a good talking point.

Write for Prices

PLAZA MUSIC CO.
 18 WEST 20TH STREET
 NEW YORK

Why Break Records? Just File Them!

That is if you have the wonderful Record filing system which is a feature of

The Marvelous MAGNOLA



Watching the Music Come Out

This is only one feature of many that will command your interest and attention. Let us send you handsome illustrated catalog and information as to our plans for helping you to make money with MAGNOLA.

MAGNOLA TALKING MACHINE COMPANY

OTTO SCHULZ, President

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



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

BIG RECORD TRADE IN MILWAUKEE

(Continued from page 91)

dent is Paul F. Netzow, treasurer and general manager of the Waltham Piano Co. William R. Winter, a prominent retail piano man, who distributes the Orola in Wisconsin, was re-elected treasurer.

The Music Shop, 312 Grand avenue, established about four years ago by the Hoeffler Piano Mfg. Co., as a retail outlet, featuring the Starr and Columbia as well as Gennett and Columbia records, has been consolidated with the Hoeffler house, at 304 West Water street. The fixtures, furniture and stock were moved to the headquarters building on February 1. The reason for the move is that the Grand avenue store has been taken over by a large shoe concern.

Articles of incorporation have been filed in behalf of the Manny Mfg. Co., of Milwaukee. The capital stock is \$10,000 and the purpose is to manufacture and deal in talking machines, musical accessories and supplies. F. A. Otto, James F. Dumez and Edmund C. Rosenberg appear as incorporators.

The sixth of a series of monthly social parties for employes given by the Badger Victrola Shop, 425 Grand avenue, will be held Wednesday evening, February 18. The January party was in the form of a costume ball. The women wore hoop skirts and poke bonnets and the men

were attired as in ye olden day. These affairs have done much to maintain the most cordial relations between the Badger workers and the house, and their success is especially gratifying to President L. C. Parker, at whose instance the series was inaugurated last August.

Samuel Dalin, a prominent retail jeweler of West Allis, suburb of Milwaukee, who has been retailing the Victor for the past year, has returned from an extensive Eastern trip, during which he inspected the Victor factories at Camden and also visited some of the larger Victrola shops to gain ideas for a new store which he will erect next Spring. The new building will be used for the general enlargement of the business, but the entire second floor will be equipped as a Victrola department, which Mr. Dalin plans to make one of the most unique and attractive in the Middle West.

INTRODUCE ARROW RECORDS

Arrow Phonograph Corp. Has First List Ready for Trade—Important Plans for Future

It was announced this week that the Arrow Phonograph Corp. has been incorporated and will succeed the Liberty Phonograph Co. of New York and Cleveland. The Arrow Phonograph Corp. has laboratories in New York City at 16 West Thirty-ninth street, under the direction of F. W. Matthews. and the first list of Arrow

records is now ready for the trade. The new record is lateral, and the first list comprises both standard and popular selections. "Dardanella," one of the biggest dance hits of recent years, is included in the first list of Arrow records.

The company will be in position to make important announcements regarding its sales and merchandising campaign in the near future, and in the meantime it has received applications for jobbing franchises from prominent concerns throughout the country.

APPOINTED "SUPREME" JOBBERS

Ziegler, Baker & Johnson Now Handling "Supreme" Line in Metropolitan Territory—Will Start Aggressive Sales Campaign

The Lanski Co., of Chicago, Ill., manufacturers of Supreme phonographs, has appointed Ziegler, Baker & Johnson, 100 Chambers street, New York City, distributors for this line of talking machines in the metropolitan territory. The new jobbers have already received their first machines and, judging from the enthusiastic reception accorded this product by the local dealers, the Supreme talking machine will be well represented in this section.

Ziegler, Baker & Johnson, who are distributors for Okeh records in metropolitan district, are well known to the local trade, the firm consisting of Louis Ziegler, George A. Baker and John Johnson. They have been remarkably successful in developing business for Okeh records, and their wide acquaintance with the dealers in this territory has been an important factor in placing this firm in the front ranks of the metropolitan distributors.

According to their present plans, Ziegler, Baker & Johnson will institute an aggressive campaign in behalf of the Supreme talking machines and in addition to their own efforts in behalf of this line will appoint several salesmen who will co-operate with the dealers and assist them in merchandising these phonographs.

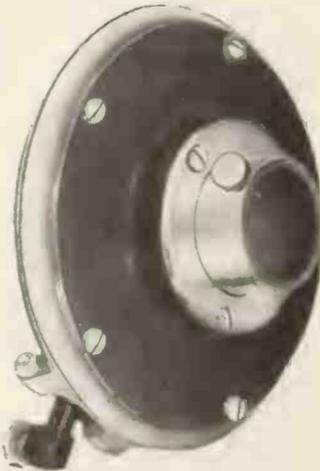
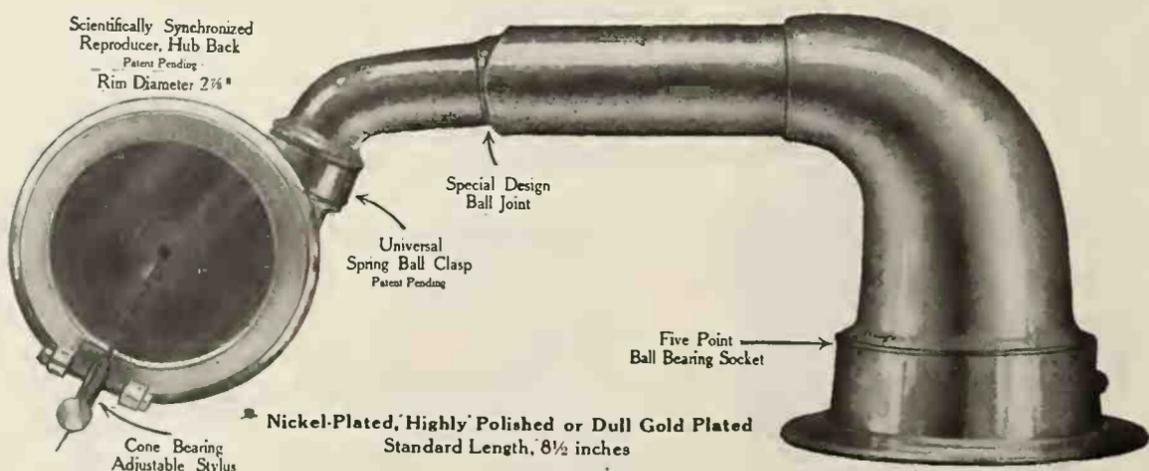
Phonograph Manufacturers

Improve the Tone Quality—Increase your SALES

WITH THE

DIAMOND -- L

Hub-Back Reproducer and Tapered Bore Tone Arm

Scientifically Designed
Manufactured and Carefully Tested
with Highest Skilled Workmanship

Master Products of the Lawson Organization
Musical Tone Experts, Famous Over 40 Years

Reasonably Priced
Prompt Delivery
Satisfaction Guaranteed

Phone, Call or Write for Quotations On Large or Small Quantities

LAWSON PIANO CO.

NEW YORK

Executive Offices
372 East 149th Street

Factory
2572 Park Avenue



PHONOGRAPHS AND RECORDS

"Supreme in Quality"

Our Model B Machine is still conceded to be the Greatest Value Ever Offered in a Phonograph Retailing at its Price.



Model B
Mahogany, Oak or Walnut



MONTHLY EMPIRE RECORD CATALOG

Ask for our Handsome Catalog and Liberal Dealer Proposition

Dealers will find the improved Empire records are of exceptionally good quality and every number in our lists will be ready sellers. See list of March records in the record bulletin of this paper. We offer liberal discounts on records, enabling dealers to realize handsome profits on their sales.



EMPIRE TALKING MACHINE CO.

John H. Steinmetz, President

429 South Wabash Avenue, Chicago, Ill.

*We have picked a
Winner for you in*

OKeh Records

OKEH RECORDS have met with phenomenal success—but it is a success that is well deserved, for this Record line is undoubtedly the fastest selling line on the market.

The latest song and dance hits are released *promptly* and the tone quality of

OKeh Records

is recognized everywhere. Our facilities for serving you are unsurpassed, and we know how to assist you in developing Record business.

Drop us a line for further details

PHILADELPHIA SHOW CASE COMPANY

127 North 13th Street

PHILADELPHIA, PENNSYLVANIA

Pittsburgh Branch: 2002 Jenkins Arcade Building

THE TRADE IN PHILADELPHIA AND LOCALITY

PHILADELPHIA, PA., February 8.—“Confidence” is the watchword of the Philadelphia talking machine trade. It is exhibited in so many different ways that it cannot be mistaken. It is to be found among all the Victor dealers. It is true that stocks have not been coming through from the factory in January as had been anticipated, but the company have been compelled, temporarily, to slow up on account of the scarcity of lumber, but they assure their jobbers that the hold-up is only temporary. And even at that many, many more Victor machines came through the past January than came through a year ago.

What is true of the Victor also is true of the Brunswick, of the Columbia, of the Sonora, of the Edison, of the Cheney and many more of the great names in talking machines. All the firms handling these goods are short today, but they are not going to be short long, for “confidence” is holding them at the expectancy point, and they have the assurance from their factories that in a very short time there are going to be all the machines that the jobbers will desire to satisfy their trade.

New Houses Make Their Debut

An interesting evidence of the presence of “confidence” is shown in the three large talking machine houses that are about to invade Chestnut street. The Talking Machine Co., at present at 143 South Broad street, are preparing a fine series of talking machine parlors at 1225 Chestnut street; the Victory Music Store Co. have just opened warerooms at 1025 Chestnut street, and the Philadelphia Talking Machine Co. are about finishing the largest talking machine warerooms, conducted by an individual firm, in this city on Chestnut street above Eighth.

The Talking Machine Co. have a chain of stores in this city and are one of our most

The greatest combination in the Musical Industry for the dealer to acquire permanent prestige and success.

VICTROLAS AND VICTOR RECORDS

“Q. R. S.” PLAYER ROLLS

WEYMANN “KEYSTONE STATE” String Musical Instruments and specialties bearing the “W. & S.” label.

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

If you have not received our special stock list and order blank, write us

Manufacturers
and Wholesale
Distributors

WEYMANN

Established 1864

1108 Chestnut Street
Philadelphia, Pa.

successful firms. The Victory Music Store Co. have a chain of stores all over the country, but this is the first invasion of Philadelphia. They are next door to the George W. Huver Piano Co., and aside from talking machines they will

handle everything musical: pianos, sheet music, small musical instruments, musical merchandise, etc. Just what machines they will handle is not announced, other than that their stock will in-

(Continued on page 96)

Caruso's Greatest Record

Incomparable to the Victor Sales Record possible this year for the dealer who is actively engaged in merchandising intelligently and intensively the Victor Product.

The helpful and creative strength of this organization will be utilized in a still greater and bigger way in aiding our dealers to realize

A NEW VOLUME VICTOR SALES RECORD

THE LOUIS BUEHN COMPANY

of PHILADELPHIA

Scranton doesn't need the wine to have a wonderful time—

Beethoven has no monopoly on the heart strings of Scranton, Pa. "You'd be Surprised" to see the following Eddie Cantor has there!

Not that Eddie gets there very often in person. But his records do—the records he sings for the Emerson Phonograph Company.

Emerson hits are hitting on all "cylinders" in Scranton—and throughout Eastern Pennsylvania generally.

Surprising? Not at all. The most sought-after artists and musical combinations are recording for Emerson.

Our business, as Emerson distributors in this territory, is to see that Emerson dealers receive the service to which they are entitled.

How about the latest Emersons?



Emerson Philadelphia Co.

Parkway Building

BROAD and CHERRY Streets :: PHILADELPHIA, PA.

Distributors of EMERSON RECORDS

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 95)

clude Pathé, the Carola and the Melotone, but they will feature the Emerson records exclusively. The Philadelphia Talking Machine Co. are at present located at 412 Market street. At their new Chestnut street store they will have wonderful opportunities to display talking machines and records on account of the width and the depth of the store and two of the largest and finest display windows along Chestnut street in possession of any business firm.

There are a number of other new firms going to start here in a short time, and many desirable corners, formerly occupied by saloons, will be converted into a more elevated line of business—the talking machine.

Victor Dogs in Great Demand

The Penn Phonograph Co. have been enjoying a very good January business in both Victor machines and records, and the month has also been most productive for them in the sale of

their miniature Victor dogs. Firms who have ordered 500 and upward of these dogs in January have been James T. Loughlin, New York City; J. B. Russo, Brooklyn, N. Y.; The Grand Piano Co., of Roanoke, Va.; J. A. A. Sohns, Walden, N. Y.; Frank Cordts, Hoboken, N. J.; Seligman & Co., Tamaqua, Pa., and H. Rosenfeld, Mt. Holly, N. J.

Among the recent Penn visitors were Howard Shartle, of the Cleveland Talking Machine Co., Cleveland, Ohio; A. R. Boone, general manager of the Talking Machine Co., of Birmingham, Ala., who is a distributor of the Penn Victor dogs in his district, and T. Hayes Harmon, of Chambersburg, Pa.

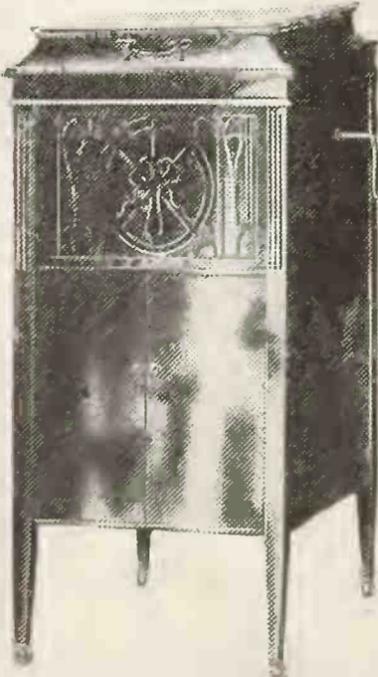
T. W. Barnhill, of the Penn Co., was away from the office for a week during the month on account of illness. At the latter end of the present month he and Mrs. Barnhill expect to go as far West as the Pacific Coast on a

pleasure trip, in which a little business will be done on the way home. They will be gone about six weeks. E. E. Hipple, of the road force, was also home sick for about two weeks, but is again calling on his trade.

Pathé Business Expands

The Pathé business in this district for January was very fine, wholesale and retail, but especially wholesale with the Pathé Shop, although the retail business picked up considerably as the month advanced. Proprietor Walter L. Eckhardt, toward the end of the month, accompanied by the president of the Pathé, E. E. Widman, went to Nashville, Tenn., to attend a jobbers' convention that was held there, and from Nashville went to Indianapolis. They also visited a number of Pathé jobbers in the various cities.

Mr. Eckhardt states that his firm is preparing for a very big February. Assistant Manager



THE NEW SERIES SOLOTONE

The first of the New Series Solotones are now coming from our newest and largest factory. These phonographs are distinguished both for exceptional cabinet work and for rich tone qualities. Cabinets are built with five ply, three-quarter-inch paneling and with mouldings, legs and trim of solid mahogany, walnut or oak. The soft satin finish is of great depth, and evidences most careful hand work.

New Series Solotones are designed to satisfy the best trade, and we know they are so well built and finished that they will stand inspection beside any phonograph irrespective of price.

We will welcome an opportunity to serve well established dealers, and will make deliveries to the customer's store by motor truck to points within trucking distance of Philadelphia.

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 96)

Tay says: "We find that the majority of our dealers are going into a very extensive campaign, which they expect to carry on from the first of February to the first of June, and, consequently, we are anticipating an overwhelming volume of Pathé publicity during the ensuing months. Merchandise is coming in in a very satisfactory manner, and we have been compelled in January to make several additions to our office force to help us handle the business. We have been favored with visits from a great many of our dealers during the past month, including W. R. Jeannette, of Mt. Olive, North Carolina; Mr. Bernstein, of the Bernstein Furniture Co., of Cumberland, Maryland, and William Challenger, of Nanticoke, Pa."

Harry Weymann to Florida

Harry Weymann, of H. A. Weymann & Son, accompanied by Mrs. Weymann, is about to start for Palm Beach and Miami, Florida, to be gone about a month or six weeks, and Mr. Weymann says he may extend his trip to Cuba, as that seems to be the proper thing to do at present. "The outlook in the talking machine department of our business," says Mr. Weymann, "is most encouraging, but whether the supply will be equal to the extraordinary demand, at least within the next six months, is uncertain, but 1920, without a doubt, will be the banner year for the sale of musical instruments."

Girard Co. Entertains Edison Dealers

The Girard Phonograph Co. gave all the Edison dealers in this district a dinner at the Bingham House in January, which was presided over by R. B. Cope, the head of the Girard Co.

Blake Discusses Trade Conditions

Mr. Blake, the big Edison dealer at Eleventh and Walnut streets, reports that business has been fine with him, and that they doubled last January in spite of all handicaps. They have been getting in quite a number of phonographs, but not nearly as many as they could have used. They have also been getting Cheney machines in slowly, but the Columbia and Franklin ship-

ments helped them nicely. John A. Usher, who looked after the Edison interests at the Wanamaker store, has left that employ and has joined the forces of Mr. Blake.

William Keech Heads New Store

At the Sonora offices they tell me that they are looking for good shipments of machines in February, as the factory has promised them that they were getting ready to speed up very shortly. William Keech, who has been connected with the jobbing firm of the Sonora here, has resigned to accept the position of manager of the Sonora retail store in this city, which has just moved to its new quarters at 1626 Chestnut street. This retail firm has taken the name, the Elite Phonograph Co. W. E. Bagley has taken Mr. Keech's place at the jobbing headquarters.

Some Columbia Changes

Some switching around has been going on at the Columbia jobbing department here. C. R. Dunlop, an old employe of the Columbia, has been placed in charge of the record service, and to be associated in his department, in charge of foreign record service, a new man has been brought over from New York, M. Mager, who has been in the retail business in New York City for a number of years.

Todd Enlarging His Quarters

B. B. Todd, who has two Victor and Sonora shops here and sells pianos, has enjoyed a very good business in January, and he believes that in a very short time he is going to be able to get all the machines he will require. He is about to begin the rebuilding of the first and second floors of his store, 1306 Arch street, and they will be made to conform with the third floor, recently completed and photographed.

Mapping Out Dusonto Campaign

Mr. Heath, at his Dusonto offices in the Transportation Building, is laying extensive plans for a vigorous 1920 campaign, which will not alone be devoted to the Dusonto, but he will lay special stress in his campaign on the selling

of the Okeh records, especially the new lateral cut. Mr. Heath says these records are meeting with great demand in this territory, so much so that he has been obliged to spend much time in New York to arrange for express and freight deliveries of records in order to keep his already large trade supplied. D. C. Taber, who was formerly an associate of Mr. Heath at the Columbia, has been very active in the establishment of a number of new accounts.

Budget of News Brieflets

Fred Kramer, of Allentown, Pa., is still further adding space to his fine talking machine warerooms in that city, and is particularly increasing his facilities for the handling of records.

J. R. Wilson, 929 North Broad street, has just opened a branch talking machine store at Fifty-second and Girard avenue.

George W. Huver, the piano and talking machine man at 1027 Chestnut street, has utilized the Penn Victor dogs for one of the most attractive window displays along Chestnut street that the writer has seen in a long time.

The Toledo Talking Machine Co. have been added to the list of Penn Victor distributors. Special arrangements to this effect were recently made when Charles Womeldorff, the president of the company, personally visited this city.

The talking machine business formerly conducted by Oscar Billings, at Collingswood, N. J., has been purchased by E. J. Gorman, who has purchased a new building and will have the finest talking machine warerooms at this point.

"Dardanella" Makes Great Sensation

There has never been another such exhibition of the popularity of a record as has been the case here with the Emerson's "Dardanella," the Emerson Philadelphia Co. being just simply flooded with orders for these records. There are several features of the Emerson "Dardanella" which have made it especially popular, and

(Continued on page 98)

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.

DISTRIBUTORS

- | | |
|---|--|
| Atlanta, Ga.....Elyea Co. | Milwaukee, Wis.....Badger Talking Machine Co. |
| Baltimore, Md.....Cohen & Hughes. | Minneapolis, Minn.....Beckwith-O'Neill Co. |
| Birmingham, Ala.....E. F. Droop & Sons Co., Inc. | Mobile, Ala.....Wm. H. Reynolds. |
| Boston, Mass.....Talking Machine Co. | New Haven, Conn.....The Horton-Gallo-Creamer Co. |
|Oliver Ditson Co. | Newark, N. J.....Collings & Price Co. |
|Eastern Talking Machine Co. | New Orleans, La.....Phillip Werlein, Ltd. |
|The M. Stelnert & Sons Co. | New York City.....C. Bruno & Son, Inc. |
| Burlington, Vt.....American Phonograph Co. |Knickerbocker Talking Machine Co. |
| Butte, Mont.....Orton Bros. |New York Talking Machine Co. |
| Chicago, Ill.....Chicago Talking Machine Co. |Ormes, Inc. |
| Cleveland, Ohio.....Cleveland Talking Machine Co. | Pittsburgh, Pa.....W. F. Frederick Piano Co. |
|The Eclipse Musical Co. | Portland, Me.....Cressey & Allen, Inc. |
| Denver, Colo.....The Knight-Campbell Music Co. | San Francisco, Cal.....Walter S. Gray. |
| Honolulu, T. H.....Bergstrom Music Co., Ltd. | Toledo, O.....Toledo Talking Machine Co. |
| Indianapolis, Ind.....Stewart Talking Machine Co. | Washington, D. C.....Cohen & Hughes. |
| Jacksonville, Fla.....Florida Talking Machine Co. |E. F. Droop & Sons Co. |
| Kansas City, Mo.....J. W. Jenkins Music Co. |Robt. C. Rogers Co. |

Dealers not served by any of these distributors will be sold direct by us or we will charge through your preferred distributor if so requested.



PENN PHONOGRAPH CO., Inc.
 913 Arch Street, Wholesale Exclusively Philadelphia

THE TRADE IN PHILADELPHIA AND LOCALITY—(Continued from page 97)

at the Emerson offices at the Parkway Building, Mr. Fox says that it has been a riot with the dealers in the effort to keep them supplied.

Mr. Fox says: "I have never before seen such a demand for a record. It has been demonstrated by the highest authorities that the Emerson is one of the favorites, and all the best stores in our district are simply swamping us with orders and we are doing everything possible to get the records to them. But when the orders read 'Send us all you can spare' it is easily seen how impossible is our task."

Mr. Fox tells me an interesting little story about the "Dardanella" record. A few days ago he decided that he was going to give every one of his employes a "Dardanella" record as a present, and when he went to carry this project into operation, to his amazement, each one of his employes had already purchased a "Dardanella."

Plan Big Eddie Cantor Week

The Emerson Philadelphia Co. are planning a gala week here when Eddie Cantor comes to town, and already they are making elaborate

preparations for a real busy "Cantor Week."

Oscar W. Ray, the Emerson district manager, was in Philadelphia recently, also Mr. Shire, of the executive offices of the Emerson. They were personally accompanied by Mr. Fox, calling on all the Emerson dealers here to impart to them anything they might want to know—especially as to advance information as to what the Emerson Co. is contemplating.

Mr. Fox says that while in New York several days recently, the Emerson Co. imparted to him some of their plans for 1920, and it would certainly surprise the trade were they to be revealed. M. Guth, manager of the credit department of the Emerson, was here for several days last week. Willaim D. Neff, the local sales manager of the Emerson Philadelphia Co., is doing wonderful business in Eastern Pennsylvania. Mr. Diamond, whom the firm was fortunate in securing for their credit department, is holding down his position in a splendid way, says Mr. Fox, and Joseph Wexler, whom every Emerson dealer in this section knows well, is a conscientious worker and deserves the success he is enjoying, is also a comment by Manager Fox.

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.

tious worker and deserves the success he is enjoying, is also a comment by Manager Fox.

WITLIN CO. LEASE LARGE QUARTERS

New Company, Headed by Ben Witlin, Will Open in Philadelphia on March 1

PHILADELPHIA, PA., February 2.—The Witlin Musical Instrument Co., recently formed in this city, has leased large salesrooms and office space in the Press Building, Chestnut and Eighth



Ben Witlin

streets. This new firm will start operations on or about March 1 and has been appointed distributors of Starr phonographs and Gennett records, covering the territory of Eastern Pennsylvania, New Jersey, Delaware and Maryland. Ben Witlin, the head of this new organization, is well known throughout the talking machine industry and was for many years connected with the Victor Co. as resident representative in this city. Mr. Witlin has been more recently connected with the Collings & Price Co., Victor distributors of Newark, N. J. Mr. Witlin's thorough knowledge of the field and wide acquaintance throughout the territory which is covered in his new field of operations will be of estimable value to him.

NEW DISTRIBUTORS APPOINTED

PHILADELPHIA, PA., February 9.—The Buffalo Talking Machine Co., Buffalo, N. Y.; W. J. Walz Co., El Paso, Tex., and H. A. Weymann & Son, Inc., Philadelphia, Pa., have been added to the list of distributors for the Penn-Victor dog. made by the Penn Phonograph Co.

NEEDLES

WE MANUFACTURE

Diamond needles for Edison

Sapphire needles for Edison

Sapphire needles for Pathe

in stock ready for delivery

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

The Franklin

A PHONOGRAPH OF DISTINCTION



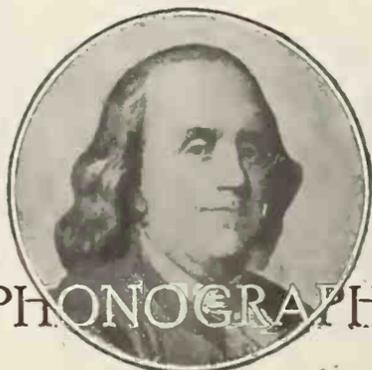
ADAM \$125

The Franklin is already classed among the leaders in the phonograph field both as to musical worth, cabinet design and finish and is so priced as to be within the reach of all music lovers.

Order a sample and convince yourself.

The Franklin

Is Different



FRANKLIN PHONOGRAPH COMPANY

INCORPORATED

10th and Columbia Ave.

PHILADELPHIA, PA.

NEW YORK OFFICE — 253 West 42nd St., New York City

WM. RASHALL, Manager

Okeh Records

The Record of Superior Quality

\$ 1 00

DANCE RECORDS that are like an orchestra!
That clarity and volume and that "pep"!

INSTRUMENTAL MUSIC with the delicate over-
tones of the original performance!

VOCAL RECORDS that actually give the in-
dividual timbre and color of the singer's voice!

A new standard has been set for record music.
We invite comparison.

Instant success met the Okeh Record. The most
critical buying public in the world has recog-
nized it.



General Phonograph Corporation

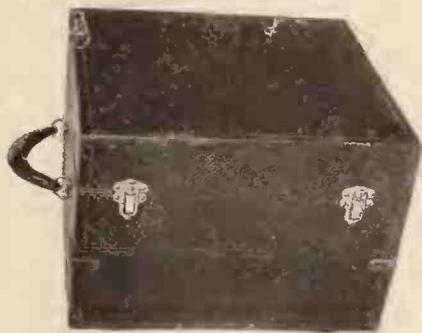
OTTO HEINEMAN, *President*

Factories: NEWARK, N. J.; ELYRIA, O.; PUTNAM, CONN.; SPRINGFIELD, MASS.; KITCHENER, ONT.
BRANCHES: CHICAGO, SAN FRANCISCO, TORONTO, CANADA

World's Largest Makers of Phonograph Mechanisms



OPEN VIEW
PLAYS ALL RECORDS



CLOSED VIEW
MADE LIKE AN ELEGANT
TRAVELING CASE
13 1/2 X 13 1/2 X 10 1/2 INCHES

THE
Portrola
TRADE MARK REG.

The Phonograph of Value

Double Spring Motor Universal Tone-Arm
Record Compartment
For Home Use For Outings

Leatherette covered case made of resonant wood, with leather handle, complete nickel trimmings and needle carrier. Finished inside in maroon leather effect with silk grille.

TONE EQUAL TO ALL HIGH GRADE
PHONOGRAPHS

EVERY MACHINE GUARANTEED SATISFACTORY
DEALERS, ORDER FROM YOUR NEAREST
DISTRIBUTOR—A PROFITABLE
PROPOSITION FOR YOU:

- WADE TALKING MACHINE CO.
14 N. Michigan Avenue, Chicago, Ill.
- TIMES SQUARE AUTO & SUPPLY CO.
12th St. and Michigan Avenue, Chicago, Ill.
- S. J. STONE & CO., Beloit, Wis.
- A. G. KUNDE CO.
516 Grand Avenue, Milwaukee, Wis.
- TRI-STATE SALES CO.
218 East 10th Street, Kansas City, Mo.
- NATIONAL PHONOGRAPH SUPPLY CO.
411 Shukert Bldg., Kansas City, Mo.

Distributors, make connections now to handle this very popular machine in your district

PORTABLE PHONOGRAPH COMPANY
RESERVE BANK BUILDING, KANSAS CITY, MO.

P. A. WARE BECOMES SALES MANAGER

Well-known Victor Man Takes Charge of the Sales End of the Putnam-Page Co., Inc., Peoria—Widely Known and Esteemed

The appointment of P. A. Ware as sales manager of Putnam-Page Co., Inc., Peoria, Ill., will be of interest to many Victor people throughout the country because of his wide connection with Victor affairs through his position as assistant manager of the traveling department of the Victor Talking Machine Co. Mr. Ware had charge of field men in sales promotion work west of Ohio for the Victor Co., which posi-



P. A. Ware

tion he resigns to take up his work with the Peoria wholesaler.

As a member of the traveling staff of the Victor Co. Mr. Ware covered Ohio and later several Southern States. He was afterward transferred into Missouri and Kansas, and on his appointment to an assistant managership at the home office was given charge of development work in the West and Southwest. He is well known among distributors and dealers and has established a close association with men who have gone out of the Victor Co. into distributors' organizations, because of the important part he has taken in training men in the university of Victor knowledge conducted under the able leadership of Harry A. Beach at the Victor factory.

In his connection with Putnam-Page Co. he will have charge of sales and will give considerable attention to dealer promotion. The general management of the Putnam-Page Co. will continue under the efficient direction of Fred H. Putnam, president of that organization, and the advent of Mr. Ware into the Putnam-Page fold will not change the personnel of the Putnam-Page Co. excepting as an addition to this already important and well-organized unit of Victor distribution.

The Cable Piano Co. has purchased the entire piano, player and talking machine stock of the Eggleston Music House, Champaign, Ill.

VICTOR SALESMANSHIP CLASSES

Win Approval of Victor Dealers and Sales Force Throughout the Country

Applications are coming in from all over the country, from Victor dealers and their sales forces, for enrollment in the 1920 classes in Victor salesmanship now being conducted at the Victor Talking Machine Co.'s laboratory in Camden, N. J.

The first class of the year began on February 2 and will continue for two weeks. It is for men only. At the end of its term there will be a women's class, continuing for the same period. At the end of a week's interval a second men's class will begin, to be followed by a women's class in similar manner. Students are already "booked in" until the end of March and reservations are now being made for classes after that date.

The success of these classes has been im-

mediate. In every case the final test of the value—the increased selling power of those who took them—was demonstrated out of hand. Retailers themselves who attended the course tested out the results "at the booth," as did their salespeople, to their own perfect satisfaction—and more. Wholesalers have been sending several representatives in some cases, one declaring he would have a student in every class so long as classes continued or until his entire staff had taken the course.

The classes were intensely practical in character, the students being kept rigorously at work throughout the two weeks of the course.

The Radder Vending Machine Co., Seneca Falls, N. Y., has been incorporated in Albany with capital stock of \$75,000 for the purpose of manufacturing and dealing in musical instruments and vending machines. Those interested are H. Goodnough, H. H. and O. C. Radder of Watertown.

HAAG RECORD FILES

Give your customers an opportunity to buy a real record file. A slight pressure on the key hands you the record from non-binding compartments.

PRICES NET TO DEALERS

Model "A" (As shown in cut).....	\$11.25
" " "B" (Same, without ejector keys).....	10.25
" " "C" (Made especially for Edison Model A-100).....	17.50
" " "D" (Same, without ejector keys).....	16.50
" " "E" (Fits into drawers of Edison Laboratory Models).....	6.50
" " "F-100" (Upright Cabinet. Holds 100 of any record. With ejecting keys).....	45.00
" " "G" (Made in Rouge or Natural for Edison Chalet Model).....	21.00

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.



Bill Shakespeare used to say,
speaking of Emerson Records:
The hit's the thing with which to
make your Dayton product ring!
Times haven't changed.
Emerson Records still *play on*
all cash registers.

If you wish representation,
get in touch at once with our
New York or Chicago Office



Emerson Phonograph Company INC.

NEW YORK
3 West 35th Street

CHICAGO
7 East Jackson Blvd.

“Father O’Flynn and Haste to the Wedding” and “Keel-Row and Money Musk,” both accordion solos by Patrick J. Scanlon, are the kind of Irish jig and Highland fling that nobody can resist. A-2837.

**Columbia Graphophone Co.
NEW YORK**



COLUMBIA BRANCH TO MOVE

Local Wholesale Branch of Columbia Co. Leases Building on Sixth Avenue—Will Have 150 Per Cent More Space in New Home

Lambert Friedl, manager of the local wholesale branch of the Columbia Graphophone Co., announced this week that arrangements had been completed whereby this branch will occupy the five-story building formerly known as the O’Neill-Adams department store annex at Twentieth street and Sixth avenue, New York. According to present plans, the company will take possession of its new home about June 1 and in the meantime extensive alterations are being made which will make this building one of the largest and best equipped wholesale talking machine establishments in the country.

For several years past the local wholesale branch of the Columbia Graphophone Co. has been located at 55 Warren street, where it occupied a four-story building, but the business has

grown so rapidly during the past year that these quarters were found far inadequate and Mr. Friedl instituted a search for a new home about six months ago. In its new building the Columbia branch will have at its disposal 60,000 square feet of space, representing an increase of 150 per cent over its present quarters.

One of the features of the building will be the installation of a model shop and every department will be given ample facilities and maximum conveniences. Plans are now being drawn for each floor and Mr. Friedl is giving personal supervision to the installation of labor saving devices which will enable his organization to give Columbia dealers 100 per cent co-operation and service.

The rapid growth of Columbia business in metropolitan territory has been one of the outstanding features of the local wholesale trade. Under Mr. Friedl’s able direction the business has increased by leaps and bounds, and the January sales far out-distanced any January in the history of the branch. Mr. Friedl has instructed

the members of his staff to work in close cooperation with the dealers and the steady growth and popularity of Columbia product in this territory is a tribute to the policies and systems instituted by Mr. Friedl and carried out so efficiently by his co-workers.

NEW FACTORY SITE FOR CRAFTS CO.

Manufacturers of Crafts and Ludlow Phonographs Purchase Site on Which New Factory Will Be Erected at Once in Richmond

RICHMOND, VA., February 6.—The A. J. Crafts Piano Co., manufacturers of the Crafts and Ludlow phonograph, have recently purchased a new factory site occupying approximately one-half of a city block, upon which they will locate their new factory. Three buildings now occupy this ground, which will be altered to suit their specific purposes, and there is also a lumber yard. It is expected that the new plant will be in operation in about ninety days.

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

Mulberry and Chestnut Sts.

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



Suggest the Idea of Making Records Last Forever By Using B & H FIBRE NEEDLES

YOU can add a dollar or so to every sale if you use the B & H "Fibre Needle System."

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

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

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

B & H FIBRE MFG. CO.

33-35 W. Kinzie Street, Chicago

Featuring the Musical Possibilities of the Talking Machine

By William Braid White

[Note:—This is the 43d of a series of articles on the general subject of the musical possibilities of the talking machine. The aim of the series is to develop these possibilities from all angles, thus opening up fields for sales expansion neglected, wholly or in part.—EDITOR.]

THE SUBJECT OF TONE

It is not the first time I have said that the element of tone, pure and simple, is, if not a controlling, at least a most important factor in the choice of a talking machine. The buyer may not know much about tone in the technical, scientific or even artistic sense; but at least it is certain that there is a substantial agreement among nearly all civilized peoples of the Western world as to what constitutes agreeable and desirable tone quality. One can go further by saying that, although very few could tell in what good tone quality consists, nearly everybody can say that a certain specific specimen of the same is, or is not, agreeable. That faculty of discrimination at least seems to be an universal possession of the race.

Now, the talking machine is to the prospective buyer one thing, and to the seller usually quite another. It is not a matter of the cost, the discounts, the production or the shipments to the former. To him or to her it is a matter of the enjoyment which is anticipated from possession and use of the instrument. This enjoyment cannot be analyzed as accurately, perhaps, as one should wish; but nothing is more certain than that it is almost entirely composed of the, more or less vague pleasure which is derived from the hearing of music rendered in agreeable and soothing tone quality. Mellow and soothing tone is the basis of most of the pleasure one derives from the talking machine. Of this there is no doubt.

Tone vs. Rhythm

Of course, there is the appeal of the dance. The music which is employed just now to accompany dancing is not built on tone quality, but on rhythm. But every merchant knows that he would sell very few talking machines on this appeal alone. Nothing is more paradoxical in appearance, yet nothing is more certain than that the very persons who are dancers and jazz-fans of the first order will, every so often, insist upon hearing the most croony and sentimental music. They may not want it all the time; but when they do want it, they want it bad.

The merchant, then, will recognize the prime importance of developing this natural desire in every legitimate way. He will, for instance, see the importance of dealing only in machines which are noted for their good tone, and in records which are developed accordingly.

There are, however, many sides to such a simple rule of conduct, and some consideration of them will be most valuable.

The Machine's Part

To what extent is the talking machine itself responsible for the tone quality of the music which it emits? To answer this question involves treading on the tails of many controverted questions. But I shall try to say what must be said without hurting anyone's feelings.

Those who have followed carefully the progress of the talking machine, and are in the habit of listening critically to such instruments, are aware that marked differences in quality are to be detected among them. When the same record is successively tried on a number of machines of different makes, it is certain that there will be more or less wide differences of musical effect. There are several reasons for this. It is not possible now to go into detail as to the complex acoustical problems involved; but it is sufficient to remark that upon the size and material of the sound box, of the needle, of the tone arm and of the amplifier, depend all the differences between good and bad reproduction. It is entirely wrong to suppose that substantial perfection in the reproduction of music has been attained, or is likely to be attained for some time to come. There are a thousand and one problems clamoring for solution. At almost any time somebody may hit upon a new and better way of doing things. No such discovery indeed is likely to revolutionize the business, but the point is that we are not yet in a completely settled state in regard to these matters. The merchant has principally to consider the buying of machines which do not err on the side of roughness or other imperfection in tone. When he has found such a machine, let him stick to it closer than a brother. Likewise, in the present state of the industry, he will be very well advised if he changes his lines as seldom as possible; certainly never unless he is satisfied that the change is really for the better. It is tone the people really want, and tone is what we must sell them.

"The Finest Built" Only

That means many things. Especially it means that little machines, skimmed in this or that detail of construction, are not the machines to which one can afford to tie up. You cannot get good tone save from a generously built machine which contains the very best of everything and the worst of no thing. If the mechanical basis of sound reproduction should be altered to any degree of importance, the entire aspect of things would probably be changed. But at the moment it is clear that there is no way of getting a good

tone-quality out of any but a thoroughly high-grade machine, as that term is understood at present. I am not at all sure that the present system of sound box and tone arm is acoustically the best possible, but while it continues to be standard you may be sure that only the finest-built machine will give good tone.

The merchant will therefore be well advised if he concentrates his efforts on selling high-grade goods and if he so devises his selling methods that the tonal properties of these machines shall be displayed to the best advantage.

Accessories to Tone

There are on the market already many improvements in needles and other accessories which are intended to promote the cause of good tone. All these the merchant will be wise to test, for it is undeniable that some, at least, of them have definite advantages. If the sale of a good machine can be assisted in such a way as this, the opportunity should not be passed by. If a machine which is causing complaint can be turned into a satisfactory dispenser of tone by the application of some new needle or other accessory, then the merchant would be foolish not to recommend the latter. In a word, seeing that the essential point is to sell tone, the wise merchant will not disdain any accessory, no matter how humble, that will assist him.

The surroundings of the machines and the circumstances in which they are to be demonstrated have before now formed the subject of discussion in this series. I hope some day to add to the contributions along these lines.

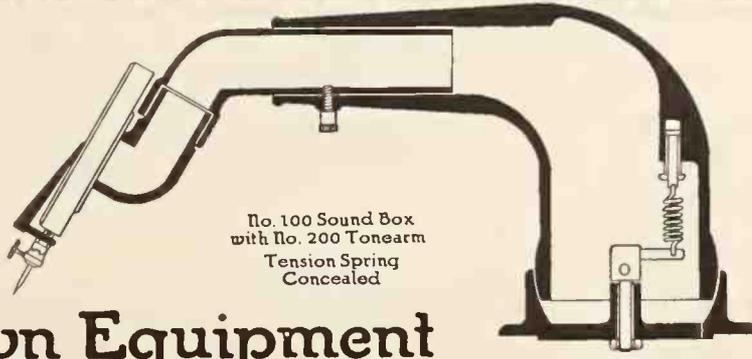
Records

I should, however, like to say a word or two on one topic which is often discussed without much result. It is often asked whether certain makes of record fit best certain makes of machine. To this the answer is that, except in the case of records made especially for one make of machine and intended deliberately to develop their tone quality on these only, there should be no variation whatever as between makes. The machines should be built to subserve the requirements of all makers of records. All record-making is rapidly approaching a standard. It is recognized that the reproducing means are as nearly as possible identical and that the great differences which exist in respect of tone quality depend on extraneous considerations. All records will give good tone if the machine on which they are used is not in itself defective in some way or other.

It is, then, tone which the merchant is to sell; not machinery, but tone. As he recognizes this fact ever more clearly, he will concentrate his efforts on the artistic side of his merchandising.



No. 100 Sound Box with No. 100 Tonearm Tension Spring with Exterior Adjustment



No. 100 Sound Box with No. 200 Tonearm Tension Spring Concealed

Assemble Your Own Equipment

WE OWN the Dies for producing the Die Cast parts of the above Sound Box and Tonearm designs, and furnish Die Castings to large users at no expense for Dies

SPECIAL Connections can be produced for adapting any make of Sound Box to these Tonearms. Prices on application. Samples sent prepaid upon deposit of \$1.50

Die Casting Department

Barnhart Brothers & Spindler

Monroe & Throop Streets CHICAGO



THE beauty of Unico Equipment is obvious and its efficiency is proved by the fact that 40 per cent of our business is in re-orders from satisfied users.

Everybody is aware of the phenomenal demand for talking machines and records. To meet this demand the manufacturers have once more available stocks and are in position to make shipments. Your own store facilities are the third side of the triangle and you should lose no time in perfecting them.

Unico Installation will do it for you. It utilizes to the fullest extent your floor space, displays your stock to best advantage, and makes for smooth, rapid service, saving your employes' time and your customers' patience.

Ask us to send you our latest booklet, "Musical Merchandising;" it contains full information regarding Unico Installations.

THE TREMONT TALKING MACHINE COMPANY

RETAIL STORE
VICTOR TALKING MACHINES
VICTOR RECORDS AND SUPPLIES
EXCLUSIVELY

W. A. BAYCHELDER
111 TREMONT STREET
BOSTON, MASSACHUSETTS

111 TREMONT STREET
BOSTON, MASSACHUSETTS

October 10, 1919

R. C. Smith, Pres.,
Unit Construction Co.,
58th St. & Grays Ave.,
Philadelphia, Pa.

Dear Mr. Smith:

Today, your Mr. Lewis has finished the installation of the first floor store at #177 Tremont Street. In our acceptance of the completion of your contract, we wish to add that we are very much pleased, not only with the work of your Mr. Lewis, but with the gentlemanly, courteous, and pleasing manner in which he has carried himself at all times while working with us in our store.

We also take this opportunity to express our full appreciation of your Mr. Baish's efforts in our behalf. With the work now completed as originally planned by him, namely: your installation with the finishing of our present walls and ceiling to harmonize with same, our place is, indeed, a beautiful store.

We congratulate you upon having such capable organization.

With very best regards,

Very truly yours,

THE EASTERN TALKING MACHINE CO.

Ans. UNIT CONSTRUCTION CO.

GAD/R

Geo. A. Dodge
Approved E. H. Barnsworth

Send us today dimensions of your floor space. Plans and estimates will be submitted promptly without cost.

UNIT CONSTRUCTION COMPANY

Rayburn Clark Smith.....President
58th Street & Grays Ave.
PHILADELPHIA

Unico Construction is Patented

NEW YORK
299 Madison Ave
Corner 41st St.

BOSTON
85 Essex Street

CHICAGO
Lyon & Healy Building

SAN FRANCISCO
Halbrook Building

Unico Designs are Patented

TWIN CITY DEALERS HAVE EXHIBITS

Several Concerns Maintain Displays at the Automotive Show and Get Results—Stock Shortage Is Still in Evidence—News of Month

MINNEAPOLIS and ST. PAUL, MINN., February 5.—Many of the talking machine dealers of the Twin Cities took advantage of the great publicity opportunities offered by the Twin Cities Automotive Show early this month to make talking machine displays. As the show drew upward of 200,000 people, each person well supplied with money, it may be inferred that the exhibitors in other than automobile lines did not show in vain.

The Minnesota Talking Machine Co. showed a complete line of Edison goods. The Golden Rule store of St. Paul showed the Victor and the Cheney lines. The Emporium of St. Paul showed the Columbia and Aeolian lines. Dyer & Bro., St. Paul, showed as full a line of Victrolas as the booth space and the Du-Ary Show would permit. The Cable Piano Co. showed Victrolas and the Cable piano factory products. M. L. McGinnis & Co. showed the Starr line. G. Sommers & Co. had an extensive line of Pathé instruments. Among other exhibitors and talking machines noted in a somewhat hasty tour of the big show were the following: Farwell, Ozmun, Kirk & Co., St. Paul, several styles of Farwell phonographs: The Nightingale, the Arwall, the Puritan phonographs, the Multitone.

General trade conditions have been highly satisfactory to the majority of the dealers in the Twin-City territory. The people have been buying with unusual eagerness and have been particularly interested in records. Many of the dealers are showing apprehension already that they will not get enough machines to help out their customers, but the jobbers and distributors so far have been able to pacify their patrons to some extent.

The jobbing situation in the Northwest probably is as well illustrated by the experience of W. L. Sprague, Northwestern manager for the Columbia Co. Nearly a year ago he obtained control of a fine five-story building in the high-class jobbing district of Minneapolis, as a general distributing headquarters for the Northwest. Up to date there had not been a representative stock of Columbias in the place.

"We have tried to carry a fair sample line," explained Mr. Sprague, "but what can a man do when an old dealer, loyal and true, almost gets down on his knees and begs for a machine

which he sees? He knows it's a sample and about the only instrument in the house, but he must have it or lose a nice sale. Well, there is only one thing for a man who is not made of flint to do, and that is to tell him to take the machine away. But we have all kinds of assurances that efforts will be made to accumulate a nice reserve stock in Minneapolis. Our January, 1920, totals were just about 100 per cent above the fine January, 1919, totals, and it may be more than a job to build a reserve stock."

George A. Mairs, head of the Victrola department of W. J. Dyer & Bro., went to the Conventions in New York partly to escape the clamorous importunities of the Victrola dealers throughout the Northwest and partly to lay the Northwestern situation before the Victor magnates. The house could have done a monster business in Victor goods and could have held the field with the aid of the other old-time phonograph houses against the swarms of new machines that have been dumped upon the Twin City market.

Beautiful big billboards extolling the Sonora phonographs recently have been reared at various strategic points in Minneapolis through Sewell D. Andrews, of the Minneapolis Drug Co., general distributors. Mr. Andrews states that he has such hopeful advices from the factory headquarters that he is encouraged to begin to open some new accounts, applications for which are numerous.

NEW PATHE DISTRIBUTORS

F. P. May Co. to Cover Washington as Wholesale Representative of Noted House

The F. P. May Hardware Co., Washington, D. C., have become the new distributors of the Pathé phonograph and records. The establishment is one of the largest and best equipped in the capital city and will cover the phonograph field thoroughly. This is one of the many new and important acquisitions recently announced by the Pathé Co.

L. A. Murray, formerly of the Murray Co., Davenport, Ia., has purchased the Victor stock of the Tri-City Piano Co. and opened a magnificent exclusive Victor store. The store is in the heart of the shopping district and measures 30 feet by 120 feet. Unico booths are arranged along one side of the store with the records and service counter along the opposite side. The trimmings are in cream and mahogany and the store is covered with green velvet carpet.

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

PLAZA

BUY YOUR ACCESSORIES
"All From One Source"



Record Delivery Envelopes

The advertising possibilities of Delivery Envelopes, in helping to dispose of Records and other merchandise, are already an established and proven fact.

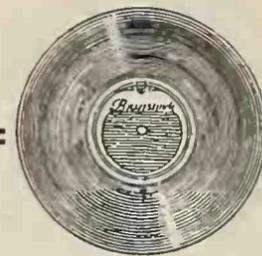
These can be furnished plain or with an elaborate or simple imprint that will help to present your records in your customers' homes in the most attractive and profitable way.

Our envelopes are made of 50-lb. Kraft stock.

Our prices are very low now. Paper is advancing, however, and it will pay you to anticipate your wants and put in a liberal supply at once.

Write for Samples and Prices

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK



BACK UP THOSE

Brunswick

INDIVIDUALITY GRAVEN INTO THEM

RECORDS

The Great Brunswick Company with its enormous resources has given Brunswick Dealers a wonderful asset and an opportunity for unlimited profit in the New Brunswick Record

All that is necessary to make the record an immediate and overwhelming success is that the dealers get behind it and do their share in making it known. Every Brunswick dealer should devote his window space unreservedly and in the most efficient way to achieve this end. Brunswick Company has done its share by putting within the dealers' reach a crackerjack window display service.



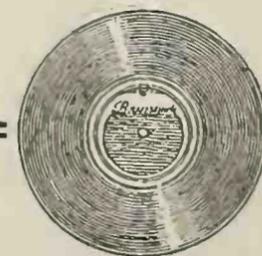
"WINDOW DISPLAY SERVICE"

This display service will easily pay for itself in actual business many times over. It ties up each month with the Brunswick national advertising campaign, and focuses the "selling punch" right on the dealer's shop. No Brunswick dealer can afford to miss a trick in starting out on the record selling game. Attractive window dressing is a dominant factor in record selling success.

February set sent free as an introduction. Only \$2.50 a month for this service; \$30 for the whole year.

Multi-color cut-outs made by one of the greatest art advertising concerns in the country.

BRUNSWICK-BALKE-COLLENDER CO.
Advertising Department, 623 South Wabash Avenue, Chicago, Ill.

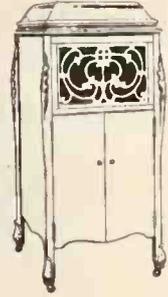


MORE PHONOGRAPH SALES IN 1920

IF YOU HANDLE THE
CHORISTER



PERFECT
TONE
AND
MECHANISM



SUPERB
CABINET
WORKMANSHIP



"LEADER OF THEM ALL"

Have we told you about our new amplifying chamber?

WRITE NOW FOR
PRICES AND ILLUSTRATIONS

CHORISTER PHONOGRAPH CO.

336-38 WEST 63rd STREET
CHICAGO

TELEPHONE ENGLEWOOD 1979

Tift, Radebaugh-Tift Co., Columbus, O.; F. R. Follis, Rike-Kumler Co., Dayton, O.; E. Dohse, Niehaus & Dohse Co., Dayton, O.; Chas. Spring, Eaton, O.; Warren Spring, Eaton, O.; D. John, Lima, O.; A. B. Kohler, St. Marys, O.; Chas. H. Hutchison, Ripley, O.; R. A. McKee, Charleston, W. Va.; J. O. Smucker, Bellefontaine, O.; M. N. Billings, Chillicothe, O.; Mr. Thompson, Oak Hill, W. Va.; Ferd Imfeld, Hamilton, O.; L. Oberdorfer, Paris, Ky.; L. C. Smith, Monticello, Ky.; Geo. C. Kiefer, Piqua, O.; S. McLemore, London, Ky.; J. A. Beatty, Xenia, O.; E. A. Searls, Huntington, W. Va.; Jake Wilson, Fordsville, Ky.; A. E. Jay, Blanchester, O.; D. W. Cowman, Greenfield, O.

Chas. J. Stone, of the Columbia international record department of New York, is spending several weeks with the local Columbia branch, giving particular attention to the needs of the dealers in foreign records.

Among the visitors to the local Columbia branch during the past few weeks were E. Riker, Reiley, O.; H. E. Katzenmeyer, the Parlor Drug Shop, Blanchester, O.; A. B. Simpson, Hillsboro, O.; N. P. Kerns, Chillicothe, O.; Ben F. Steinle, Pleasant Hill, O.; Geo. W. Hunter, of Hunter's Music House, Dayton, O.; Mr. Bangham, of Bangham & Gallimore, Wilmington, O.

A. E. Marcum, who has been a member of the local Dictaphone sales force for some time, has been appointed manager, succeeding R. B. Foster, who resigned. Mr. Marcum is an ex-service man, having served overseas with an engineer's regiment.

Victor shipments have been above the average during January, T. Sigman, manager of the talking machine department of The Rudolph Wurlitzer Co., reporting: "Victrola and record orders reached our office in larger quantities than ever before, for all dealers are anxiously awaiting the time when goods will be available in quantities equal to the demand and have placed their orders accordingly. The desire for more goods is only natural, for many sales are still pending, awaiting the arrival of the larger and

(Continued on page 110)

VOCALION JOBBING FIELD IS BROADENED IN CINCINNATI

AEOLIAN CO. PLANS EXPANSION IN OHIO AND WISCONSIN—EDISON DEALERS HOLD IMPORTANT CONFERENCE—WURTLITZER TELLS OF VICTOR SHIPMENTS—COLUMBIA DEALERS MEET—TRADE IS BOOMING

CINCINNATI, O., February 6.—Talking machine dealers and retailers have gone through an interesting January, editing the books for the benefit of the stockholders, the State and national coffers and receiving assurances from their factory connections of better supplies. In the latter respect there has been a marked change, most of the houses reporting receipt of stock above what was expected.

The Aeolian Co. has so enlarged its Vocalion factory that it has decided to enter the jobbing field on a rather extensive scale, branch departments having been authorized in this city and St. Louis. The local wholesale department will include southern Ohio, eastern Indiana, Kentucky and Tennessee. West Virginia, which belongs to the Aeolian's local district, was not included in the present Vocalion arrangement. There is sufficient storage space available at the store on West Fourth street, Cincinnati, to take care of the immediate needs of the wholesale department of the Vocalion.

A. T. Doty, formerly with the Emerald Co., Birmingham, Ala., well versed in the talking machine field, will be one of the travelers for the Cincinnati branch.

Charles L. Byars, four years at the head of the Vocalion department in Cincinnati, has resigned in order to enter the life insurance field. He was made the recipient of an interesting offer and under the circumstances C. H. DeVine, general manager of the local house, found it necessary to accept his resignation. The berth will remain unfilled for the time being.

The dealers' conference of Edison representatives, held in Cincinnati last month, under the auspices of the Phonograph Co., brought together merchants from many parts of the Middle West. The business as well as the social program was in charge of Manager Oelman, of the Cincinnati district. He told of the company's plans for better business in 1920. Among those present were: C. Henlein, Alms & Doepke Co.; J. H. Rist, Geo. P. Gross Co.; W. G. Woodmansee, Woodmansee Piano Co.; Mr. and Mrs. Frentzel, Frentzel Piano Co., of Cincinnati, O.; Louis Burkart, Newport, Ky.; Edwin Burkart, Covington, Ky.; C. H. Goodykoontz, Bluefield, W. Va.; Mr. and Mrs. A. B. Simpson, Hillsboro, O.; Miss Rawlings, Owensboro, Ky.; Mr. and Mrs. E. J. Stevens, Middle-

town, O.; Mr. and Mrs. E. C. Earhart, Franklin, O.; Riley I. Miller, College Corner, O.; Joe E. Case, Logan, O.; A. D. Kirk, Winchester, O.; Messrs. Sawhill and Dolbeer, Springfield, O.; E. A. Young, Lancaster, O.; L. I. King, Morehouse-Martens Co., Columbus, O.; Geo.

Delpheon

the
Incomparable

*A tone that is ineffably
exquisite—not phonographic*

STEADILY INCREASING
PRODUCTION ASSURES
DELIVERIES.



Delpheon
Model A
\$150

THE DELPHEON COMPANY

Bay City, Michigan

The Delpheon Sales Co., 25 Church St., New York

Rosen Phono. Sales Co.,

28 Court Square, Boston, Mass.

Walter Verhalen, 703 Bush Building, Dallas, Texas

QUALITY LEADERS IN THE CABINET FIELD



Style 71.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 33 1/4 in. Top 17 1/2 x 17 1/2 in. Holds 168 12-in. Records. For Victrolas IV-A and VI-A; Columbia No 25 and No. 35.



Style 24.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 33 in. Top 17 x 17 in. Holds 168 12-inch Records. For Victrolas IV-A and VI-A; Columbia No. 15, No. 25, No. 35.



Style 72.—Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 16 1/4 x 20 in. Holds 180 12-in. Records. Made specially for Victrola VIII-A. Top has countersunk holes to accommodate rubber bumpers on machine.



Style 86.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 79.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 32.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 30 in. Top 24 x 20 in. Holds 126 12-in. Records. For Victrolas VIII-A and IX-A; Columbia No. 50; Pathé No. 50, and smaller machines.

Prompt deliveries on all orders. Write for Illustrated Catalog of complete line

**The Geo. A. Long
Cabinet Company**
HANOVER, PA.



Style 78.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Mahogany has Mahogany front door; Oak has Quartered Oak front door. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



Style 77.—Mahogany, Golden Oak, Fumed Oak, Weathered Oak. Height 34 in. Top 19 1/8 x 22 3/4 in. Holds 96 12-in. and 96 14-in. Records. For Victrola IX-A; Columbia No. 50; Pathé No. 50.



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

THE GEO. A. LONG CABINET COMPANY



HANOVER, PA.

CABLE ADDRESS
"LONGFURCO"
WESTERN UNION CODE

December 6, 1919.

IMPORTANT.

To our Customers and the Trade:

Sometime ago a New York dealer ordered from us one of our talking machine cabinets. It was the first and the only order we have ever received from him. Soon thereafter, we were notified that he had been sued for infringement of the Beecroft patent No. 1,244,944, dated October 30, 1917. We at once instructed our attorney to take charge of the defense of the suit, and the customer has been, and will be, put to no expense in the matter.

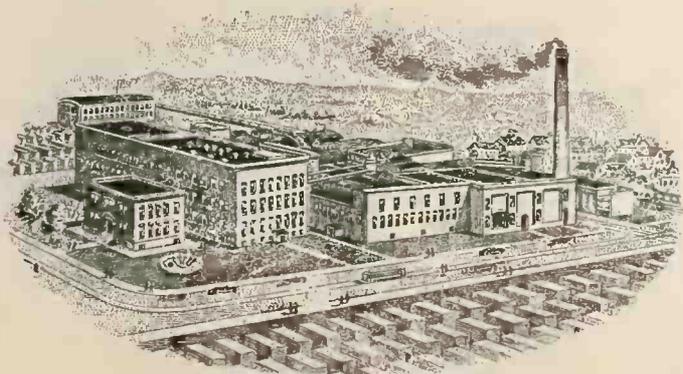
We are advised by competent counsel that we have an irrevocable license to manufacture and sell this cabinet, and the patentee has no claim, either in law or equity, against this company, or any of its customers.

We therefore notify you that we will stand back of you in any dealings with this company, and that we will defend any suit for infringement which may be brought against you.

If any intimidation by or on behalf of the patentee is resorted to, we wish you would notify us, and we will take legal action to have the patentee enjoined.

Courteously yours,

THE GEO. A. LONG CABINET COMPANY.



VOCALION JOBBING FIELD GROWS

(Continued from page 107)

higher priced Victrolas which were sold in December. Many out-of-town dealers visited our store and were very optimistic about the Victrola and record situation for 1920."

Lester Detrick, recently placed in charge of the record department of the Starr Co.'s Cincinnati branch, made his debut at the annual dinner of the retail organization which took place last Tuesday evening. The gathering, followed by a theatre party, brought out the entire selling force together.

A get-together meeting of Columbia dealers was held at the Hotel Grand recently, at which time a dinner was served and an interesting and instructive program rendered. E. B. Shiddell, of the sales department, was toastmaster and in charge of the meeting, and talks were given by F. F. Dawson, manager, and Miss Nina Legge, of the educational department. Mr. Dawson outlined the Columbia plans for 1920 and so far as they concerned Cincinnati dealers, and his story of the plans to take care of increasing output met with much applause.

Miss Legge gave a practical demonstration of her work in school rooms. She pretended that the gathering was a class of High School students and put up to the audience the same questions on music appreciation as she would to a class of High School students.

Monthly sales meetings have been held during the last two weeks in Lexington, Ky., Huntington, W. Va., Dayton, Ohio, and Columbus, Ohio. At the Columbus meeting the entire sales department of the Cincinnati branch attended, including Manager F. F. Dawson and Assistant Manager N. B. Smith; Salesmen E. B. Shiddell, C. E. Kraner and J. D. Bright, who were en route to Pittsburgh for a district convention of Columbia salespeople and dealers. This convention was held Tuesday, January 20, at the William Penn Hotel, Pittsburgh, Pa., and was presided over by Manager S. H. Nichols, of the Pittsburgh branch.

General Sales Manager Geo. W. Hopkins, Dealer Service Manager H. L. Tuers, Record Sales Manager O. F. Benz, International Sales Manager R. F. Bolton were present from the New York headquarters. Dinner was served to the dealers that evening. Illustrated talks were given by Messrs. O. F. Benz and H. L. Tuers, which were greatly enjoyed.

CARDINAL IN CONSOLE MODEL

NEWARK, O., February 4.—An important announcement emanates from the Cardinal Phonograph Co., of this city, that they will shortly produce the Cardinal phonograph in a Console model. The Cardinal catalog, now being issued, contains a correction in prices. The slight increase in rates is announced as effective from January 1, 1920. This company plans to shortly embark upon a national advertising campaign.

NEW VENEER CONCERN

OLYMPIA, WASH., February 4.—The Pacific Veneer Co. has been recently organized in this city for the cutting of Pacific Coast soft wood and hardwood veneers, crossbanding, core stock for built-up panels, plywood, etc. The plant will be in operation by February 15 and will be equipped with the latest improved designs of veneer machinery, all the machinery being operated by electric motors.

EXHIBIT AT ANNUAL TOY SHOW

The Garford Mfg. Co., Elyria, O., which is a division of the General Phonograph Corp., has a very attractive display at the Annual Toy Show now being held at the Hotel Breslin, New York. There are featured at this display several models of toy phonographs which have achieved considerable popularity during the past year. Homer Stephens, sales manager of the Garford Mfg. Co., who is well known in toy circles throughout the country, is in charge of the exhibit.

DEATH OF WALTER P. PHILLIPS

Well-Known Newspaper Man Passes Away—
Identified With Columbia Co. for 15 Years

Walter P. Phillips, who was prominently identified with the Columbia Graphophone Co. for more than fifteen years, died at his home, Oak Bluffs, Mass., on February 1st. Mr. Phillips, who was 73 years of age at the time of his death, had lived in Bridgeport, Conn., and Oak Bluffs since the death of his wife, six years ago.

Walter P. Phillips was born in Grafton, Mass., in 1846, and had a long and successful career in the newspaper business. He was editor-in-chief of the "Providence Herald" and in 1872 joined the reportorial staff of the "New York Sun." In 1875 the Associated Press put him in charge of its Washington bureau, and seven years later he returned to New York as general manager of the United Press. During his connection with that organization its growth was remarkable.

Mr. Phillips then joined the forces of the Columbia Graphophone Co., and for a number of years was manager of the printing and advertising division at the headquarters of the factory, Bridgeport, Conn. His work in this important post won favorable recognition from the trade throughout the country, and his many years of experience in the newspaper field were reflected in the effectiveness and practical value of the publicity matter prepared under his direction.

Mr. Phillips was the author of the "Phillips Code," the medium which makes it possible for all press associations to carry such a volume of news over their wires, increasing the carrying capacity of their wires over 200%, and at the same time decreasing the strain on the operators a like amount.

Mr. Phillips was the only surviving 1877 member of the Lotos Club of New York and was also a member of Corinthian Lodge, F. & A. M., of Bridgeport, Conn.

REAL MERIT WINS

HIGHEST QUALITY
MOTORS
Universal Tone Arms



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

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

PLAYS ALL
RECORDS
PERFECTLY



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

OUR MOTOR TRUCK DELIVERY

is QUICK and SAFE and has many other advantages. We therefore especially invite Dealers from GREATER NEW YORK and adjacent territories to write for the Latest Booklet and Prices or to call and see the

1920 MODELS now on Exhibition

at the newly-renovated
office of the

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

Within walking Distance from Williamsburg Bridge Plaza

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

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.

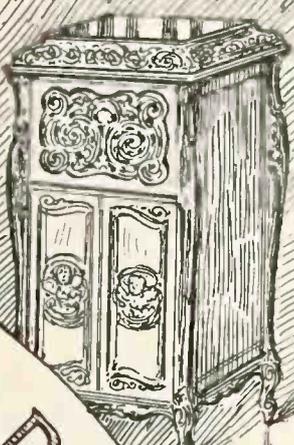
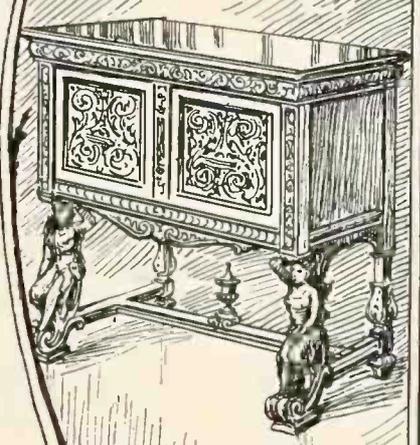
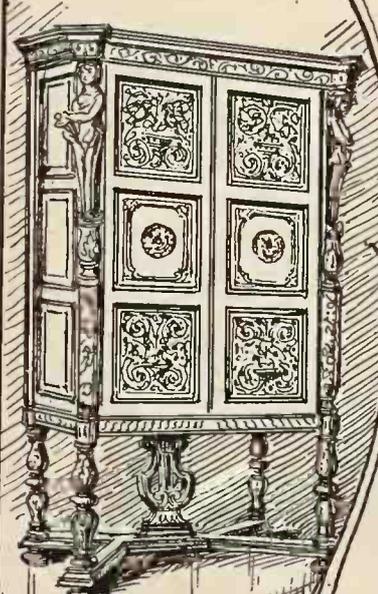
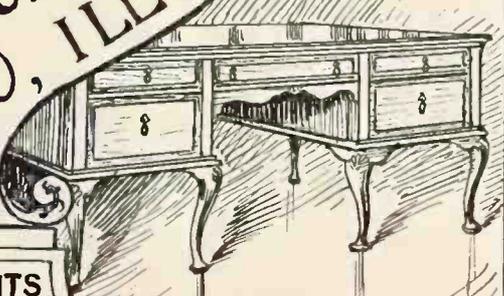
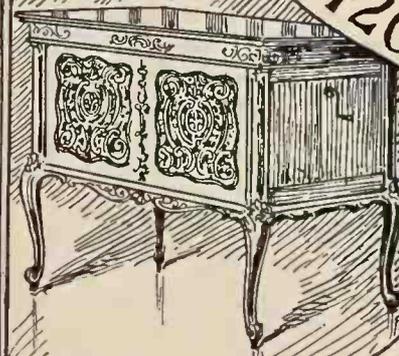
We invite progressive dealers to consider the Windsor when making their plans for the coming year.

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. Meyersheim



IROQUOIS SALES CORPORATION

TALKING MACHINES, RECORDS AND ACCESSORIES

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

"Buffalo Means Business"

WONDERFUL business for all of us with the splendid new Lateral Cut OkeH Records. Played on the MASTER-TONE they form the winning combination. The last word in the faithful reproduction of real TONE BEAUTY. THE ACID TEST---THE ONE POINT VITAL TO SUCCESS

TONE



"You have only to shut your eyes and just - LISTEN"

The Record is placed on the turn-table of the instrument. There comes the little familiar pause as the needle is lowered into the first groove. You are tense, alert, all-critical. You really expect to be disappointed again, as you have been before—when much was promised.

The first note is played—you relax INSTANTLY—sigh contentedly—sink back into complete absorption and enjoyment. Oblivious to all else.

ABSOLUTE SATISFACTION AT LAST. Perfect Harmony. Not even the slightest suggestion of the mechanical intrudes to mar the moment. Gone the distressing needle scratch—the familiar nasal shrillness—all gone.

JUST MUSIC ITSELF—That's the OKEH RECORD played on the MASTER-TONE!

TRULY "The Winning Combination"

MANY IMPORTANT HAPPENINGS IN PITTSBURGH TRADE

Record Sales Constitute Basis of Association Debate—C. C. Miller Co.'s Very Complete Wholesale Department—Conference of the Columbia Forces—Reed Record Booths in Favor

PITTSBURGH, PA., February 6.—More than the usual interest was manifested in the January meeting of the Talking Machine Dealers' Association, which was held at the Hotel Chatham, January 27, with a large turnout of the members. The usual dinner was held preceding the business session. J. H. Phillips was in the chair and A. R. Meyers recorded the minutes. One of the principal features of the meeting was a debate which proved both entertaining and profitable. The subject for discussion was "Resolved, That it is better business policy to sell a large quantity of records with a talking machine than a small quantity." Upholding the affirmative side were John Henk, of the Columbia Music Co., Grafonola dealers, and John Fischer, of the C. C. Mellor Co., Victor distributors. Supporting the negative side were Clark Wright and Leo Half. Both sides made some excellent points and the arguments they adduced in favor of their respective sides were forcible and logical. The judges of the debate were Wallace Russell, Louis Schairer and W. A. Kulp. By a slight majority of points the decision was made in favor of the affirmative speakers. The debate was highly enjoyable and also brought out the fact that the association has some excellent speakers.

Another important question that came up was that relative to asking the record jobbers for better terms on records. It was the consensus of opinion that in view of the real increased overhead expense of the various retail dealers they are entitled to some consideration in the matter of lower costs when it comes to purchasing records. It was decided to name three committees, one each to visit the Victor, Columbia and Edison jobbers with a view of holding a conference on the matter and

endeavoring to secure concessions. They will report at the next meeting of the association.

Rosenbaum Co. Has the Pathé Line

Formal announcement has been made by the Rosenbaum Co., one of the largest department stores in the country, of the addition of the Pathéphone and Pathé records to their talking machine department. A full line of art models as well as the regular Pathé line have been installed. P. W. Kline, manager of the department, stated that the indications point to a big run on the Pathé line.

Expects Enormous Emerson Trade

Emerson records are having a remarkable sale according to Jacob Hirsh, the active head of the Emerson Sales Co., with offices in the Jenkins Arcade. He stated that the demand was far above the ability of the Pittsburgh office to fill satisfactorily and that many of the dealers were eager to make connections for the Emerson line. Mr. Hirsh is confident that 1920 trade will far eclipse that of 1919, which was a record breaker as far as the Pittsburgh district was concerned.

C. C. Mellor Co. New Wholesale Department

The wholesale Victor department of the C. C. Mellor Co. has been moved to the new location on the corner of Penn avenue and Twelfth street, within a block of the Pennsylvania railroad station. Victor dealers will find in the new location every facility for the marketing of Victrolas and Victor records. The Model Victor salesroom on the first floor is an admirable addition to the new plant and reflects much credit on John Fischer, the manager, and his corps of assistants.

Expand Talking Machine Department

With a view to extending talking machine activities on a broad basis, the Henricks Piano Co., Brunswick dealers, have made room on

the first floor for a number of demonstration booths. The Victor, Columbia, Brunswick and Operaphone records are handled.

Marked increase in trade is predicted by H. Milton Miller, of the Smith, Kline & French Co., Sonora distributors, and also representatives of the Philadelphia Show Case Co., L'Artiste phonograph distributors. Mr. Miller said "The outlook for spring trade is excellent from the viewpoint of the Sonora dealer and there is every indication that the merchandise output will be larger and more promptly sent to the dealers." Mr. Miller is also the distributor for the Okeh records and stated they were having a ready sale, the great difficulty being to secure an ample stock.

Columbia Officials in Town

An important event in talking machine circles the past month was the conference and banquet held under the auspices of the Pittsburgh branch of the Columbia Graphophone Co., Tuesday, January 20. Over 200 Columbia dealers turned out at the dealers' meeting and banquet and it proved a most inspiring event from the viewpoint of the Columbia boosters.

The large banquet hall was elaborately decorated and the diners presented a pleasing sight. They were seated at tables at which six and eight persons were grouped and this added to the social side of the dinner, inasmuch as it gave ample opportunity for the Columbia dealers to get acquainted with each other.

George W. Hopkins, general sales manager; O. F. Benz, manager of record sales; R. F. Bolton, manager of international records, and H. L. Tuers, manager of the service department, all from the general executive offices in New York, were present and were warmly received by the Columbia dealers who were highly pleased at the opportunity to see and hear the "big men" of the Columbia family. The visitors gave the dealers one of the most comprehensive and complete programs for 1920 ever conceived, which revealed the wonderful opportunities for

(Continued on page 114)

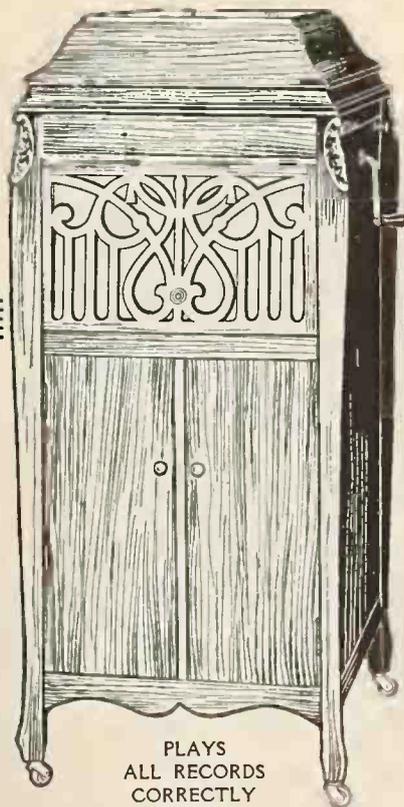
**We Build PHONOGRAPHS to an Ideal—
At a Price That Will Appeal!**

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



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

— ADDRESS —

**GENERAL SALES
CORPORATION**

1520 Buffum St.
MILWAUKEE, WIS.

OWNING AND OPERATING

General Mfg. Corporation
Recordeon Phonograph Co.
Heaney-Schwab Billiard Mfg. Co.
Makers of Billiard Tables Since 1882

PLAYS
ALL RECORDS
CORRECTLY

Crystal Edge MICA Diaphragms

THE STANDARD OF QUALITY AND SERVICE

PHONOGRAPH APPLIANCE CO.

109-113 West Broadway, New York

HAPPENINGS IN PITTSBURGH TRADE

(Continued from page 113)

the development of the phonograph business. It was pointed out that the Columbia Graphophone Co. has spared no expense and effort in its exhaustive plans for advertising, service, production of Columbia records and Grafonolas. The production of records is now 100 per cent more than it was a few months ago, and it is expected to make another 100 per cent increase within a few months.

S. H. Nichols, manager of the Pittsburgh branch, acted as toastmaster and complimented the dealers on their successful business during the trying years just past and urged their continued co-operation for 1920, which he predicted would be the biggest in the history of the phone business. Visiting managers from other branches included J. L. DuBreuil, of Cleveland, and F. F. Dawson, of Cincinnati. Mr. Bolton spoke on the sales plan for the green labeled novelty records, all of which were recorded in the London, England, laboratory, and offers a large catalog of new records embracing all languages.

Mr. Benz said the tremendous demand has taxed the factory's output for records. He showed a definite plan to the dealer how to sell records in stock, how to tie-up with the Columbia national advertising, which for 1920 will be double that of 1919. Mr. Tuers illustrated with a lantern and screen how to lay out a model Grafonola shop and how to present Columbia products in the most attractive settings.

The final and biggest message of the evening was given by George W. Hopkins, who took the dealers off their feet in his enthusiastic talk on service. "We have your hands, we have your brains, and we now want what we cannot buy—your hearts and your love for the Columbia Co." He gave astounding figures indicating the advertising program for 1920, and said the number of sales messages to all people for 1920 would be 7,919,500,000 which would reach 45,500,000 people, in other words, every other person of the United States.

The guests were entertained by artists from the Waterson-Berlin-Snyder Co., music publishers, and by the William Penn Hotel orchestra. Practically all Columbia dealers in the city territory were present, also dealers from Altoona, Johnstown, Indiana, Greensburg, DuBois, Vandergrift, Tarentum, Belle Vernon, Beaver Falls, Kittanning, Canonsburg, Monessen, Farrell, Sharon, Butler, Meyersdale, Beavertown, Irwin, Brookville, Corry, Erie, Marietta, Pa.; Youngstown and Fairmont, Ohio; Masonville and Wheeling, W. Va.

Added to the roster of Pittsburgh talking machine dealers is the Emerson Shop, which is located at 3531 Forbes street, in charge of R. S. Munsell. The arrangement of the storeroom shows considerable thought for the convenience of customers. The Reed record demonstrating booths and Reed record racks play an important part in the Emerson Shop equipment.

Joseph Cvetic, who has been with the Reed Co., Inc., of this city, since its organization, beginning his activities in their shipping department, has risen to the rank of salesman and is now a member of the Reed selling staff. Mr. Cvetic has started out on his maiden trip throughout southwestern Ohio, covering Cincinnati and Columbus.

Mr. McMillan, of Jones & McMillan, the hustling dealer of Beaver County, visited the offices of the Reed Co., Inc., last week. He reports business "very brisk" in the Beaver Valley.

W. K. Baxter, manager of the Fischer Music House, Toledo, O. (which has been established forty-three years), a very personal friend of W. H. Reed, Jr., of the Reed Co., Inc., has been the victim of Dan Cupid's dart. He was married on January 20. He spent his honeymoon in Pittsburgh and New York and visited the Music Show.

James L. Old, of the Reed Co., Inc., started on his regular trip throughout northwestern Ohio, taking in Cleveland and Toledo. Keep an eye open for him.

Mr. and Mrs. W. H. Hill, the up-to-date jeweler of Punxsutawney, Pa., visited the offices of the Reed Co., Inc., recently.

George P. Semmer, of the sales organization of the Reed Co., Inc., started out on his regular Eastern trip (taking in Wilkes-Barre, Scranton and Philadelphia).

Frank Gennett, secretary of the Starr Phonograph Co., of Richmond, Ind., was a caller at the Pittsburgh offices. He reported a brisk trade in the Starr talking machines and Gennett records.

The Boyd Phonograph & Music Co., of Ardmore, was incorporated at Oklahoma City, Okla., last week with a capital of \$10,000. Those interested are Homer L. Boyd, C. W. Rolins and J. A. Bodovitz.

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.

The Modernola

*A Home Delight
to Ear and Eye*

Winning Its Market on Merit

THE Modernola, with its wonderful ear and eye appeal, meets with enthusiasm everywhere. Dealer enthusiasm is surpassed only by the enthusiasm of prospective purchasers of individual instruments.

If the long used phrase, "It sells itself" was ever justified, it certainly is in the case of The Modernola.

The Modernola is a circular instrument of individual type and refinement. Artistic to a maximum degree, its indescribable beauty is further enhanced by a rich, colorful lamp shade, which is detachable.

In conception, in construction, in finish, here's a high-grade musical instrument and home ornament.

It's winning its market on merit—selling wherever shown. Sales rights are becoming more valuable with each passing month. The Modernola has wonderful possibilities. Make inquiry—write—right now.

Solid Woods, not Veneers



*Eastern
Representative*

GEO. SEIFFERT

45 West 34th St.

NEW YORK CITY

Monolith Bldg.

Suite 1210-1212

Phones—

Greeley 2978

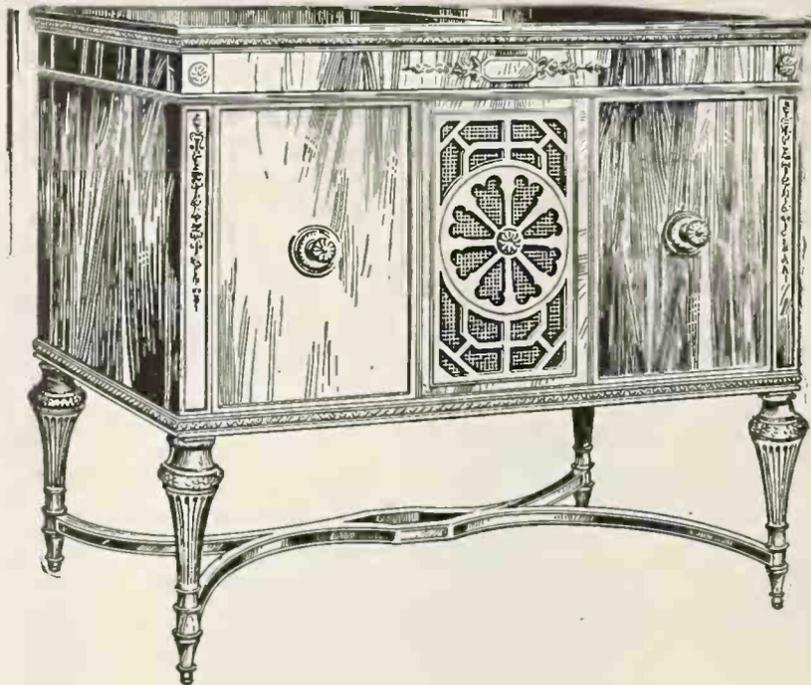
2291



THE MODERNOLA CO.
JOHNSTOWN, PA.

L'Artiste

THE ARTIST IN REALITY



Sells on its Tone and Looks

Dealers find little resistance in making sales of the L'Artiste Phonograph. A demonstration is all that is needed to prove to any prospective buyer that it is an incomparable musical instrument. Its tone is so pure and free from the usual distracting surface noises that music lovers will instantly recognize its magical powers of reproduction.

The beautiful appearance of every L'Artiste model convinces the eye. Greater refinement, finish and attention to every detail can not be found in instruments selling at L'Artiste prices.

With a satisfactory margin of profit on these easy-to-sell phonographs, there is every reason why the L'Artiste selling franchise is a desirable one.

Nine Attractive Models in Upright and Console Styles.

GRAND RAPIDS PHONOGRAPH COMPANY
GRAND RAPIDS, MICHIGAN

THE PHILADELPHIA SHOW CASE COMPANY

123 North 13th Street
Philadelphia

Eastern Distributors
Bush Terminal Bldg.—128 West 42nd Street, New York

2002 Jenkins Arcade
Pittsburgh

NO AFTER-HOLIDAY TRADE SLUMP FOUND IN ST. LOUIS

Talking Machine Houses Still Find That Demand Keeps Ahead of Available Supplies of Both Machines and Records—Various Departments Being Enlarged—Some Trade Happenings

ST. LOUIS, Mo., February 8.—The talking machine business in this city is going forward on its triumphant way, hampered only by the continuing scarcity of machines and records. There is improvement in this regard and plenty of promises of greater improvement as the year advances. Taking the good augury of the present improvement and giving full value to the plenitude of promises, everybody expects the year to be the greatest which the business has ever known in this locality. The scarcity continues to be greatest in the higher grades of the standard makes. The fifty-seven varieties continue to make hay while the sunshine of opportunity lasts. Many of the larger stores have now more or less equipped themselves with the newer brands, because they must have something to sell, and having them to sell they naturally advertise them. The result is that the new brands have all the best of the newspaper spotlight. Dealers say that although they do not claim that these machines are as good as the standard makes, the people are buying them and seem to be satisfied with them.

Phenomenal is about the only word that describes the record business since Christmas. The people are buying records as they never did before. They are so anxious to get the new records that they are solving the demonstration question which the dealers have been trying to solve and not succeeding very well. Dealers say that from one-half to two-thirds of the record sales are made now without playing, and this is not at the suggestion of the salesmen, but at the wish of the purchasers. They simply come and say what they want and get it and carry it away.

Miss L. Merritt, manager of the talking machine department of the Scruggs, Vandervoort & Barney Dry Goods Co., has noticed this particularly since the new Vandervoort auditorium was opened recently. Victor recitals have been given almost every day and this has obviated playing for customers to a great extent, but the change in the buying habits of the people is not due entirely to that. Miss Merritt says that many order from the published announcements of numbers to be played at the recitals, concluding that the records are good or they would not be played at a recital. Fully two-thirds of the sales are now made without playing, Miss Merritt says.

Nearly all of the sales are for cash, too, Miss Merritt says. Seven years ago, when she went with the department, cash sales were rare. Now the cash sales are greater than the charge sales. More machines were sold for cash last year in her department than ever before, and none was sold on terms extending longer than ninety days. It used to be as high as eighteen, twenty and twenty-four months.

The basement talking machine department at the Vandervoort store, where popular records are sold, has proved such a success that booths are to be installed. It is in charge of Miss Ida Kayser, who was promoted from the main department. Small, portable machines also are sold in the basement department.

Manager McKenna, of the Columbia wholesale department, says the demand for period machines is greater than can be supplied, notwithstanding that a greater number is being received than ever before. The prices range from \$300 to \$2,100, with the best demand ranging from \$300 to \$700. The January machine business was better than that of the corresponding month last year. The demand for records is phenomenal, he says. Generally speaking, both the machines and records are coming through better than they did last year, but the supply is still inadequate. Manager McKenna is arranging another meeting of Columbia dealers, to be held at the Hotel Statler in about two weeks, at which he expects to have some of the Eastern officials of the company as guests of honor and speakers.

Mark Silverstone, president of the Silverstone Music Co., says that all goods are coming through better and gains are being made on accumulated orders. Carload shipments of machines remain in the house only long enough to be reconsigned to dealers. Mr. Silverstone has just returned from the Edison Disc Jobbers' Association meeting at New York. He has prepared a unique testimonial which is to be presented by the jobbers to Mr. Edison on his seventy-third birthday. In the center of a card 20 by 24 inches in size is a photograph of Mr. Edison, placed between the figures seven and three. The latter are made up of photographs of the forty jobbers. The message of congratulation is as follows: "We, the above officers and members of the Edison Disc Jobbers' Association, extend to you our felicitation and congratulation on this, the seventy-third anniversary of your birth. We trust a Divine Providence will permit you to remain among us, contributing your generous efforts for the welfare of humanity."

C. R. Salmo, city salesman, and Miss Gibbons, assistant bookkeeper, of the Columbia wholesale department, have been confined to their homes for a week with influenza, but both have recovered.

George W. Hopkins, general sales manager of the Columbia Co., stopped in St. Louis on his way East from Kansas City. H. L. Tuers, manager of the dealers' service department, and Robert Bolton, manager of the international record department, stopped in St. Louis en route from Dallas, Tex., to New York.

Miss Rosie Rosenblatt, of the Vandervoort talking machine department, is to be married soon to a Chicago man. She has been with the department several years.

Frank Augustine, formerly with the Thiebes Piano Co. and the Wurlitzer Co., has been

placed in charge of the talking machine department of the P. A. Starck Piano Co.

J. W. Medairy, manager of the Stix, Baer & Fuller Dry Goods Co. talking machine department, went to New York to attend the national conventions. He planned to also visit Chicago, Philadelphia and Washington and the Victor factory at Camden, N. J., and the Edison factory at East Orange. He expects to be in his new department at the store by about July 1. It will be much larger than ever before and there will be about thirty demonstration booths.

G. C. Foster has joined the sales staff of the B. Nugent & Bro.'s Columbia talking machine department.

Manager J. F. Ditzell, of the Famous & Barr Co. talking machine department, says that owing to the great demand and the scant supply his department has a smaller supply of records now than at any time since he has been in charge of it. He does not believe that the high prices of pianos have anything to do with the increasing demand for talking machines. Each instrument, he says, goes on its own merits. He believes that the talking machine demand is just beginning and that in five years it will be doubled. Improvement in the quality of the records during the past year has strengthened the demand, he says.

The Koerber-Brenner Music Co., distributor for the Victor, say that goods are coming much better than before the holidays and predict that before long the demands of all dealers will be met with reasonable promptness.

E. C. Rauth, manager of the Koerber-Brenner Music Co., has been appointed to represent the talking machine interests on the music and musical instrument subdivision of the Chamber of Commerce for the current year.

Goebel Bros., Hackensack, N. J., have co-operated with capital stock of \$25,000, to manufacture and deal in phonographs, etc. The incorporators are Fred W. Goebel and O. F. Goebel, of Maywood, N. J., and F. E. Herna, of Little Ferry, N. J.

The
Fundamental
Factor of a
Successful
Service
is
Personal
Co-operation



C. BRUNO & SON

INCORPORATED

Victor Distributors to the Dealer Only

351-353 Fourth Avenue

NEW YORK

WE DO NOT RETAIL



International Talks

Every one of our Dealers make money when they sell our Emerson Foreign Records in

Polish
Italian
Hebrew-Jewish
Bohemian
Russian
Scandinavian
Spanish

Every Music Dealer in the country has a public that buys only the Best—and the "best" lies right in our

Premier Catalogue

of

Grand Opera

Violin

Orchestral

Band

Novelty

selections by exclusive INTERNATIONAL artists—
by artists who sing and play in your locality—by
the Best

We are also

Domestic & Foreign
Distributors

of

Tonofone Needles

The Needle you will always use
when you use it ONCE

and

Globe Music Rolls

Both Word and Instrumental.

"HITS WHEN THEY ARE HITS"

Emerson
International
Inc.

1780
Broadway
New York

INDUSTRIAL ACTIVITY IN BUFFALO

Various Plants Very Active and Great Volume of Wages Helps to Fill the Coffers of Talking Machine Dealers—T. Amesbury Goold Married

BUFFALO, N. Y., February 3.—Even with a threatened epidemic of the "flu" and a temperature that shows very little tendency to climb, the prosperous condition of Buffalo's talking machine trade continues. The merchants see many signs of good times these days. Local industrial plants are advertising for many more men and "increased production" is their watchword. Concerns of various other kinds are putting on extra men and pay rolls are steadily increasing. Many large industrial plants are flocking to the city. Thousands of new homes will be erected in Buffalo and vicinity and these will increase the field for talking machines. The talking machine merchants say that they will see this year what they long hoped for—a city coming into its own. A summary of their opinions is that the talking machine trade in this territory will be lively throughout the entire present year.

The marriage of T. Amesbury Goold, of Goold Bros., Victor dealers, to Miss Hazel Smith, of this city, took place recently at the Church of the Ascension. As a tribute to this popular couple a delightful dinner was given in Goold Bros.' store in the evening, a few hours after the wedding. Believing that the marriage ceremony would not take place until a few days later, friends who assembled at the store arranged a kitchen shower and dinner for the pair. There was a profusion of gifts, many good wishes, fine music and other elaborate features. Of course, the big surprise of the evening came when Mr. Goold modestly announced that the wedding had not been delayed but had really taken place that afternoon. The guests soon recovered from their surprise and then heaped "oceans of congratulations" upon the heads of the happy bride and bridegroom. The party was continued with extra enthusiasm and Mr. and Mrs. Goold stepped forward and bowed their acknowledgments. The newlyweds later visited the National Music Show in New York and thence continued their honeymoon journey to Porto Rico.

Martin Kaepfel and F. E. Russell are attending the Victor Co.'s salesmanship school. Mr. Russell is manager of J. N. Adam & Co.'s Victrola department.

Among other Buffalonians who attended the Music Show in New York were George Goold, Mr. Armstrong and E. H. Williams, of the Goold Bros.' store; William M. Daniels, Mr. and Mrs. Albert Koenig, W. D. and C. N. Andrews, Albert Stettenbenz, Albert Schwegler, F. E. Russell and others.

I. Samuel, of Sayre, Pa., has bought the Victor stock of P. J. Weber of that place.

Philip Froess, of Froess Bros., Victor dealers of Erie, Pa., died recently at a Buffalo hospital, where he had been a patient for a few days. Mr. Froess had suffered a nervous breakdown and was accompanied to this city by his brother, Jacob. The deceased merchant belonged to a family of prominent piano makers, formerly connected with the Colby Piano Co., of Erie. He was born in that city.

H. G. Towne, former manager of the Loud Co.'s Victrola department, has joined the sales force of Goold Bros.

At the Pure Food Show at the Broadway Auditorium, from February 2 to 14, the Hoffman Piano Co. had a special display of Sonora and Brunswick machines. R. E. Smith had charge of the booth. Many thousand persons attended the exhibition and the Hoffman Co. received considerable advertising and a long list of prospects during the show period.

Charles J. Hereth, of 397 East Genesee street, reports receiving a good supply of New Editions, which are commanding a ready sale.

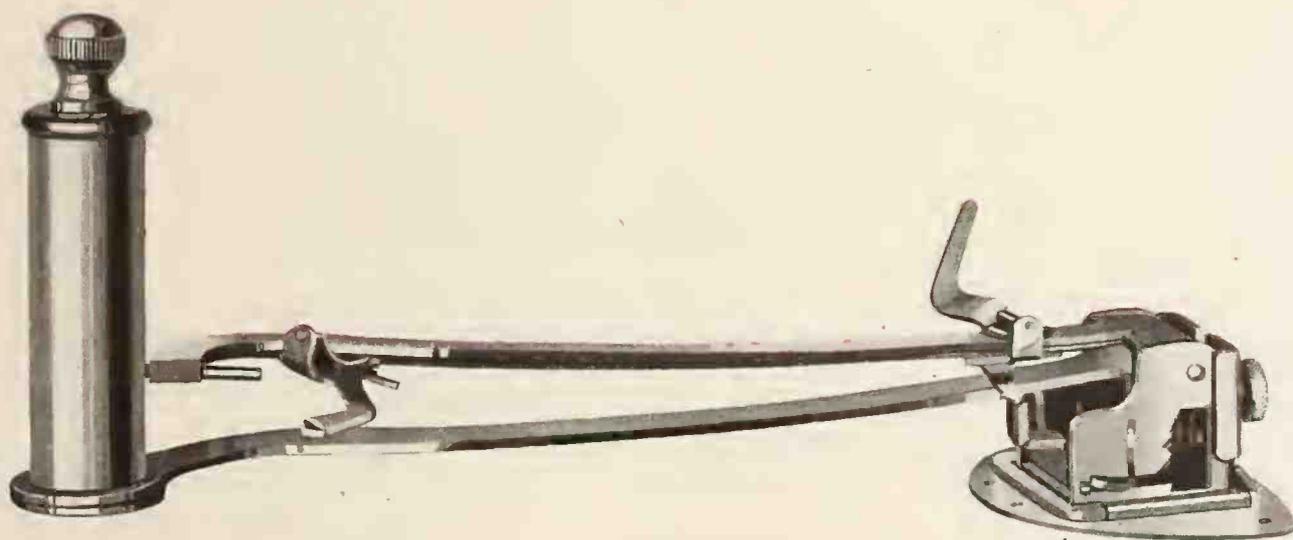
The William Hengerer Co., Victor dealers, has increased its general business threefold in the past year, according to Edward Hengerer, president.

The **NEW IMPROVED**

Repeater-Stop

“A positive Automatic Combination
STOP and Repeater for the
Phonograph Record”

The STOP is Absolutely Positive



It can be regulated to repeat a record once—twice—three times or to repeat indefinitely. Nothing like it on the market—when it comes to a stop the needle is automatically lifted **OFF** the record, thus eliminating all possible chances of scratching or destroying expensive records. It places the needle automatically upon the exact starting point on the record. It does this more gracefully and gently than the human hand.

To the Dealers and Jobbers:

Can you not realize the enormous selling possibility of this device? The wise ones will stock up—NOW.

To the Manufacturers:

You should readily appreciate the advantage of adopting the **Repeater-Stop** as a part of your product—thus enhancing its present talking points and increasing your sales hundredfold.

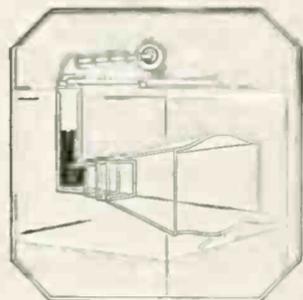
Can be attached by anyone—fits 90 per cent. of all makes—each one is guaranteed for one year—protected by basic patents

For further details write

THE REPEATER-STOP CO.

Executive Offices:

115 South Dearborn Street ∴ CHICAGO, ILL., U. S. A.



The Cheney Acoustic Throat gathers tones and releases them under perfect and calculated control.

A portrait of The Cheney—in oils

IT is this portrait which appears this month in the Cheney National advertising. Beautiful as it is, it can scarcely reflect the real beauty which we have built into Cheney cabinets.

It suggests indirectly the wonderful improvements which The Cheney effects in the reproduction of music. Acoustic inventions, applied for the first time to phonographs, give The Cheney a purity and mellow richness in its renditions, which are not duplicated.

Leading dealers throughout the country have been so impressed by Cheney quality and Cheney advertising that they have placed The Cheney upon their floors.

CHENEY TALKING MACHINE COMPANY, CHICAGO

The
CHENEY

EMERSON PHONOGRAPH CO.'S NEW HOME IN NEW YORK

Company Will Occupy Five-Story Building at 206 Fifth Avenue—New Home Will House All Departments—Growth of Business Necessitated Expansion

The Emerson Phonograph Co. announced this week that arrangements have been completed whereby the company secures possession of the entire building at 206 Fifth avenue, New York.

It is the intention of the Emerson Phonograph Co. to take possession of its new home about March 1st, and all departments of the organization will be located in this building. The executive offices of the company are now established at 3 West Thirty-fifth street, New York, but the Emerson business has grown so rapidly in the past year that these quarters have been found inadequate, and the executive officers of the company decided to secure an entire building, in order to give the various departments ample facilities for expected growth and expansion in the future.

According to present plans, there will be housed in the building at 206 Fifth avenue the executive and sales offices, the recording laboratories, the advertising department, the dealer service department and all other incidental departments. Plans have been approved which will give every department sufficient working space, and as this building has five floors every division of the business will have ample facilities to co-operate to excellent advantage with the Emerson clientele. The location of the new home is ideal, as this building is easily accessible to all modes of travel, and with entrances on Fifth avenue and Broadway it will afford the Emerson Phonograph Co. maximum conveniences. It is in the heart of New York's business section.

Incidentally, it may be mentioned that the Emerson Phonograph Co. has achieved record-breaking sales totals the past few months, and the latest supplements have been received with enthusiasm by dealers everywhere. The company's mammoth advertising campaign, which was inaugurated some time ago, is producing splendid results, and Emerson jobbers and dealers are giving the company 100% co-operation in developing the unlimited sales possibilities for Emerson records in all sections of the country.



The New Emerson Building

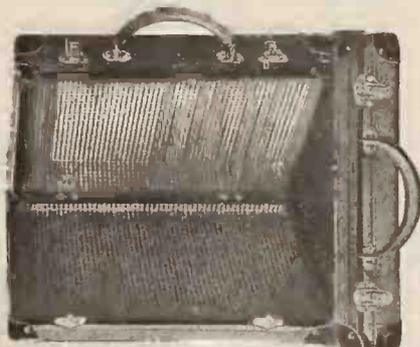
This building, which faces Madison Square Park, is located between Twenty-fifth and Twenty-sixth streets and has entrances both on Fifth avenue and Broadway.

OPEN OFFICES IN NEW YORK

Philadelphia Show Case Co. Now Located in the Bush Terminal Sales Building

The Philadelphia Show Case Co., 127 North Thirteenth street, Philadelphia, Pa., has opened attractive New York offices in the Bush Terminal Sales Building at 130 West Forty-second street, New York City. The Philadelphia Show Case Co. are distributors for the L'Artiste line of talking machines manufactured by the Grand Rapids Phonograph Co., Grand Rapids, Mich., and Okeh records.

MUSIC AND RECORD CARRYING CASES



Made of embossed fiber, reinforced with metal and hard fiber. Brass nicker catches and loops, metal covered handle.

Record size... 3 x 12 1/2 x 12 1/2", 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

ACTIVE PARAMOUNT DISTRIBUTORS

E. R. Godfrey & Sons Co. Given Exclusive Rights for Five States—Announce Large Advertising Campaign for the Paramount

With the announcement of the new Paramount talking machine comes the word that E. R. Godfrey & Sons Co., of Milwaukee, Wis., have taken on the exclusive jobbing rights for both Paramount talking machines and records for the States of Wisconsin, Illinois, Iowa, Indiana and Michigan, and already have their men in the field appointing dealers.

The House of Godfrey is one of the leading wholesale firms of the Cream City and some eight months ago entered the talking machine field on an extensive basis. One entire floor of their large warehouse has been given over to the storage of Paramount talking machines. A very extensive record department has been installed in their main building, as the demand for Paramount records has exceeded all expectations. The most modern equipment has been installed, so that every order can be shipped the same day as received.

The first Paramount advertisements, of one of the largest advertising campaigns ever conducted in the leading farm journals of their territory, have already appeared, and in conjunction with this campaign are announced some new and novel dealers' aids. This advertising campaign will run throughout the year. Mr. Wantz and Mr. Hayes, who are in charge of this department, state that dealers are commenting very favorably on the quality of the Paramount products and Godfrey's one-day-service plan. Both are very enthusiastic the way contracts and inquiries are coming in, stating that Messrs. V. L. Kelly, E. A. Zind, D. J. Godfrey, H. S. Boehmer, A. A. Wiserski and E. S. Berner all report business booming in their respective territories.

Disc Record Manufacturers

ATTENTION

If you are not satisfied with your product.

If some part of the manufacture needs perfection.

Let me help you.

I was the pioneer to introduce the present disc record into Europe in 1901. Successful factories were erected in England, France, Spain, Germany, Austria, and Brazil under my management. I know the record business from A to Z, and can correct any process that you are weak in.

The present system of permanent masters was perfected in my laboratories in 1904 and has never been improved upon.

The double sided record was my patent and brought out in 1903.

If you want the best to be had in recording machines; if you want the latest development in pressing records from shells; if you want increased record production in power-driven presses—I can help you.

Complete installations taken charge of

F. M. PRESCOTT
RIVERDALE, N. J.

Phone No. 2 Pompton Lakes N. J. Telegrams Prescott, Pompton Lakes N. J.

PLAZA

BUY YOUR
ACCESSORIES
"All From One Source"



PHONOGRAPH
RECORD CLEANER

RECORD CLEANERS

Great Advertising Medium

A good serviceable Record Cleaner with your imprint is the greatest means of keeping your name constantly before your customers.

These Cleaners are made of velvet and the backs of grained leather on which your advertisement or address is embossed in gold.

These Cleaners are always left in a prominent place—consequently, your customers will always remember you.

Besides, they are a source of profit that you can easily obtain.

Three Styles

Write for Prices

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

ANNOUNCES PLANS FOR 1920

Samuel Lanski, President of Lanski Co., Chicago, Gives Interesting Discussion of Company's Plans—Factory Equipped to Produce 45,000 Talking Machines This Year

An interesting announcement regarding the plans of the Lanski Co., Chicago, was made this week by Samuel Lanski, president and general manager of the company, who visited New York for the purpose of attending the Music Show and to place large orders for motors, tone arms and sound boxes. Mr. Lanski returned to Chicago a few days ago, after successfully consummating several important deals, and after appointing Ziegler, Baker & Johnson New York distributors for the "Supreme" phonographs, manufactured by his company.

In a chat with *The World*, regarding his plans for the coming year, Mr. Lanski said: "When I left Chicago we had definitely completed our arrangements whereby our entire factory, consisting of 75,000 square feet, will be devoted exclusively to the production of 'Supreme' phonographs. This plant is equipped with the most modern and up-to-date machinery that we could secure, and we are building our cabinets complete, from the raw product to the finished cabinet.

"During the past few months a corps of efficiency experts have been given full sway at our plant, and they have installed time and labor saving devices in every department. Their suggestions and ideas are being carefully followed out, and we have the definite assurances of our factory executives that our production for 1920 will be 45,000 machines. We intend to make quality and value the paramount considerations in the manufacture of our machine, and will concentrate upon the production of three upright and three console models. We have several important deals now pending whereby our line will be handled by successful and well-known jobbers in the leading trade centers."

The Lanski Co. although a newcomer in the talking machine field, is well known to merchandising and financial interests throughout the West. The executives of the company have won wide recognition in business circles for their executive ability, and they have entered upon their talking machine activities with the thought of giving their clientele maximum service and co-operation.

TO MAKE TOUR OF CANADA

P. W. Simon, publicity agent, announces the itinerary for the Canadian tour of the famous Victor artists, known as the Peerless Record Makers, which, he says, from the interest shown by the men with whom he has made arrangements in the following cities, will prove to be a success in every way. The itinerary includes Ottawa, Imperial Theatre, March 1st; St. Catherine's, Grand Opera House, March 2nd; Hamilton, Grand Opera House, March 3rd; London, Majestic, March 4th; Toronto, Massey Hall, March 5th; Montreal, St. Denis Theatre, March 6th. Mr. Simon also announces they will appear in Baltimore, Md., February 21st. The following artists are members of the concert company: Billy Murray, Henry Burr, Albert Campbell, Fred Van Eps, John Meyer, Monroe Silver, Frank Croxton and Frank Banta.

IMPORTANT SALE TO 'PHONE CO.

The New York Telephone Co. recently made a purchase, endorsed by the Western Electric Co., whereby the Mandel phonograph will be placed in all the rest rooms in the telephone exchanges of the States of New York and New Jersey which this company operates. The Mandel Manufacturing Co., Inc., naturally take great pride in having had their instrument chosen for this important role. The sale was effected by Ben Redler, New York wholesale representative of the Mandel line, who makes his headquarters at the Pennsylvania Hotel.

The Melodia



STYLE F

Size 20½ x 22 inches; height 48½ inches; automatic stop; tone modifier; floating horn; powerful silent double spring motor.

Retail Price

\$160.⁰⁰

*Surprisingly
Liberal
Discounts*

The full floating horn made of highest grade spruce not merely produces a sweet, singing tone but is easy to demonstrate as a big feature of

"MELODIA"

quality and construction.

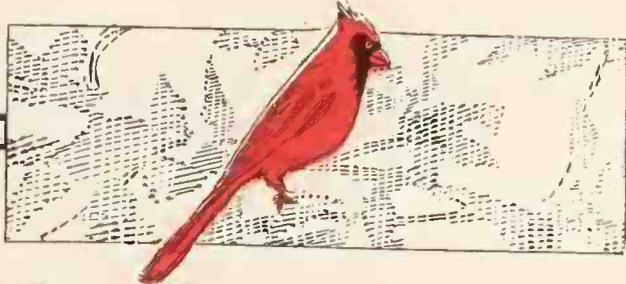
Record shelves are spacious—accommodating 150 records.

The "MELODIA" line is one of quality throughout.

Agencies for the complete line are going fast.

Write

THE MELODIA CO.
Troy - - Ohio



The Cardinal

A higher standard of quality and appearance is so obvious in all Cardinal instruments and the prices so moderate that they are far outselling all others wherever they are handled. Cardinal Phonographs on your floor will enable you to meet both the price and cabinet preferences of your trade and result in greater sales for you.

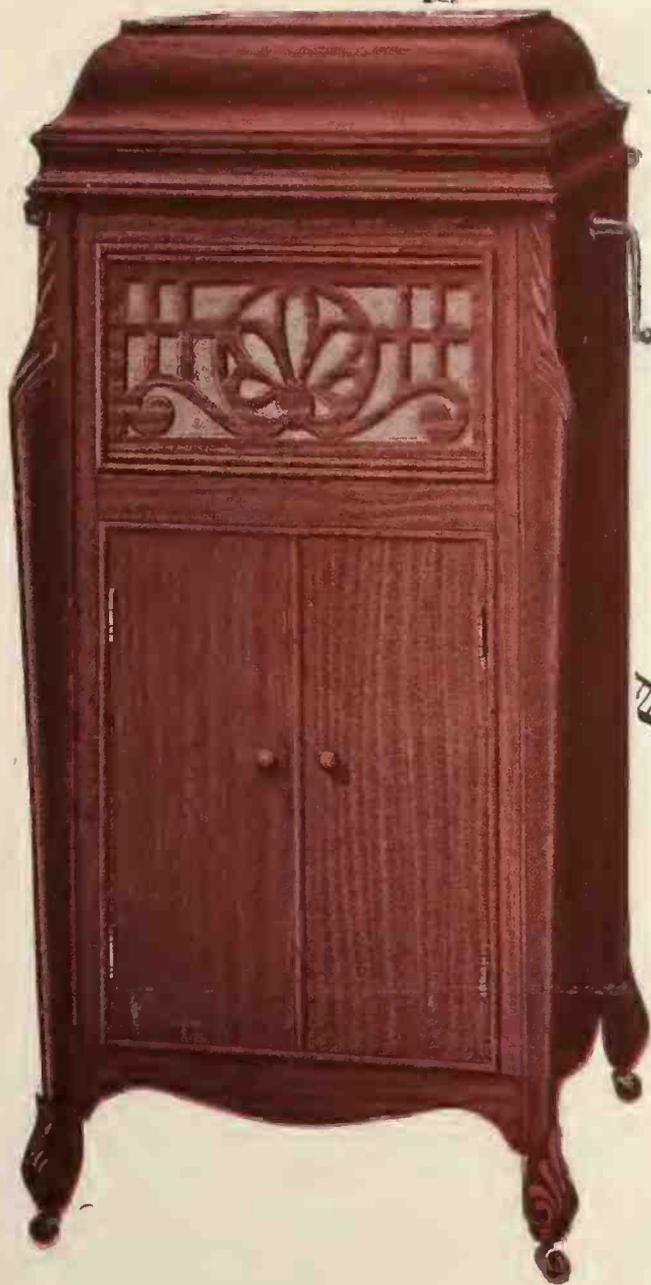
Cardinal representation pays big. With prompt deliveries, real selling points, a liberal sales policy and hearty co-operation from us, it is an ideal proposition. Drop us a card—today—for further information.

THE CARDINAL PHONOGRAPH CO.

Newark

Ohio

Factories, Zanesville, Ohio



Arrow Phonograph Corporation

SUCCESSORS TO
LIBERTY PHONOGRAPH CORPORATION

ANNOUNCE

Arrow Lateral Records

Manufactured Under Our Own New Process

PATENTS PENDING

- 501 { Light Cavalry Overture...Arrow Military Band
- 501 { The Crusader March...Arrow Military Band
- 502 { At the Jazz Band Ball...Futurist Jazz Band
- 502 { Bluin' the Blues...Futurist Jazz Band
- 503 { Slim Trombone...Futurist Jazz Band
- 503 { My Lovin' Eskimo...Futurist Jazz Band
- 504 { Lassus Trombone...Futurist Jazz Band
- 504 { Beale Street Blues...Futurist Jazz Band
- 505 { Dardanella...LaSalle Dance Orchestra
- 505 { That Naughty Waltz...LaSalle Dance Orchestra
- 506 { My Wild Irish Rose—Tenor...Chas. Hart
- 506 { Golden Gate—Duet...Burr-Campbell



- 507 { Mother Machree—Tenor...Henry Burr
- 507 { Carolina Sunshine—Baritone...Elliot Shaw
- 508 { D! What a Pal Was Mary—Tenor...Chas. Hart
- 508 { I'm Like a Ship Without a Sail—Duet, Hart-Shaw
- 509 { Asleep in the Deep—Basso...W. Glenn
- 509 { Davy Jones' Locker—Basso...W. Glenn
- 510 { You're My Gal—Duet...Bernard-Hare
- 510 { See Did Man Moon Smile—Duet...Bernard-Hare
- 511 { I Don't Want the Doctor—Baritone...J. Kaufman
- 511 { Chasin' the Blues—Baritone...Al. Bernard
- 512 { Bedouin Love Song—Basso...W. Glenn
- 512 { Rocked in the Cradle of the Deep—Basso, W. Glenn

505 { **DARDANELLA**
COUPLED WITH
THAT NAUGHTY WALTZ

Two Extraordinary Hits On One Record

Arrow Records are made with a lateral groove formed by an entirely new method, carrying the most minute sound qualities to a degree of accuracy hitherto unattained by any of the older processes.

Arrow Phonograph Corporation

LABORATORY

16-18 W. 39th Street, NEW YORK

EXECUTIVE OFFICES

1836 Euclid Ave., CLEVELAND

DEVELOPING VICTOR RECORD SELLING IN CLEVELAND

Cleveland Talking Machine Co. Conducting Classes for Training of Salesmen Employed in Local Talking Machine Stores—Much Interest Displayed in the New Move

CLEVELAND, O., February 6.—“Don't sell your customers—satisfy them.” So admonished Miss Grazella Puliver to her class. And the T. M. World man, who had entered the classroom by mistake and who had not yet recovered from his surprise at the sight of so many attractive young ladies gathered together, at once decided then and there that he'd stay and hear the rest of it.

Briefly, it was all about how record sales-



Salesmanship Class of Cleveland Talking Machine Co.

women and salesmen can, by knowing what they are selling in operatic and other better-class goods, dispose of them in a better way and more often.

It has always been the idea of Howard J. Shartle, head of the Cleveland Talking Machine Co., to develop a higher type of record salesmanship through a thorough knowledge of the Victor catalog and the music recorded by Victor artists. So Mr. Shartle engaged the services of Miss Puliver, who had learned all about the Victrola and what it meant to music from Mrs. Clark and the school at Camden, and offered the opportunity to each of the retailers in Cleveland to send a part of their sales force to the school.

The number desiring to enter was so large that it was necessary to admit but two-thirds of each force to the classes running at present. Each of the two classes convene three times a week for a session of two hours and a half. There are ten lessons in the course.

By watching Miss Puliver's teaching methods it is easy to see that it is her aim to give her students an education to make them fit to sell what is distinctly an art product. It is her

assumption that the vocation of “better record-selling” requires a knowledge of operas or oratorios and symphonies as well as the love-songs which comprise such a large part of the Victor catalog.

“We are studying,” said Miss Puliver, “the operas—‘Carmen,’ ‘Traviata,’ ‘Faust’ and ‘Martha.’ There are a number of very fine selections from these operas which are neglected by salespeople, partly because they are not acquainted with them and their beauties, and, therefore, do not push them and because the public is not acquainted with them and is not made so by the dealers. Then, too, record salespeople frequently fail to take advantage of the interest that can be made to surround the recording artist, the opera itself, the composer or the thought upon which the selection is based. Time and time again I have

seen one record saleswoman sell an operatic selection which another of the sales force had failed to sell to the same customer, simply because the second saleswoman was able to interest the buyer in the sentiment of the piece, and sentiment is one of the easiest roads to travel.

“We are also teaching the merits of the various instruments, their characteristics and how they bring out certain of the beauties of the composition. The students rapidly learn to distinguish the various wood winds, the brasses, and the strings, and all this knowledge results not merely in an intimate acquaintance with the records themselves, but also instills into the salesman or saleswoman a feeling of confidence and easy assurance that is a strong factor in a sales talk. Buyers in any line prefer to be waited upon by a salesman who knows his business fully. They desire assistance that is expert and it is this thing which Mr. Shartle is endeavoring to provide dealers with.

“Emphasis is laid upon the wealth of knowledge to be obtained by a careful reading of the advertising material provided by the Victor Co., and by the Cleveland Talking Machine Co. Wherever possible, the students will be shown

where to find definite knowledge concerning records used in the class.

“Talks on salesmanship, the approach to a customer, the satisfying of that customer's needs, and the methods of building a lasting clientele will be interpolated through the course. Mr. Shartle is taking personal supervision of this, which is enough to those who know him to guarantee some big results. The interest of the students is best evidenced by the fact that every day they bring a lot of written questions to school and these are taken up in class. Here is a pile of them now”—and Miss Puliver pointed to a sheaf of paper lying upon her desk which demonstrated that her pupils are wideawake to the value of this campaign for improved selling methods.

ISSUE ATTRACTIVE POSTER

Emerson Advertising Department Features Eddie Cantor—Comedian Popular in Chicago

The advertising department of the Emerson Phonograph Co. has just issued an artistic poster featuring a new record by Eddie Cantor, the famous comedian, who records exclusively for the Emerson library. This new Eddie Cantor record presents the following popular hits: “Give Me the Sultan's Harem” and “When it Comes to Loving the Girls.” The poster, which is designed in many colors, has already made its appearance in the windows of Emerson dealers in metropolitan territory, and it serves to attract the attention of passersby to excellent advantage.

The executive offices of the Emerson Phonograph Co. were advised recently that Eddie Cantor had achieved phenomenal success in Chicago, where the “Ziegfeld Follies” are now playing. As the star of the “Follies,” Eddie Cantor is known to theatregoers everywhere, and Emerson dealers are featuring the fact that this popular artist recently signed a five years' contract to record exclusively for the Emerson library.

DEATH OF MRS. G. C. JELL

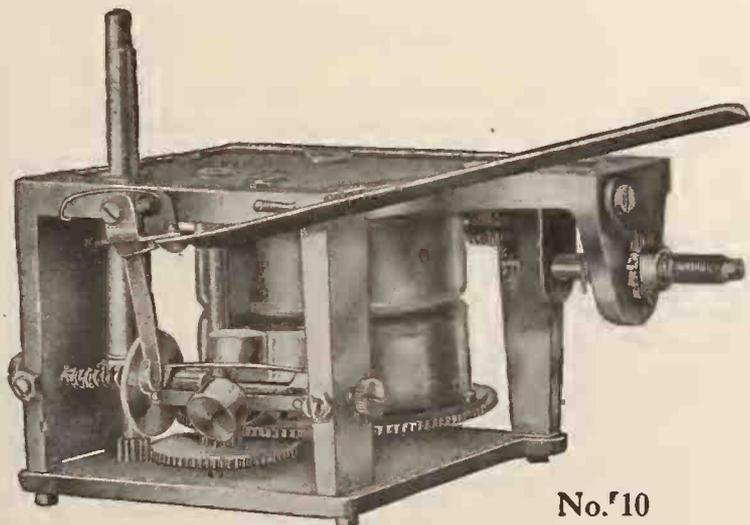
G. C. Jell, manager of the recording laboratory of the Columbia Graphophone Co., 102 W. Thirty-eighth street, New York, is receiving the sympathy of his many friends in the trade upon the death of his wife, Mrs. Aileen Shea Jell, who passed away recently at her residence, 141 East Forty-fourth street, New York. Mrs. Jell, who was only thirty-three years of age at the time of her death, had been prominent in social circles in her former home, Memphis, Tenn. She is survived by a baby girl, two years old.

A Motor of Superior Quality—No. 10

Silent Running

Silent Winding

Immediate Deliveries in Large and Small Quantities



No. 10

Read the Specifications and Order—NOW

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

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

Ask for Specifications on No. 12 and 22

BUTTERFLY PHONOGRAPH MOTOR CORP.

243 W. 17th St., New York



A FORECAST

By J. NEWCOMB BLACKMAN

The successful merchant must continually forecast the future and shape his business policy accordingly.

Optimism is always necessary, but should be tempered by enough pessimism to produce conservatism.

A conservative policy is the safest one for the Victor Trade today.

New manufacturers of Talking Machines and Records are extremely optimistic if they think they can appropriate patent rights and fill the excess demand for Victor Product with goods of unknown value and quality.

Victor Dealers will show extreme pessimism if they lose faith in the Victor Company's determination and ability to maintain Victor Supremacy in 1920, through greatly increased production and vigorous prosecution of infringers.

I forecast for 1920 an overproduction of competing products, followed by a heavy casualty list among manufacturers and dealers of the "mushroom" or "toadstool" variety.

A conservative forecast for the Victor Trade, I believe, justifies a policy of sacrificing temporary profits for future prosperity. I believe a general reaction, following the present world inflation, is inevitable, and then the permanent demand for, and value of, Victor Products will be fully demonstrated. Then Victor machines and Records will be like American money — still supreme.

Think it over, Mr. Victor Dealer!



Blackman

TALKING MACHINE CO.

81 READE ST. NEAR CHURCH ST. NEW YORK

VICTOR DISTRIBUTORS

EXCLUSIVELY WHOLESALE



PATHE DEALERS FORM ASSOCIATION

New Body Formed as Result of Convention Held in Nashville, Tenn., Recently—W. O. Broyles of Birmingham Made President

NASHVILLE, TENN., February 6.—A Pathé Dealers' Association, composed of the men who sell Pathé phonographs from the Gray & Dudley office, was formed Thursday morning as a result of the Pathé convention which was in session here for two days last week.

W. O. Broyles of the Broyles Furniture Co. of Birmingham was made president. Other officers elected were: first vice-president, J. W. Cook of the Cook Furniture Co. of Mt. Pleasant; second vice-president, M. B. Botts, of the Buler Drug Co. of Sheffield, Ala.; secretary-treasurer, Jeff Martin, of the Martin Drug Co. of Pulaski.

The object of the new organization is to give Pathé dealers an opportunity to exchange ideas for their mutual benefit and the promotion of sales. The association will meet once or twice a year.

A demonstration of the manner in which Pathé machines are sold was interestingly given by W. L. Eckhardt of the Interstate Phonograph Co. of Philadelphia and W. V. Pylant of Petersburg. Mr. Eckhardt assumed the role of salesman and Mr. Pylant was his customer. The psychology of selling talking machines was fully shown amidst much merriment from those in attendance.

Those making addresses which were purely technical, were as follows: O. M. Kiess, field supervisor of the Pathé Freres Phonograph Co.; James Watters, secretary of the company; L. M. Willis, of the Unit Construction Co. of Philadelphia, and B. E. Hill, manager of the mail order department of Gray & Dudley.

Demonstrations of Pathé screen advertising were given at the afternoon session by Thomas Crockett, manager of the Gray & Dudley Pathé department.

BELIEVES IN TRADE PAPERS

The Lucky 13 Phonograph Co., New York, is a firm believer in trade paper publicity and has been a consistent advertiser in The Talking Machine World for a number of years. David B. Bartelstone, head of this company, encourages his dealers to read the trade papers, impressing upon them that every issue contains informative and valuable hints on the profitable merchandising talking machine products. On every piece of literature forwarded to his trade, Mr. Bartelstone suggests that the dealers read and study the company's trade paper advertising and thus become acquainted with the true importance of the trade paper in this industry.

WILL SELL ONLY TO WHOLESALERS

An important announcement has been issued from the headquarters of the Brilliantone Steel Needle Co., New York City, regarding their method of distribution. This company has built up a tremendous business among dealers throughout the entire United States and Canada. Its business has reached such proportions that, in order to provide the maximum of service, they have announced that hereafter they will sell only to wholesalers who will, in turn, provide service to Brilliantone dealers.

DOING WELL WITH LONG CABINETS

BOSTON, MASS., February 7.—L. W. Hough, New England representative for the Long cabinets and Peerless record albums, has completed a very satisfactory year and states that every indication points to a good 1920. Mr. Hough has carried the Long cabinets for six years in his territory. Wide distribution throughout New England may be attributed to his efforts. Mr. Hough reports that production of Long cabinets is speeding up and he has now reached the point where he can make prompt delivery.



Operaphone

MARCH, 1920

POPULAR VOCAL SELECTIONS

21146	Oardanella (Fisher-Bernard-Black) Tenor Ouet, Orch. Acc.....	Campbell & Burr
	I Never Knew (Janis-Berlin) Orch. Acc.....	Harry McClaskey, Tenor
21147	When My Baby Smiles (Berlin) Orch. Acc.....	Ernest Hare, Baritone
	Oh! (Gay-Johnson) Orch. Acc.....	Ernest Hare, Baritone
21148	How Sorry You'll Be (Wait'll You See) (Kalmar-Ruby) Orch. Acc.,	Billy Murray, Tenor
	When You're Alone (West-Spencer) Male Quartet, Orch. Acc..	Shannon Four
21149	You're a Million Miles From Nowhere (Lewis-Young-Oonaldson), Orch. Acc.,	Sam Ash, Tenor
	Venetian Moon (Kahn-Goldberg-Magini), Orch. Acc.....	Sterling Trio
21150	Hand in Hand Again (Egan-Whiting), Tenor Ouet, Orch. Acc.,	Lewis James and Chas. Hart
	We Must Have a Song To Remember (Green-Stept), Orch. Acc.,	Peerless Quartet

DANCE

31132	I'm So Sympathetic, from "The Little Blue Oevil" (Carroll), Fox-trot,	Conlin's Society Orch
	Bo-La-Bo (Fairman) Medley One-step. Intro: "Give Me the Sultan's Harem"	Conlin's Society Orch.
31133	That Naughty Waltz (Levy)—Waltz.....	Conlin's Society Orch.
	Come Along to Honeymoon Town, from "Honeymoon Town" (Felix G. Rice)—Medley One-step. Intro: "Tip-Toe"	Conlin's Society Orch.
31134	I Might Be Your Once-in-a-While, from "Angel Face" (Herbert)—	Novelty Dance Orch.
	Medley Fox-trot, Intro: "Call It a Day"	Novelty Dance Orch.
	I Left My Ooor Open and My Oaddy Walked Out (Berlin)—Medley	Brown's Dance Orch.
	Fox-trot, Intro: "Nobody Knows and Nobody Cares"	Brown's Dance Orch.

HAWAIIAN

61111	Just Like the Rose (Cool-Terriss-Bridges) Vocal Refrain by Robert Bruce,	Honolulu Hawaiian Orch.
	Estudiantina (Waldteufel)—Waltz.....	Operaphone Novelty Orch.

STANDARD VOCAL

41107	Song of the Chimes (Worell) Orch. Acc.....	Rose Collins, Contralto
	The Sweetest Story Ever Told (Stults) Orch. Acc..	Francis Miller, Contralto

INSTRUMENTAL

51126	Valse Classique (Oabney), Adapted from "Humoresque" by Ovorak, Xylo-	Geo. Green
	phone Solo, Orch. Acc.....	Geo. Green
	Stop Time (Green)—One-step, Xylophone Solo, Orch. Acc.....	Geo. Green
	The Merry Wives of Windsor (Nicelai) Overture, Part I.,	Operaphone Concert Orch.
51127	The Merry Wives of Windsor (Nicelai) Overture, Part II.,	Operaphone Concert Orch.

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

BROWN-McMANUS & CO.,
SUPPLEE-BIDDLE HARDWARE CO.
REED CO., Inc.
OPERAPHONE SALES CO.,
SOUTHERN SUPERTONE CO.,

51 East 42nd St.
237 5th Ave.
190 No. State St.

Write for Your Nearest Distributor

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

GREAT VOLUME OF BUSINESS REPORTED IN KANSAS CITY

No Drop in Demand for Both Machines and Records—Richards & Conover Co. Going After Hardware Trade—Portable Phonograph Co. in Kansas City—Columbia Dealers Convene

KANSAS CITY, Mo., February 2.—The talking machine and record business for the month of January has been exceptionally good in Kansas City and this territory according to reports of the retailers and jobbers. Factory branches declare that the month has been one of the heaviest in the demand for records and this is not wholly attributable to the fact that the number of machines in use increased tremendously during the holidays.

One of the smaller retailers declared that the record business displayed the unusual increase due largely to his efforts of increasing the demand for records through a direct mail campaign to his customers. Seemingly a number of dealers overlook this feature and endeavor to make their appeal to the customer entirely through the newspaper advertising.

The Richards & Conover Hardware Co., jobber of Vitanola talking machines and Okeh

records, made an especial appeal to its customers during a recent convention of hardware and implement dealers of the Southwest territory. The company is making a direct campaign to this trade and, according to Ray Cusack, manager of the company, a large portion of these dealers also handle lines of sporting goods and the talking machines and records fall directly in line with their trade and merchandise. It is also true that the hardware and sporting goods dealers often have the most attractive and the most up-to-date stores in the territory. According to Mr. Cusack, the business, which is practically new with the concern, bids fair to become one of its leading departments for the coming year. Mr. Cusack is training a corps of salesmen for this line of the business. During the convention J. L. Replogle, who was recently made field manager of the Vitanola Co., and H. L. Coombs, sales manager of the Okeh

records of the Chicago office, visited the convention and addressed the new jobbers' sales organization as well as the dealers who were in convention at the time.

The Portable Phonograph Co. of Chicago re-



Display Room of Richards & Conover Co.

Left to Right: H. L. Coombs, Ray Cusack and J. L. Replogle recently moved its plant to Kansas City and is preparing for business here. The Portable Phonograph Co. is manufacturing a small instrument weighing about fourteen pounds that plays all makes of records and is complete with



Group of Richards & Conover Salesmen

a carrying case which is particularly attractive to camping and traveling and outing parties. C. E. Dodson is general manager of the company and announces that he expects to have his organization completed and ready for business early this month.

The Columbia dealers held a one-day convention at the Baltimore Hotel, this city, on January 23. The meeting was in charge of E. A. McMurty, manager of the local branch of the company. George W. Hopkins, general sales manager of the company, and H. L. Tuers, O. F. Benz and R. F. Bolton, all of New York, were in attendance and the principal speakers at the meeting. Mr. McKenna, manager of the St. Louis office, and Mr. Sprague, manager of the Minneapolis branch, attended the convention with their entire sales force, and members of the local branch were called in for the conference and convention and together with the dealers from Kansas, Missouri, Arkansas and Oklahoma brought the total attendance close to three hundred. The Leo Feist Co., through its Kansas City office, furnished with its trio a musical program for the convention and the banquet which was held in the evening. The company also presented Oscar Seagle, the Columbia artist to the dealers in person. He scored an emphatic success with those present.

Mr. Hopkins was the principal speaker at the convention. His message was briefly as follows: "The present tremendous growth in advertising is not a temporary thing due to crumble should hard times approach in American business. With the coming of the great national advertising campaigns and the increased demand for advertised goods, sane business men are realizing as never before the necessity of advertising their products if success is to be attained. The purpose of advertising is good, because it makes quality paramount. By making standardization of product possible, it reduces the variety of brands a manufacturer produces and has a tendency, through increasing sales, to reduce the price while increasing the quality of goods. Advertising is improving, becoming more scientific, and business methods are reflecting this increased efficiency."

The E. B. Guild Music Co. recently announced the handling of the Magnola machine, a Chicago product of much celebrity, in connection with its other lines.

*The
Five New Models
of the*

STODART PHONOGRAPH

Exhibited at the
Hotel Commodore
New York Feb. 2—7
were

A Music Week Sensation

Send for Descriptive
Literature and full
information about this
wonderful machine

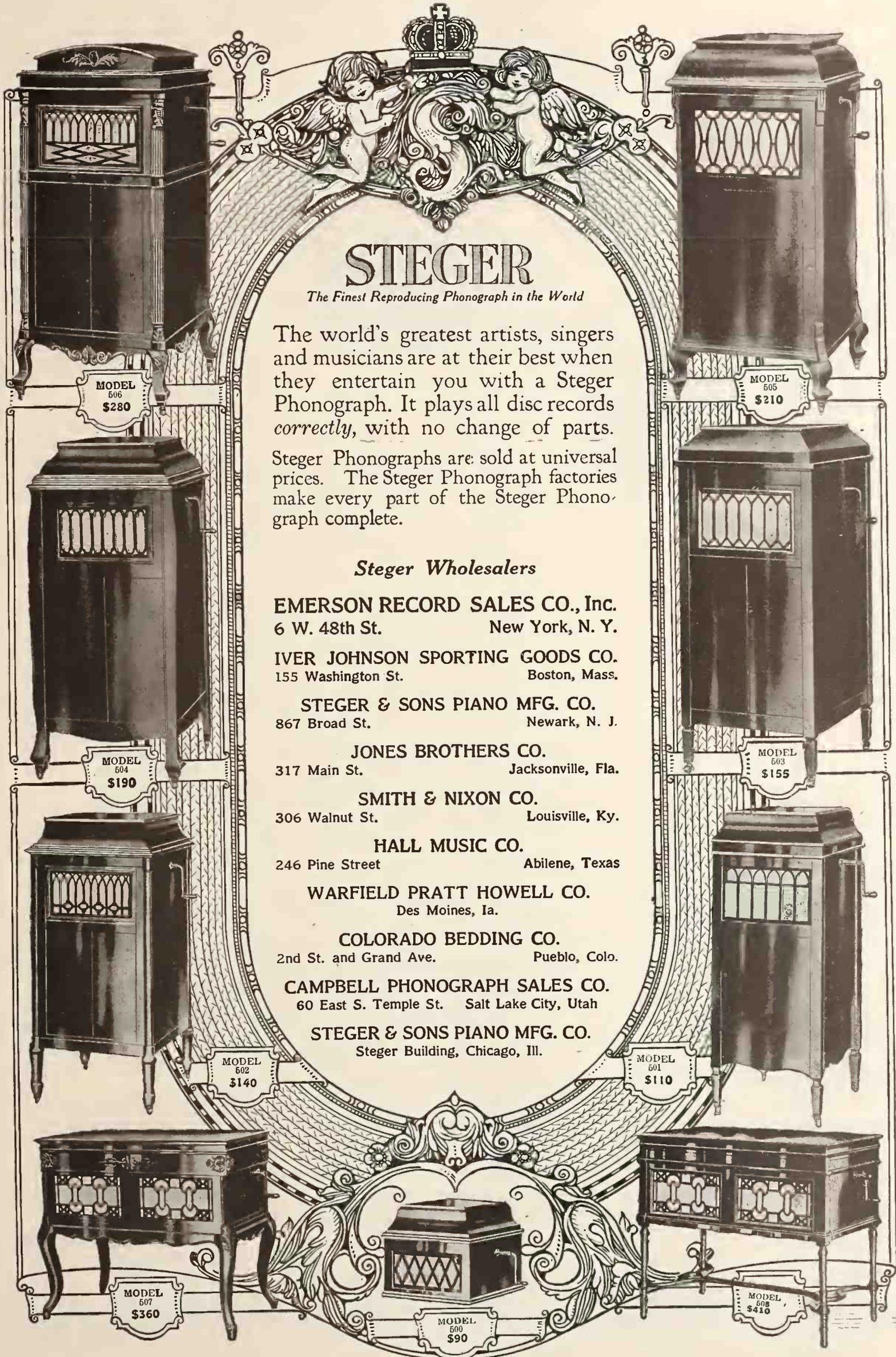
STODART PHONOGRAPH CO., Inc.

Geo. H. Beverly, Gen'l Mgr.

119 West 42d Street

-:-

NEW YORK



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.

MODEL 506 \$280

MODEL 505 \$210

MODEL 504 \$190

MODEL 503 \$155

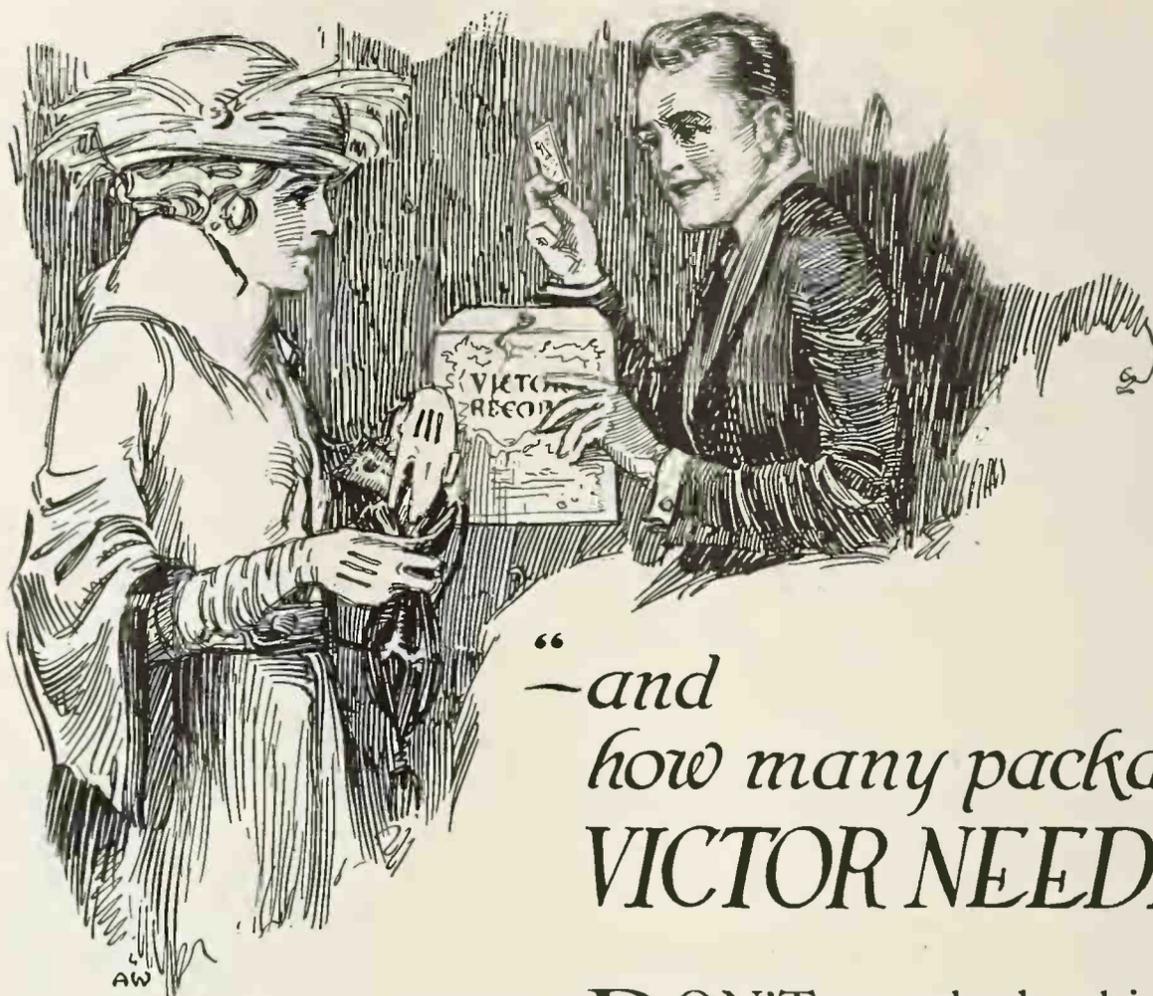
MODEL 502 \$140

MODEL 501 \$110

MODEL 507 \$360

MODEL 500 \$90

MODEL 508 \$410

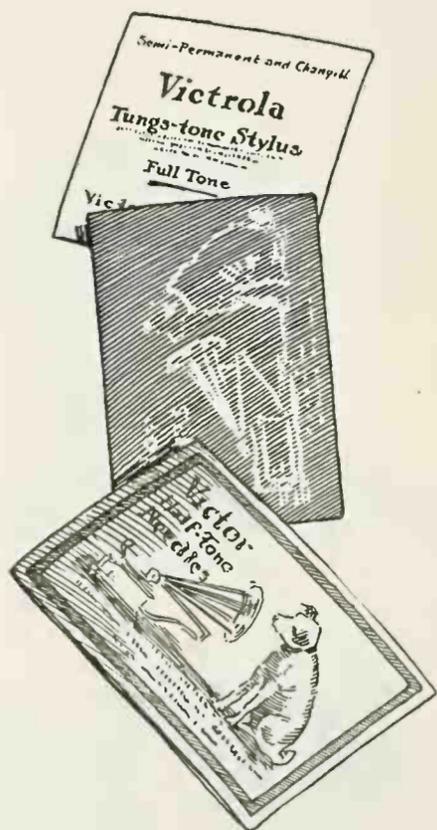


“—and
how many packages of
VICTOR NEEDLES?”

DON'T overlook this source
of income.

Victor Needles are made to reproduce
Victor Records perfectly. During the war
your customers had to accept substitutes.
You can now secure reasonable quantities
of Victor Needles.

Sell several packages to every customer.
Individual sales are small, but your Victor
Needle sales for the entire year amount to a
figure worth while. *Don't ever let your
customer get away without suggesting
Victor Needles.*



**NEW YORK
TALKING
MACHINE
COMPANY**

**CHICAGO
TALKING
MACHINE
COMPANY**

119 West 40th Street

12 North Michigan Ave

FROM OUR CHICAGO HEADQUARTERS

Edward Van Harlingen
William Braid White
A. Snyder

Eugene F. Carey
Arthur E. Nealy

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

CHICAGO, ILL., February 7.—The month has witnessed the steady maintenance of retail demand. The usual after-holiday slump has been totally lacking this year. This applies both to records and to talking machines.

As was predicted by the trade in general previous to the holidays, depleted retail stocks have been the chief concern of merchants. The situation was acute before and during the holidays and is equally so now. In fact, manufacturers and jobbers seem to have made stupendous efforts in the way of deliveries before the holidays and are now compelled to make up stock again. In other words, the assembling departments were unusually active finishing up all available cabinets before the holidays and now, because of their greatly reduced stocks in the millrooms and elsewhere, require more time to get back to normal output.

The lumber and car situations have not tended to ease the difficulties confronting the talking machine manufacturers, although the first few weeks of the new year brought some relief in these two important factors. Chicago, it is well known, is the great lumber mart of the country, and local lumber men are as well, if not better, posted than any others in the country concerning the present status of the lumber market.

These men say that the supply is scarce and can be obtained only through the placing of orders far in advance. Much wet weather has created a serious condition in the Southern lumber lands. These are running short of logs. Dry, hard ground is necessary for the cutting of timber in the South, and all during the present season wet weather is reported to have prevailed. Wherefore the shortage and the consequent increase in the cost of the available lumber supply.

Perhaps quite a number of the talking machine manufacturers of the Middle West have a very complete stock on hand, and have placed orders far enough back to take care of their needs for some time to come, but this does not affect price increases in lumber to-day. Lumber is merely one of the many items now on the manufacturers' cost list which will force early price changes. In view of the present price increase announcements by certain concerns

and contemplated increases by others, these facts cited in particular instances of the lumber industry are well worth the consideration of talking machine men.

Regarding the car situation: A recent newspaper article has the following to say: "That the railroads are in urgent need of rails appears in the definite closing of about 250,000 tons in the Chicago district on which rolling will begin at once. In addition to this, orders for between 100,000 and 150,000 tons have been tentatively placed at Chicago, and other orders for over 100,000 tons will be closed shortly. The car shortage is making trouble. Output of iron and steel would be larger if coal and coke deliveries kept pace with the increase of coal production."

From the above report we can look only into the future for an easing of the railroad difficulty. Taking these facts into consideration, the dealer who fails to stock his merchandise as soon as possible can have only himself to blame if at the end of another prosperous year he finds that other and still greater difficulties have combined to put him into an even more difficult position.

Attractive Window Exhibits

One of the best talking machine windows of the month was that of the Chicago Talking Machine Shop, prepared after the model of some recent national advertising of the Victor Co. A miniature opera stage was set in the window of this store with tiny figures of prominent opera stars in prominent roles. The scene was most ingeniously prepared, with a staircase and balcony from which the artists were supposed to be singing. "With a Victor in your home, the stage is set for the world's greatest music" was the message which greeted passers-by from a placard. The lighting effect was admirable and crowds blocked the space around the window at all times of the day.

Enlarge Brunswick Offices

The talking machine department of the Brunswick-Balke-Collender Co. is to be located hereafter on the third floor of their building at 629 South Wabash avenue. The necessity for increased space has been evident for some time past on account of the remarkable growth of their talking machine business.

Upon the third floor will be located the offices of the Brunswick-Balke-Collender Co.'s chief executives, as well as the executives of the talking machine department. The entire front and south sides of this floor will be used for executive offices. There will be three or four demonstrating booths towards the rear and an elaborately furnished dealers' reception room in the southwest corner, facing upon Wabash. Two rooms for experimental purposes will be located in the rear of the third floor. Construction of the offices and demonstration rooms is now going on. All will be of fire-proof construction and ventilated by a special blower system. It is expected that the new offices will be ready by March.

Visit Vitanola Salon

During the period of the furniture exhibit in Chicago the Vitanola Talking Machine Co. entertained its trade at the Vitanola salon in the Blackstone Hotel, where the several Vitanola models were exhibited. Hundreds of Vitanola dealers were present during the course of the month and many prominent Vitanola jobbers were there as well.

A few of the more prominent Vitanola distributors who came to Chicago were: Messrs. Hall, Hulmes and Snyder, of the Abernathy Furniture Co., Kansas City, Mo.; D. L. O'Connor, of the Standard Phonograph & Accessories Co., Dallas, Tex.; Messrs. Jones and Courney, of Memphis Furniture Mfg Co., Memphis, Tenn.; Mr. Couch, of Little Rock Furniture Mfg. Co., Little Rock, Ark.; Mr. Rider, of New Orleans Furniture Mfg. Co., New Orleans, La.; Mr. Miller, of Oklahoma Furniture Mfg. Co., Oklahoma City, Okla.; Messrs. McDonald and Gable, of McDonald Bros. Co., Minneapolis; Dewitt Jones, of E. H. Jones Piano Co., Des Moines, Iowa.

A feature of the exhibit which attracted particular attention was the new Vitanola tone arm and reproducer, which met with instant unqualified and favorable response on the part of all who inspected it.

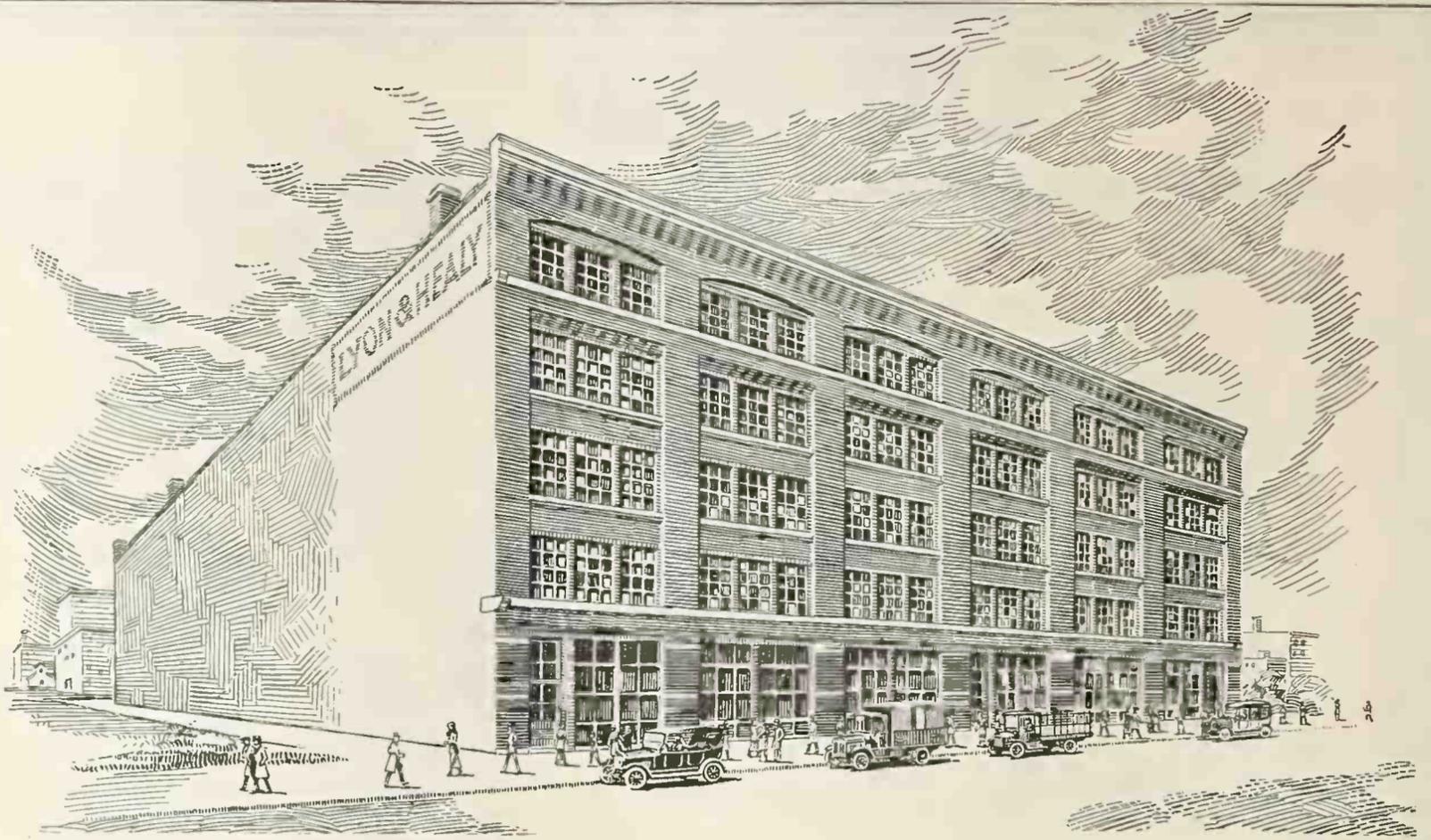
"All Vitanolas will be equipped with the new tone arm just as soon as it can be produced in sufficiently large quantities," said Samuel S. Schiff, vice-president and general manager of
(Continued on page 133)

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

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

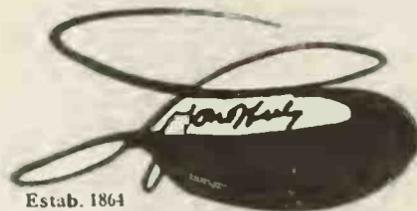


The New Lyon & Healy Wholesale Warehouse

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*



Estab. 1864

Victrola Distributors
CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 131)

the Vitonola Talking Machine Co. "This, however," continued Mr. Schiff, "is only one of several factors responsible for the Vitonola tone, the underlying secret of which is the Vitonola tone filter, a combination of sound reproducer and carrying device by means of which foreign noises are eliminated."

Add Sales People

Lionel Tompkins, manager of the Victrola department of the Cable Company, returned a short time ago from a two weeks' visit to the Victor factory in Camden, N. J. He stated that the talking machine department of the Cable Company has added more sales people in the expectation of another year of even larger business. Two more booths have been added also.

Build Model Booth

H. R. Mirick, Chicago representative of the Unit Construction Co., has built a model Unit Construction Co. booth in their wholesale offices in the Lyon & Healy Building for the inspection of dealers who contemplate installing this equipment. The booth is six by six feet, which is one of the most popular sizes.

Rayburn Clark Smith, president and treasurer of the Unit Construction Co., was a visitor to the Chicago office last month. Talking machine jobbers are urging the installation of more equipment by their dealers more forcibly than ever before," said Mr. Smith. "There is an even a greater spirit of optimism this year than last, and the prospects are wonderful. Dealers who know by experience last fall that they had insufficient means for handling holiday trade should not neglect the present opportunity for improving their equipment." Mr. Smith, before returning to his headquarters, will travel through points in the Mid-West and East.

Emersons Selling Big

F. W. Clement, manager of the Chicago Emerson office, has the following to say regarding last month's business. "There has not been the least falling down in orders," he said. "Eddie Cantor, in particular, has gone big

wherever he has been heard of. The fame of the 'Follies' does not stop at Chicago. The sale of his records are famed far outside of the city. One of our records in particular has had a phenomenal sale from the very day it was issued, late in January. This is 'Dardanella,' played by Sanford's Orchestra. We started to make deliveries on this particular number on the 26th of January, and personally, I have never seen anything to beat it."

"We have had to increase the price of some of our records to one dollar," he said, "but this has proven no hindrance at all to dealers' sales. People realize that a dollar is not too large a price for a record, and to them it makes practically no difference whether they pay 90 cents or a dollar."

Charles J. Woodard, traveling representative of the Chicago Emerson branch, is at present coaching dealers in northern Wisconsin and Minnesota. He is carrying on some very excellent dealer service by getting right into the various stores selling Emerson records and going out with salesmen in their solicitation of customers. A number of dealers in northern Wisconsin and Minnesota have been benefitted by his work.

Brunswick Price Increase

The Brunswick-Balke-Collender Co. recently mailed out to their dealers a notice of new prices as follows: No. 7, \$115; No. 107, \$125; No. 110, \$150; No. 112, \$200; No. 117, \$250; No. 120, \$285; No. 122, \$310; No. 127, \$325; No. 135, mahogany, \$400; No. 135, burl walnut, \$425; No. 135, mahogany, electric motor, \$450; No. 135, burl walnut, electric motor, \$475.

All talking machines shipped by this company to their dealers on and after February 15 will be billed at these prices. All dealers were informed that they will be permitted on the 15th of February to raise the retail price on all instruments in stock to conform with the new list.

There will be some changes in models. The No. 107 is to replace the present No. 7 as soon

as the stock of No. 7 has been depleted. The No. 107 is equipped with the Brunswick oval tone modifier and the new design grill. The motor is to be a stronger and heavier double-spring drive. The No. 127 and No. 135 is to be equipped with the new Brunswick four-spring double drive motor. Electric machines are to be equipped with the Roberts improved non-fluctuating electric motor.

"Every dealer knows why these prices have been increased," says H. B. Bibb. "We are very much in hopes that the present rise in costs of labor and materials will reach a maximum before long."

The Brunswick-Balke-Collender Co. exhibited their new models at the New York Show in the Grand Central Palace, where P. L. Deutsch, A. J. Kendrick, M. Nystrom were in attendance.

Schoenwald With Columbia

Harry Schoenwald, well-known to the talking machine and piano trade of the Mid-West, has joined the city sales force of the Columbia Graphophone Co. Mr. Schoenwald is in charge of the Loop accounts. He has an extended acquaintance dating back from 1915 with the music trade, which will undoubtedly be valuable to him from his present position. He first was assistant to Arthur Boland, manager of the Grafonola Shop on Michigan avenue. In 1916 he was assistant buyer and retail manager of the talking machine department of the Fair-department store. In 1917 he was wholesale representative of the Hobart M. Cable Co., La-Porte, Ind. In September, 1917, he enlisted in the Quartermaster's Reserve Corps of the United States Army and was in France nineteen months as a commissioned officer.

Buy Cabinet Concern

The Federal Phonograph Parts Co. have bought out the National Fixture & Cabinet Co., located at 1458 to 1464 West Kinzie street. The interest and the stock of this concern has been acquired by the Federal Phonograph Parts Co.

(Continued on page 134)

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



No Waiting for Delayed Shipments When You Order From Us

MAGNOLA TALKING MACHINE COMPANY

711 Milwaukee Avenue

OTTO SCHULZ, President

CHICAGO, ILL.



NEWMAN BROS. PHONOGRAPHS

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 133)

in order to permit of increased expansion of their talking machine business. It gives them greatly increased space and now permits them to start doing a special order business for concerns desiring their own instruments.

The Federal Phonograph Parts Co. will shortly come out with two new types of models, which will go by the names of Hallmark and Whitehouse. These two types have been constructed in both upright and console types.

A Remarkable Booklet

The announcement made in the columns of this paper some time ago of the Vitonola's publication, "Making a Phonograph Department Pay," hardly did the little booklet justice. It seems that dealers all over the country have been writing in to the Vitonola Co. complimenting them upon it. The booklet is remarkably well illustrated and written and is of direct benefit to dealers. Those who have not yet received copies, or who have not a sufficient supply on hand, ought to secure them immediately. They will be found interesting.

Equip New Horn

E. H. Stafford Mfg. Co. announces that its most recent improvement and addition to Stafford instruments is a new horn. The principle of this is smoothness in the reflection of tone just before the latter enters the amplifying chamber. At the point of tone deflection, instead of having a small quarter-inch or half-inch wood stock, the Stafford Co. is equipping its horns with solid blocks of wood, hollowed out to conform at one end with the passage which leads from the tone arm and at the other end to the passage of the amplifier.

"Flu" Hits Trade

As if the coal strike and other troubles that have confronted the Chicago trade during the past few months were not enough, "Flu" had to have its little say in the curtailment of production. Scarcely a factory in the city but was

hit more or less by the latest epidemic. Among those affected has been the B & H Fibre Mfg. Co., which had quite a percentage of its employes away from work during a short period. The disease seems to have spent its force, however, and things are again back at normal.

Meeting With Much Success

The machines produced by the Melodia Phonograph Co., at their factory, 400 North Sangamon street, this city, are meeting with such success that their makers are seriously considering the abandonment of the business of miscellaneous parts making, which has hitherto taken up some of their time. Among the features of the Melodia which have attracted the most attention has been the use of spruce for building the amplifying chamber. All models of Melodia are now being built with this construction. One of the results claimed for the use of this wood and the particular shape of the horn which accompanies it is said to be that the sound appears to proceed from a point directly in front of the machine. The volume of tone given out is very great and the makers say that in small rooms it is advisable to use the tone modulator, which is fitted to each machine. By means of this ingenious device the tone can be graduated from the loudest to the very faintest whisper. The Melodia factory is equipped with all the latest types of modern woodworking machinery. Individual electric drive is used throughout the machine room. A new catalog is being prepared and will be ready for the trade at an early date.

Perfect "Blood Mute"

Burr Blood, inventor of the "Blood" tone arm and reproducer, has brought out what will be known as the "Blood mute," which will form an integral part of the 1920 "Blood" tone arm and reproducer. to be ready for the trade about February 15. This "mute" is built into the reproducer and functions in such a way that

the length of the vibrations can be minutely regulated, so that the volume of tone can be cut down to a softness and clearness that is remarkable. This is done without in any way changing the character of the tone, at the same time retaining the full quality of the "Blood" reproducer. So sensitive is this device that at a slight turn of a thumb screw the tone can be instantly regulated to any volume.

"Eddie" Cantor Made Every Kind of a Hit

"Ain't he just too grand for anything?" said the big blonde woman in the fur coat, as she gave Eddie Cantor, of the Follies, the "double o." "Why, I thought after hearing his voice on the Emerson records that he was a great big fellow, but just look at him; ain't he cute?"

And "Eddie," who was busy shaking hands with a flock of Cicero chickens, overheard the last remark and began edging toward the door. It all happened down at the Kimball music store at Cicero, last week, while "Eddie" was on a "hand-shaking tour" with F. W. Clement, manager of the Chicago branch of the Emerson Co.; Mr. Wilbur, a representative of Leo Feist, and a representative of The Talking Machine World.

In following the dictates of the powers that be at the Emerson home office, the above-mentioned party started out to call on all Emerson dealers in Chicago, the purpose being to introduce "Eddie" without his makeup to local lovers of modern melody.

"Eddie," you know, has been singing for the
 (Continued on page 137)



Eddie After Hand-shaking Bout

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

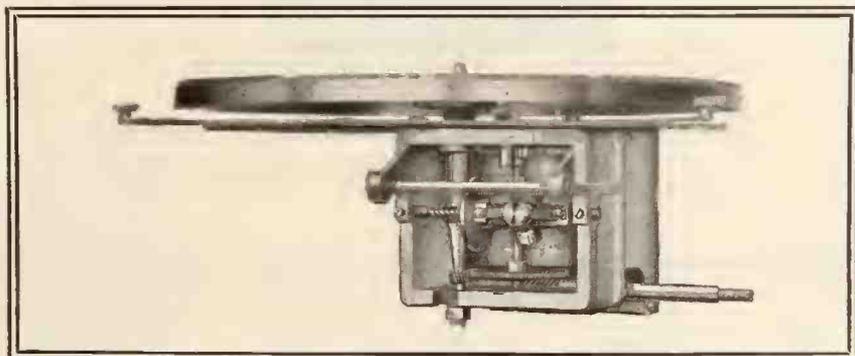
“A Phonograph is no better than its Motor”

R O E M E R

RED
SEAL

M O T O R S

Worthy of any high-class Manufacturer's consideration is the
ROEMER RED SEAL MOTOR



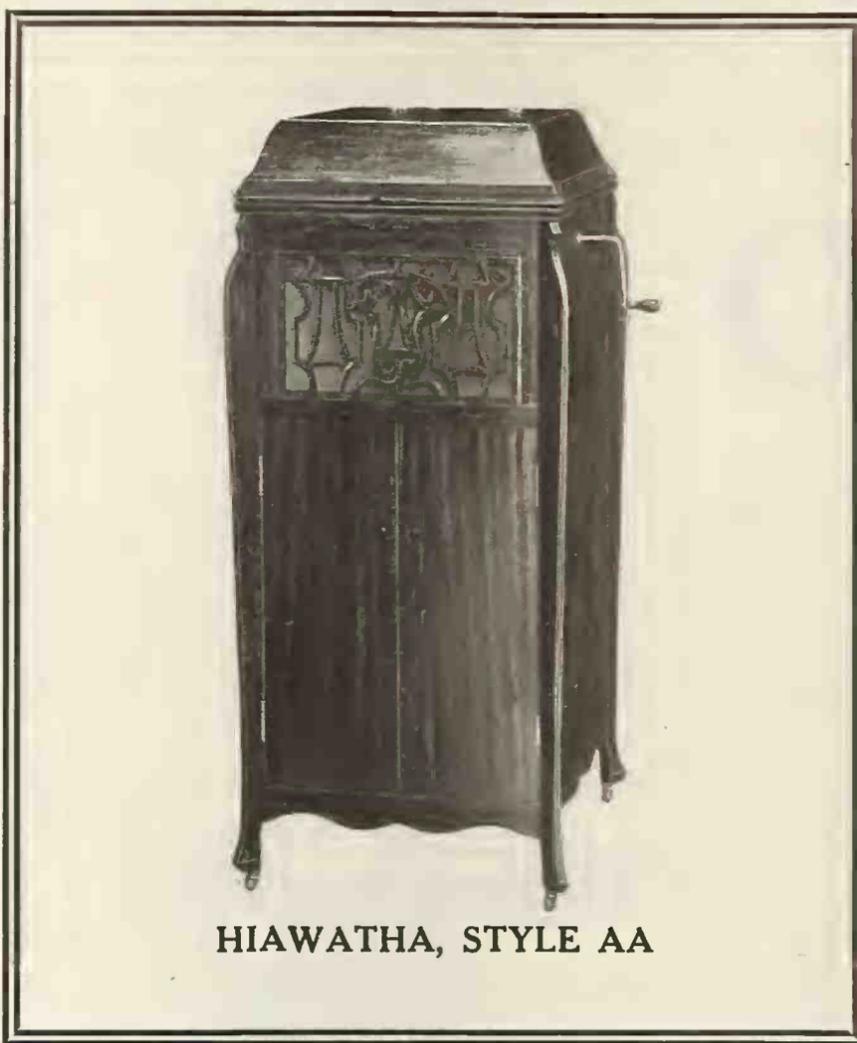
AN Exclusive Feature of the ROEMER RED SEAL MOTOR, assuring Strength and Durability, is the One-piece Die-cast Frame, the only one of its kind on the market today. This, together with its other Exclusive Features, such as the tapered Jeweler's Rod, Adjustable, Ball-bearing, Perfectly Rigid Turntable Shaft; Bindless Hollow Spindle, True-cut Die-cast Phosphor-bronze Intermediate Gear; Swedish Steel Springs; Steel Motor Plate; One-piece Cam-stop and Regulator; makes the ROEMER RED SEAL MOTORS, as we said before, worthy of any High-class Talking Machine Manufacturer's consideration. Will play 4 ten-inch Records on one winding—NOISELESSLY!!

Write Today for Further Information

ROEMER MANUFACTURING CO.

1916-1920 West Lake Street - - - Chicago, Illinois

HIAWATHA



HIAWATHA, STYLE AA

THE Models we shall put out during 1920 will in no essential differ from the very successful Hiawathas of 1919. The 1920 line comprises five models. They are built and sold on the one basis of Quality; the basis on which Hiawatha prestige and commercial success have been founded.

HIAWATHA PHONOGRAPH COMPANY

Offices 209 South State Street, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 134)

Emerson Co. for some time now, and his latest numbers are "You'd Be Surprised," "Come On and Play Wiz Me," "All the Boys Love Mary," "You Don't Need the Wine to Have a Wonderful Time," and a number of other songs now on Emerson song records which have been selling like hot cakes.

It is not at all surprising that after "Eddie's" visit to a number of stores, like the Roseland Talking Machine Co., the Avandola Music Shop, the Freeman Music Store, Schmidt Mfg. Co. and many others, the call for Cantor records came in stronger than ever. So between his fame as an Emerson artist and his fame as a footlight favorite "Eddie" is getting a stand-in with the populace of Chicago that will be worth a million dollars a minute before very long. "Now I know," said the fat lady, "it is not exactly the melody of the boy's voice that charms; it's the way he puts it over."

P. S. After this handshaking expedition "Eddie" wrapped up what was left of his hands and went home.

The Brunswick Dinner and "Smoker"

A Brunswick dinner and "smoker" was given at the Hotel Pennsylvania in New York on Thursday evening, February 5, for all Brunswick dealers and salesmen attending the Music Show. Rumor says it was "some" event.

New Concern Enters the Field

The LaSalle Hardware Mfg. Co. is one of the latest incorporated concerns to enter the talking machine field and has a capital of ten thousand dollars paid in. This company also owns and controls the "Loop" Plating Works, which is the only place of its kind within the Loop proper. This company has already begun operations and it believes that it will be able to meet a very large demand. This company is located at 332 S. LaSalle street, and its workshops are equipped with the best modern stamping, boring and plating devices. Besides being secretary and treasurer of this company, Mr. Sellek is also president of the

J. E. ROBINSON

ESTABLISHED 1879

M. J. DECKER

TEL. HARRISON 420



500 W. VAN BUREN STREET

CHICAGO

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.

Lacro Illuminating Co., distributors of high-class electric fixtures.

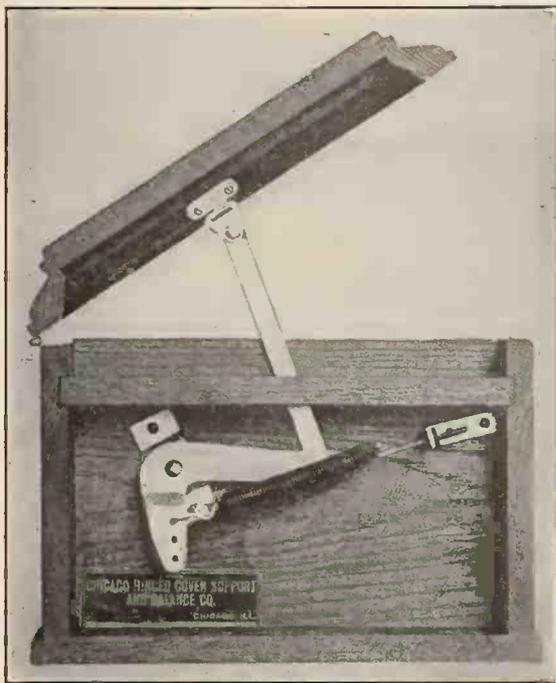
New Automatic Cover Balance

D. W. Sellek, who for the past eleven years has been chief efficiency expert for one of the largest automobile concerns in Chicago, and inventor of numerous automobile appliances, is now connected with the LaSalle Hardware Mfg. Co., who will manufacture three types of his newly invented automatic cover balance.

It is claimed by the manufacturers that these new cover balances will do away with all warping and other trouble.

Exhibited at National Music Show

W. C. Fricke, president of the Lakeside Supply Co., attended the National Music Show in New York and looked after the Lakeside exhibit at the Grand Central Palace. This company is now connected with two new factories
(Continued on page 140)



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

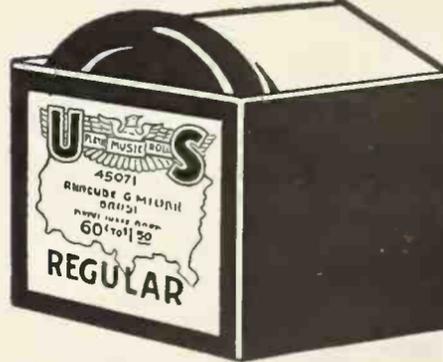
OUR BALANCE WILL NOT WARP THE COVER

NOTICE OUR TOP CONNECTION, WHICH ADJUSTS ITSELF TO ANY BEVEL WITHOUT BENDING!

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

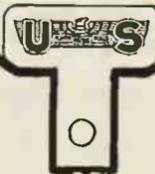
U. S. Word Rolls contain both the music and words, so that the latest hits may be sung as well as played.

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

U. S. MUSIC COMPANY

CHICAGO

Manufacturers

U. S. A.

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.

WALTER S. GRAY CO.
942 MARKET STREET SAN FRANCISCO, CAL.



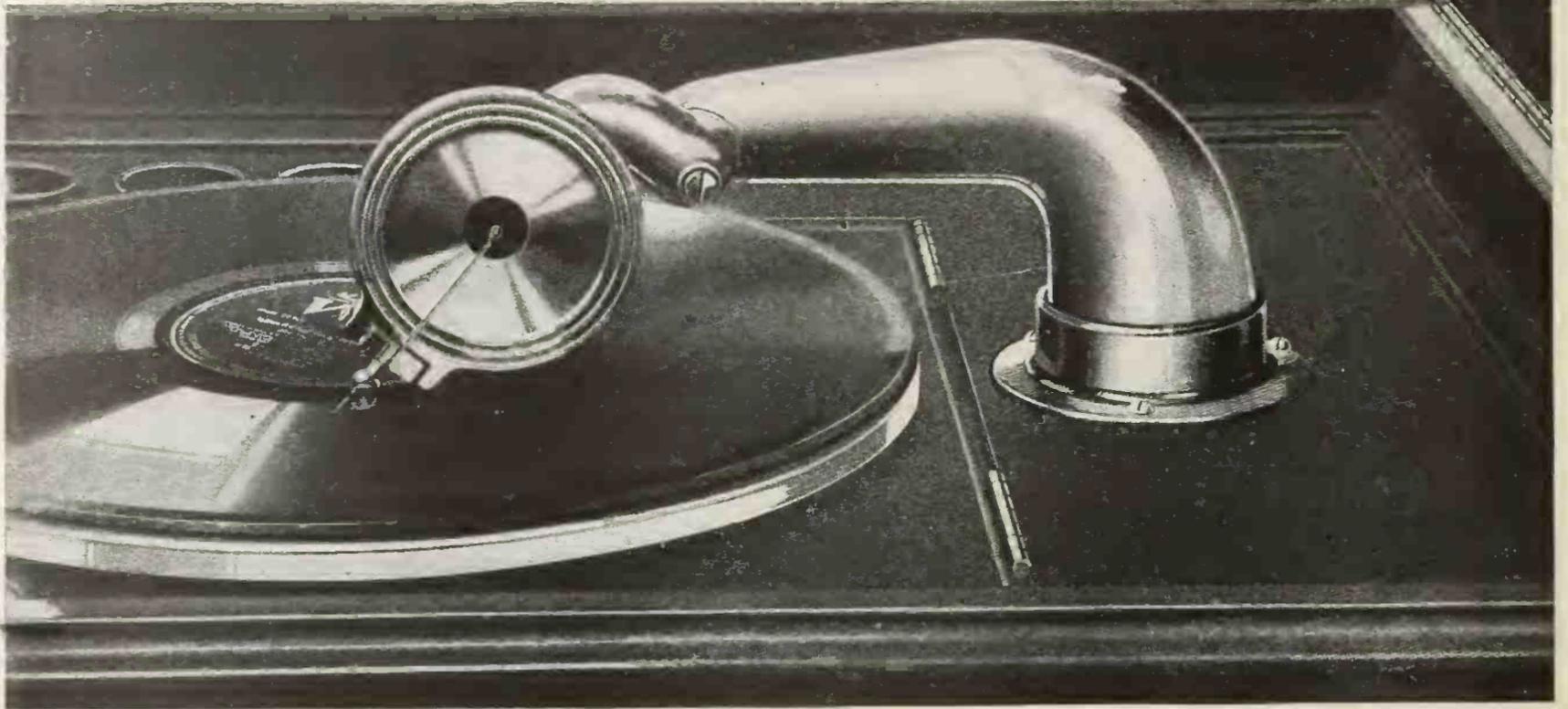
The **Blood** Tone Arm and Reproducer

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 137)

for producing high-class cabinets. The new connection gives them control of three of the biggest woodworking plants in the city. The "Ten-M-Needle" is now being jobbed by this company, the manufacturers of it being the Baker-Smith Co., San Francisco.

Vitanola Expansion in Various Ways

At a recent meeting of the directors and stockholders of the Saginaw Table & Cabinet Co., of Saginaw, Mich., Samuel S. Schiff, vice-president and general manager of the Vitanola Talking Machine Co., was elected to the vice-presidency of the Saginaw concern. M. C. Schiff, who is president of the Vitanola Co., was re-elected president of the Saginaw Table & Cabinet Co. Other officers re-elected were August Miessler, vice-president and treasurer, and John F. Fleishman, secretary.

The Vitanola Talking Machine Co. is determined not to make the same mistake that the Government made in building the Chicago Post Office. When work was commenced on this building it was thought that it would prove ample in space for many years thereafter, but by the time the building was completed the business of the Chicago Post Office had increased so greatly that its capacity was already far too small.

When the Vitanola Co. decided about a year ago to erect a huge addition to their Cicero plant it was estimated that the building contemplated would give the company ample production to meet the demand up until at least 1922. Since then the company has taken over the plant of the Saginaw Table & Cabinet Co. and now finds that even with this greatly increased output the demand will exceed the present limit of their production. Therefore, while they are building they intend to build big and have decided to double the number of floors that

they originally planned to erect at Cicero. The company is also building an addition to the present Saginaw, Mich., plant.

J. Lewis Replogle, formerly resident sales representative of the Vitanola Talking Machine Co. for Oklahoma, Arkansas, Kansas and Mis-

souri, who has his headquarters at Kansas City, has been promoted to field manager, with headquarters at Chicago. Mr. Replogle, who is one of the best-informed talking machine men in the country, will have charge of the field work
(Continued on page 142)

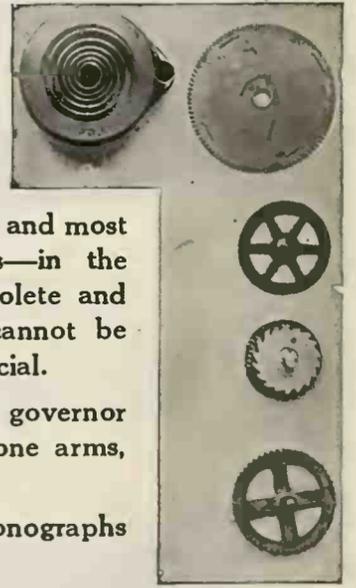
Repair Parts

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, micras, repair parts, motors, tone arms, steel needles, etc., in quantity lots.

Expert repairing on all makes of phonographs and motors.



INCORPORATED UNDER THE LAWS OF ILLINOIS

Consolidated Talking Machine Co.

Manufacturers of

SUCCESSORS TO
Standard Talking Machine Co.
United Talking Machine Co.
Harmony Talking Machine Co.
O'Neill-James Co.
Avaline Co.

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

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



TRADE MARK
"CONSOLA"

CABLE ADDRESS
"CONSOLA"



In Your Store It Will Do This:

First—**ATTRACT** customers by its very novelty.

Second—**PLEASE** customers by its pure artistry of design.

Third—**SURPRISE** customers by its ingenious method of operation.

Fourth—**APPEAL** to customers by reason of its usefulness.

And last and more important of all

The “**FAIRY**” Phonograph Lamp

ASTONISHES and **DELIGHTS** by reason of its mellow, voluminous tone, due to a newly patented sound amplifying chamber radically differing from the conventional designs, constructed of correctly jointed and suspended **WOOD**.

Electrically operated and equipped with a specially designed invisible switch, regulator and tone modifier.

No matter how high-grade the instruments you handle, the “**FAIRY**” phonograph lamp, musically and artistically, is equal to the best.

The best testimonial to our product is the fact that 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.

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.

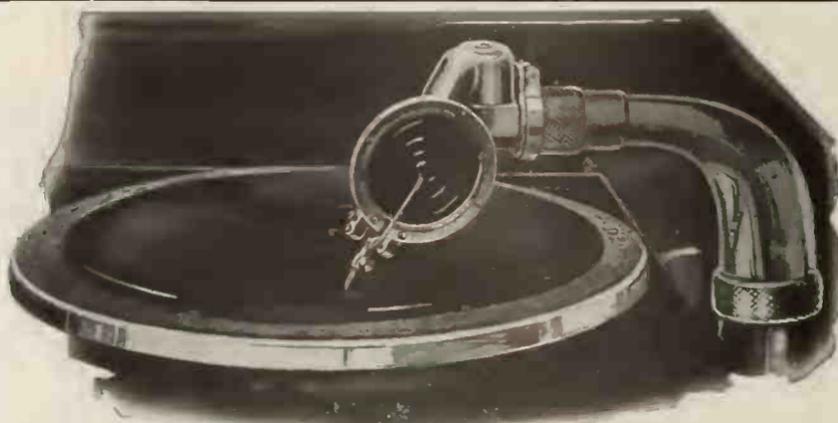


ILLUSTRATION SHOWS THE ORO-TONE ATTACHED

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 140)

in connection with matters affecting the company's policy for distribution, which recently was revised to meet existing conditions of the industry.

Liberal bonuses were distributed by the Vitrola Talking Machine Co. to all of the employees of the Chicago, Cicero, Ill., and Saginaw, Mich., plants. In presenting the payment, a slip explaining the spirit of the distribution was given to each employe, which read: "In appreciation of the loyal service rendered, we take pleasure in presenting you with the enclosed bonus. Naturally, it is a matter of gratification to the officers of our company to feel that each and every employe is devoting his and her best efforts to the interests of the organization. In the measure that such loyal co-operation on the part of our employes increases the prosperity of the company, so will we be inclined in future years to share such prosperity with you."

Cole & Dunas Bulletin

The January Bargain Bulletin issued by the Cole & Dunas Music Co. to their dealers has called forth many favorable comments from the trade. It is a sixteen-page booklet covering all of the accessories sold in the talking machine store and profusely illustrated. The new baby grand phonograph, listed on page thirteen, seems to have created somewhat of a sensation. This machine, retailing at a price from \$8 to \$10, has sold exceedingly well.

Two other items listed in the book that are worthy of particular mention are their No. 79 accessory assortment and their list of U. S. player rolls. A large stock of these rolls has been stocked at their quarters in the Commercial Building, enabling them to make immediate shipment.

The latest addition to the Cole & Dunas line—not, however listed in their January Bargain

Bulletin—is a line of talking machine record-racks and booths. "We realize the problem," said Mr. Dunas, "that dealers now are confronting in the enlargement of their store capacities. In order to give our dealers immediate service on this score we have added this new line. We are also taking over the agency for the distribution of fixtures, hangers, etc., for use in retail talking machine establishments. We have also taken over in co-operation with another Eastern concern a glove factory in which we intend to make moving covers for talking machines, which will enable one man to carry an instrument without danger of damaging it."

United States Rolls Sell Big

From the United States Music Co. comes word that January and the first part of February have witnessed an unprecedented demand by the talking machine trade for United States music rolls.

(Continued on page 144)

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

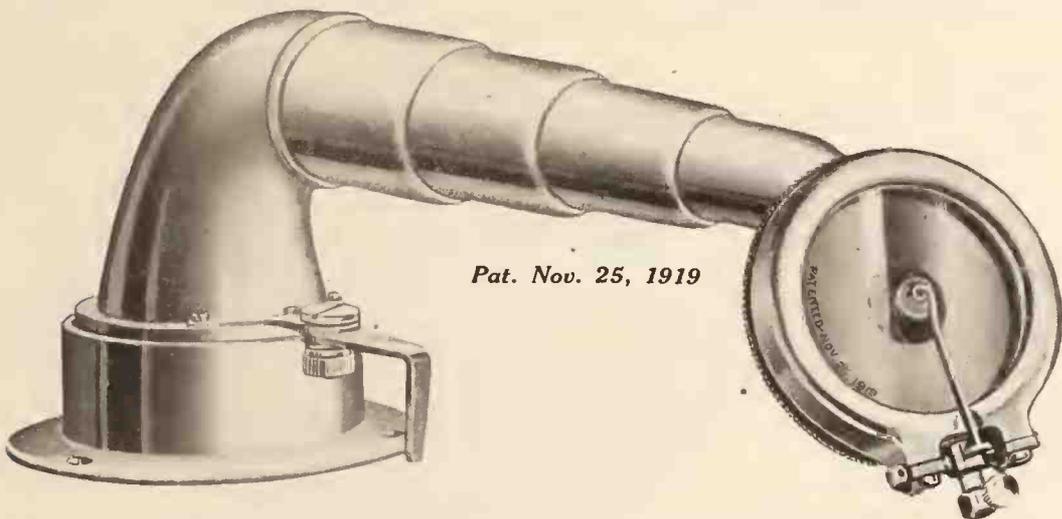
WHOLESALE DISTRIBUTORS.

12-20 NORTH MICHIGAN AVENUE, CHICAGO

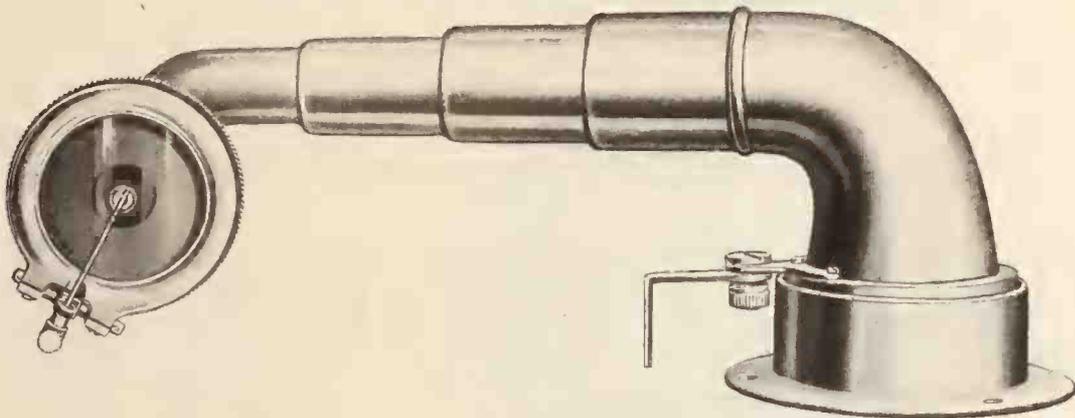
Ferro Phonograph Parts Make Better Phonographs

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 Ferro Sound Box is adjusted in one second for playing lateral or vertical cut records, as shown in these illustrations



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 a sample. State quantities you may need. Do it to-day!

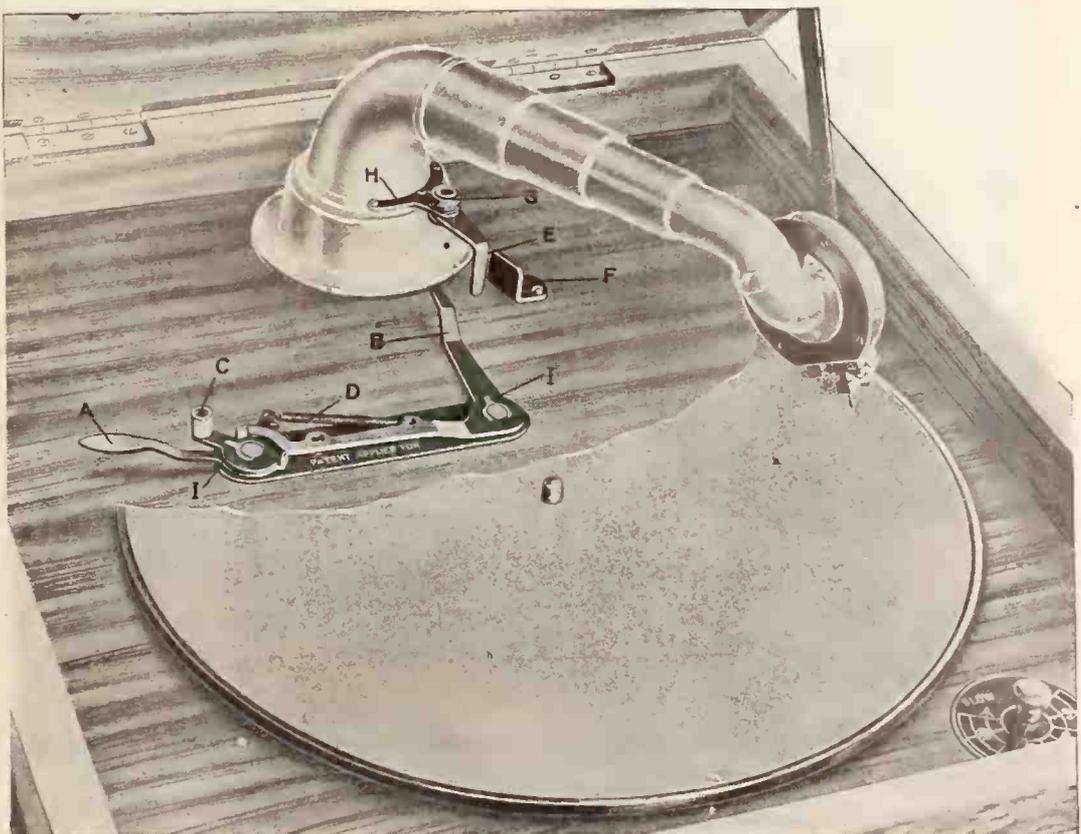
The FERRO STOP

The Best and Most Efficient Automatic Stop Made

Made to fit all tone arms. Just the kind of automatic stop that manufacturers, assemblers and jobbers of talking machines have long waited for. It stops where you want it to stop.

The FERRO-STOP does not look like an auxiliary attachment—but is made a component part of the phonograph itself.

The FERRO-STOP used in conjunction with the FERRO tone arm and sound box makes an invincible combination that will increase the value of any talking machine.



CHICAGO FERROTYPE CO.,

Phono Parts Division

1455 West Congress Street, Chicago, Ill.

Cabinets to Order In Quantity Lots

Increased manufacturing facilities, due to the acquiring of the
National Cabinet & Fixture Co., now enable the

FEDERAL PHONOGRAPH PARTS CO.

MANUFACTURERS OF THE HALL-MARK AND WHITE-HOUSE QUALITY PHONOGRAPHS

to take orders for quality cabinets or complete phonographs in upright or console models,
of either their own or special designs. Write for further information

FEDERAL PHONOGRAPH PARTS CO.

FACTORY ADDRESS

1458-1464 W. KINZIE STREET. TEL. HAYMARKET 168.

OFFICE ADDRESS

8 SO. DEARBORN STREET. TEL. CENTRAL 2025.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 142)

The many popular hits listed by this concern have found ready sale in the establishments of dealers throughout the country and have become valuable additions to their regular business. The latest list of hand-played and word rolls recently mailed to the trade contains some of the very latest musical successes of the day.

Brunswick Service

In January the Brunswick-Balke-Collender Co. mailed out to their dealers a large folder showing a new line of Brunswick devices for trimming the windows of Brunswick dealers, and announcing a new selling campaign now being inaugurated. Show cards, easels, pictorial cutouts in cardboard and so forth, all of which are tied up with the Brunswick February advertising, are pictured in the folder. The service includes both talking machine publicity and Brunswick record advertising. The February list was mailed to dealers without cost, but the regular

service henceforth will cost dealers \$2.50 per month. An exhibit of the Brunswick service appears at their Wabash avenue headquarters on the main floor in the record department. Says H. B. Bibbs: "Dealers are seizing upon this service with avidity. In combination with our machines and records it makes a decided hit and is of immediate benefit to the dealer." In speaking of the excellent sale of the first issue of Brunswick records, Mr. Bibbs felt called upon to mention in particular their number "Dardanelle," of which many, and exceedingly large, shipments have been made to all parts of the country.

New Acme Factory

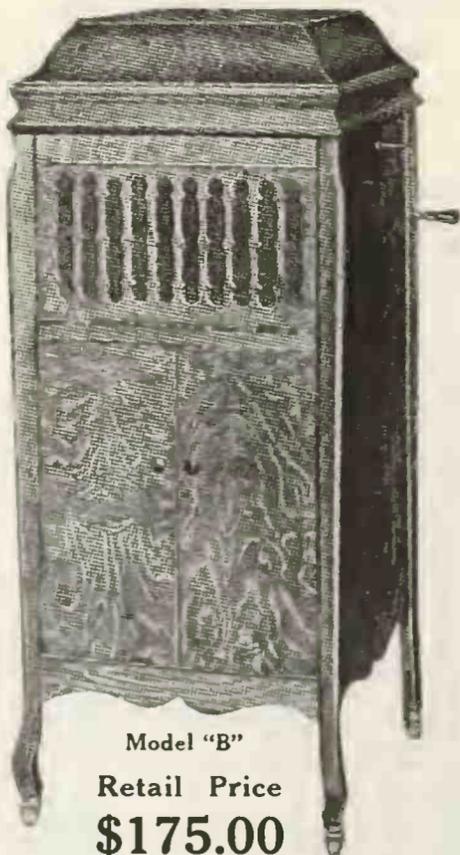
The Acme Engineering & Mfg. Co., manufacturers of the Acme speed indicator, used by talking machine manufacturers and dealers in the manufacture and repair of instruments, will move on March 1 into the new building at 355

Union Park Court, Chicago. At present they are located at 1622 Fulton street, but the expansion of their business has made necessary the change of location. Approximately \$50,000 is being spent by this concern in new equipment with which to manufacture its Acme speed indicator and other lines.

Mid-West Columbia Dealers Meet

A distinguished gathering of Columbia dealers from five states, Illinois, Iowa, Wisconsin, Michigan and Indiana assembled at the Congress Hotel on the afternoon of January 22, and held one of the largest meetings of Columbia dealers ever held in the Middle West. The Gold Room of the Congress was filled to capacity with an imposing and enthusiastic assemblage when the meeting was opened by Manager Kenneth Mills, of the Chicago branch of the Columbia Graphophone Co. Mr. Mills, who has only recently

(Continued on page 146)



Model "B"

Retail Price

\$175.00

Height 48 inches
Width 19½ inches
Depth 22½ inches

Finish: Mahogany, Golden Oak
and Fumed Oak.

Large Record Space.

THE PHOENIX

"A better phonograph for less money"

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

Convertible tone arm. No extra attachments necessary.

Cabinets attractive in design and highly finished.

Efficient motors.

We guarantee satisfaction.

DEALERS NOTE

A good buy means good business. As a result the satisfaction of your customers spells S-U-C-C-E-S-S. Why let dollars pass your door when by becoming the sales agent for the "Phoenix" you will receive the lion's share of the phonograph business in your vicinity? Join the Phoenix family for big and profitable results.

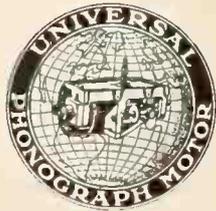
We allow 5% discount for cash in full with the order, or net C.O.D., 10% to accompany order.

Write today for prices and further particulars to

PHOENIX PHONOGRAPH CO.

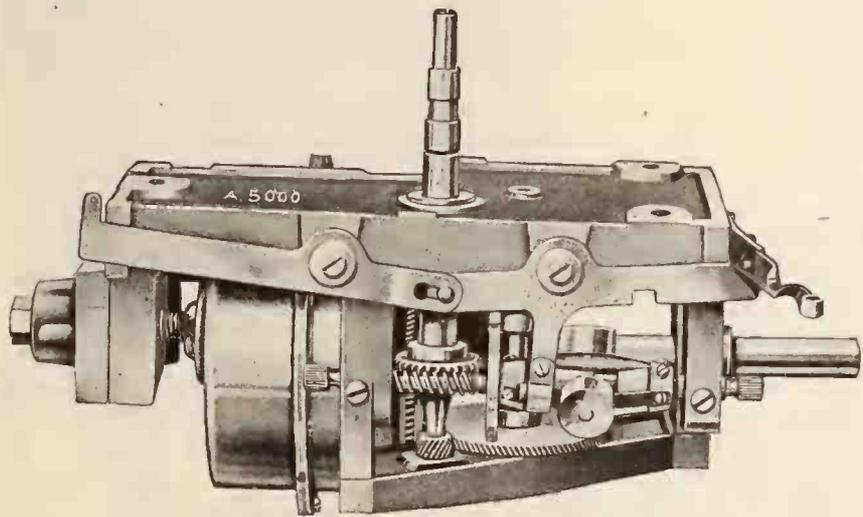
2504-06 W. Van Buren Street

CHICAGO, ILLS.



UNIVERSAL

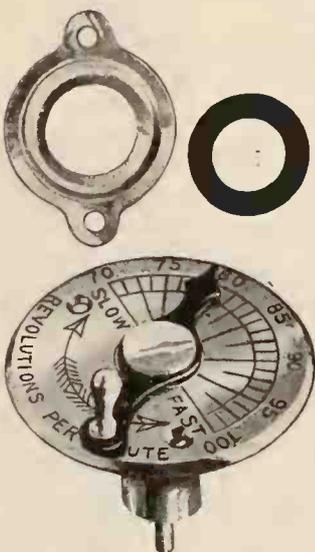
The Motor You Will Eventually Adopt



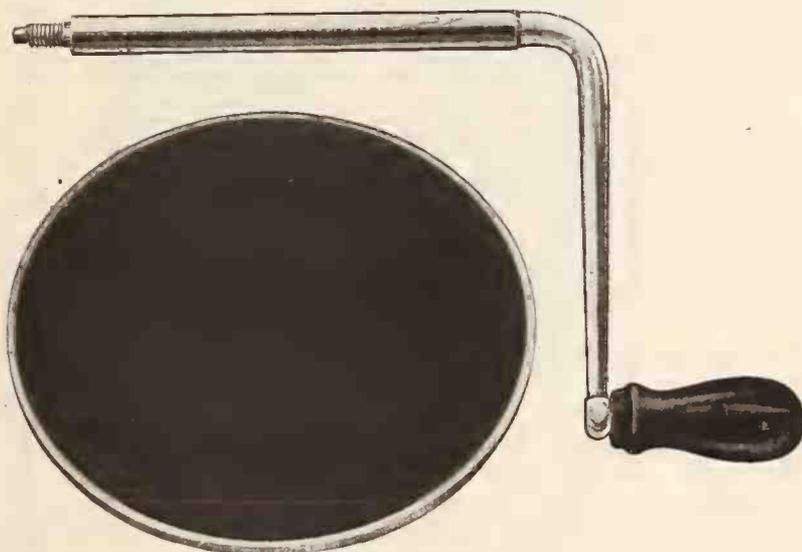
Universal Motor "A-5"

ALL
UNIVERSAL MOTORS
ARE
PERFECT IN MECHANISM

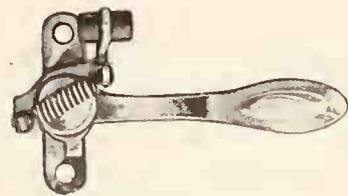
*All Universal Motors are
Perfectly Geared—run and
wind noiselessly and main-
tain an even tempo.*



The Universal Speed Regulator



The Universal Turn Table

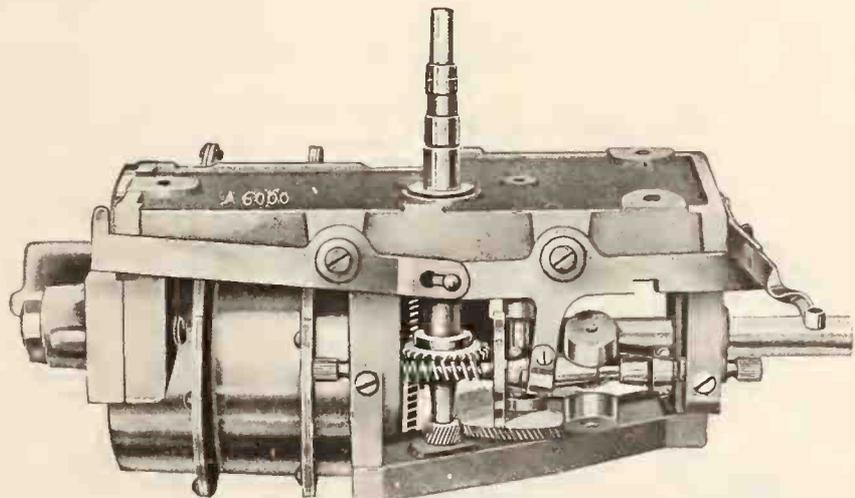


The Universal Stop

Manufacturers of

- MOTORS
- TONE ARMS
- AUTOMATIC STOPS
- NEEDLE CUPS
- NEEDLE CUP COVERS
- NEEDLE RESTS

Samples and Prices on Request



Universal Motor "A-6"

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.*

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 144)

come to Chicago from New York, opened his address by welcoming the dealers and followed this up by giving to the dealers definite figures showing the wonderful advance made by the Columbia Co. in the year 1919, telling of accomplishments even beyond the expectations of the enthusiastic crowd of boosters gathered at the meeting. He also spoke of the extent of the wonderful advertising campaign that has already been inaugurated for 1920, a campaign that far outshines anything so far accomplished by this organization.

Mr. Mills was followed by Miss Nora Bayes, who, in her own inimitable style, won her way to the hearts of all present, and was given a wonderful ovation.

Addresses were made by S. E. Lind, manager of the Detroit branch of the Columbia Co., and Ben L. Brown, manager of its Indianapolis branch, the subject of both addresses being exclusive representation.

These were followed by Van and Schenck, who strayed away from "The Follies" long enough to give their Columbia friends a very happy quarter of an hour.

R. F. Bolton, manager of the international record department of the Columbia Co., of New York, spoke most interestingly on foreign rec-

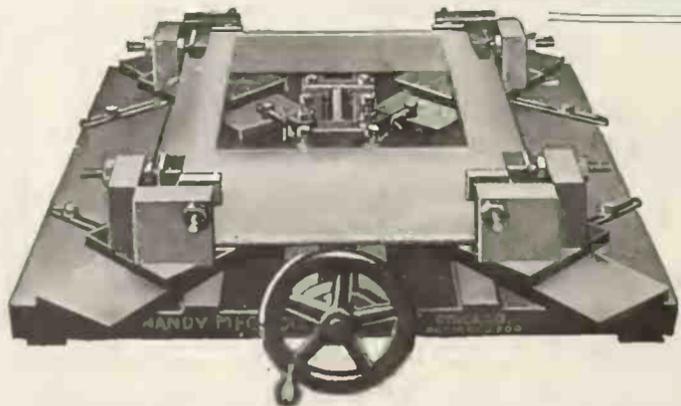
ords, making clear the enormous possibilities in this field, and laying out some wonderful sales plans for the coming year.

An illustrated talk on record sales was given by O. F. Benz, manager of the Columbia record department, New York. Information given out by Mr. Benz as to the wonderful progress of Columbia records in the past year was enthusiastically received.

H. L. Tuers, of New York, manager of the dealers' service department of the Columbia Co., and probably the greatest authority to-day on retail phonograph shops, gave a most interesting illustrated talk on arrangement of a Grafonola shop, giving a practical outline of the best way in which to conduct such a shop.

Bert Williams one-stepped over from a rehearsal of "The Follies" long enough to become acquainted with the Columbia dealers present, and to keep them laughing, in his own inimitable way, for a full fifteen minutes.

The meeting was closed by a stirring speech by Geo. W. Hopkins, general sales manager of the Columbia Co., who outlined the details of the wonderful advertising campaign for the year 1920, and who filled his talk with one practical sales suggestion after another that were most enthusiastically received by Columbia dealers.



WE ILLUSTRATE THE "Handy" Dome Clamp

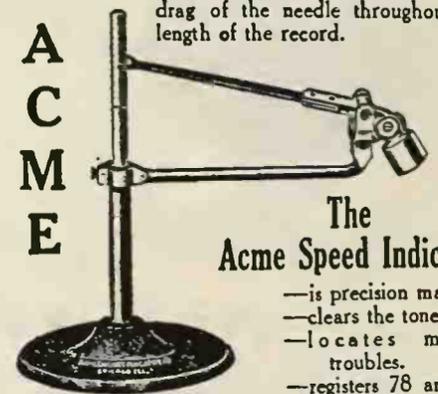
Quick action for clamping domes and frames on Talking Machine Cabinets
Write for Catalogue of clamping machines for Cases and for all purposes.

VENEER PRESSES AND CLAMPS
HANDY MFG. CO.
27 E. Madison St., Chicago, Ill.

"Guesswork Won't Do"

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

A
C
M
E



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



???

WHY

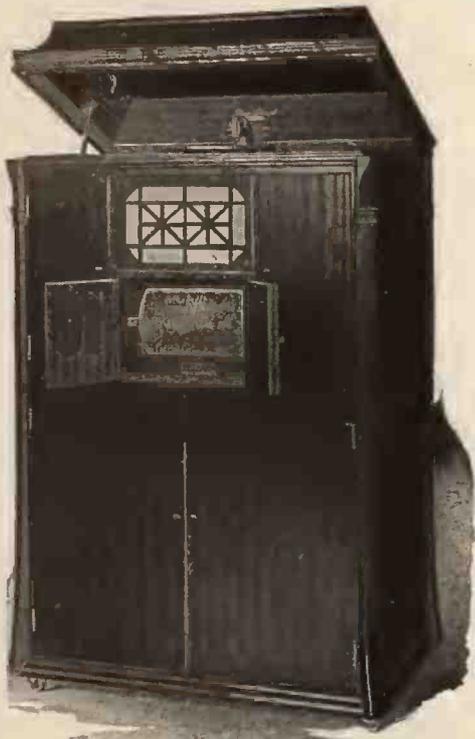
Mr. Dealer

Are Your Competitors Selling So Many

Phono-Grands

???

Simply Because They Know That



PHONO-GRAND

Fills a Long Felt Want

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

Want particulars? Write today

J. P. Seeburg Piano Co.

419 W. Erie St. Chicago, Ill.

FROM OUR CHICAGO HEADQUARTERS
(Continued from page 146)

The reception given Mr. Hopkins, who is well known to the dealers through his work, although he had not previously had the opportunity of meeting the Chicago dealers personally, was unique in its enthusiasm and all are hoping for his early return.

A. J. Bell, of the wholesale record department of the Columbia Co.'s Chicago office, entertained the assembly of dealers in a most timely manner. At the time of this meeting the advance records of "Dardanella" had just been received in Chicago, and, although the dealers knew nothing about the selection at this time, they received it with great applause. Mr. Bell not only played "Dardanella" on a Grafonola, but showed the dealers what a great dance number it was by dancing with Miss Qualey, of the New York Columbia office. The impromptu entertainment thus put on was greatly appreciated by everyone present.

C. L. Morey With Rothschild

C. L. Morey is the new manager of the music department of the L. M. Rothschild department store, one of the biggest of its kind in the loop.



C. L. Morey

Mr. Morey became active with the Rothschild Co. shortly after his resignation as loop salesman for the Chicago branch of the Columbia Graphophone Co.

Change Bent Name

Charles M. Bent, president of the Music Shop, which was recently incorporated to take over the business of the Victrola department of the G. P. Bent store on Wabash avenue, has completed arrangements for a reorganization. A large new sign, bearing the legend, "The Music Shop," has been hung outside the store. The first floor and basement are used for talking machine demonstration purposes. The record department is located on the lefthand immediately as you enter the store, in a position highly convenient to customers. The basement has been chosen as the demonstration room because it has been found much handier for customers to walk down into the basement than to walk upstairs.

Right here enters a question of psychology
(Continued on page 148)

Make a Record Salesman



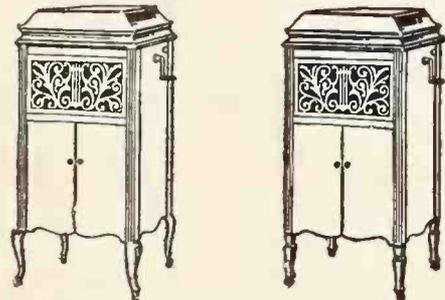
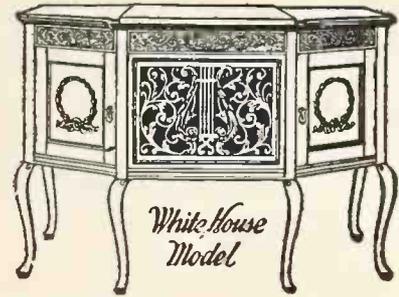
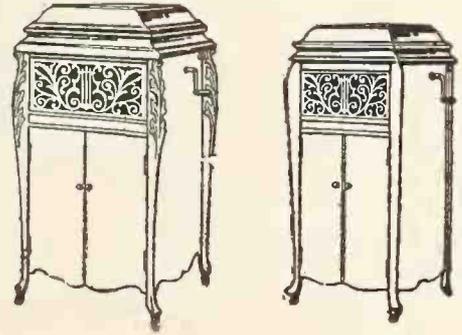
out of every repairman. Equip him with an AUTOMATIC CASE, carrying records to demonstrate on your customers' talking-machines. Leatherette and Full Leather finish.

Dealers, jobbers write for prices

AUTOMATIC CONTAINER CO.
29 So. La Salle St. CHICAGO

Announcing the
New 1920
Playerphone

MANUFACTURED BY
PLAYERPHONE TALKING MACHINE CO.
D.W. MCKENZIE, CHICAGO, ILL. W.D. CALDWELL, TREASURER



For tone, quality and beauty, Playerphone stands in a class by itself. Eleven models of original and beautiful design. Plays all makes of records perfectly.

Merchants who are looking for a thoroughly high-grade phonograph with original and exclusive features at the right price will do well to communicate with us directly or with any of our jobbers mentioned below.

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

SOME DESIRABLE JOBBING
TERRITORY STILL OPEN

Manufactured by
PLAYERPHONE TALKING MACHINE
COMPANY

338-352 N. Kedzie Ave.,
Chicago, Ill.

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.



**Plays
All Records**

Telephone Central 2025

Write for Prices and Descriptive Circular.

FEDERAL PHONOGRAPH PARTS CO., 8 South Dearborn Street, CHICAGO

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 147)

which will interest all talking machine manufacturers. It is a well-known fact and one emphasized in a recent issue of the American Magazine by the head of the United Retail Cigar Stores Co. that customers will walk down into a basement to purchase things where they will not walk upstairs or take an elevator. Apparently they do not stop to figure that they have to walk back.

Sales Double for Year

The sales of the Brunswick-Balke-Collender Co. for 1919 showed figures double those of the previous year. The 1919 sales reached a total of \$25,000,000, as against \$12,416,000 a year ago. Estimates based on the January business indicate that the sales for 1920 will run close to \$45,000,000. This, of course, includes their various lines of manufacture, not only talking machines and records.

The company reports its output is largely

oversold in all departments. To take care of its expanding business five new factories for the manufacture of Brunswick phonographs and records have been purchased, and it is reported that ground will be broken next spring for a large addition to the tire manufacturing plant at Muskegon, giving it a capacity of 5,000 tires daily.

Marries in France

H. J. McFarland, Jr., vice-president of the Music Shop, was the principal actor in a little romance recently pulled off in Paris. The girl in question was Miss Frances Ryan, of Chicago, who has been studying at the University of the Sorbonne in Paris. Mr. McFarland had known Miss Ryan for ten or twelve years before she went overseas. He grew tired of waiting for her to come back and decided all of a sudden on the 4th of January to go to Paris. Now comes word that he is coming home, and that the

lady has ceased studying and is coming home with him.

G. P. Ellis Goes South

G. P. Ellis, of the Chicago Talking Machine Co., went to Miami, Fla., on the 12th of February, where he will spend about six weeks recuperating his health. Mr. Ellis, it will be remembered, has been indisposed ever since Thanksgiving time, but it is now reported that he is recovering fast.

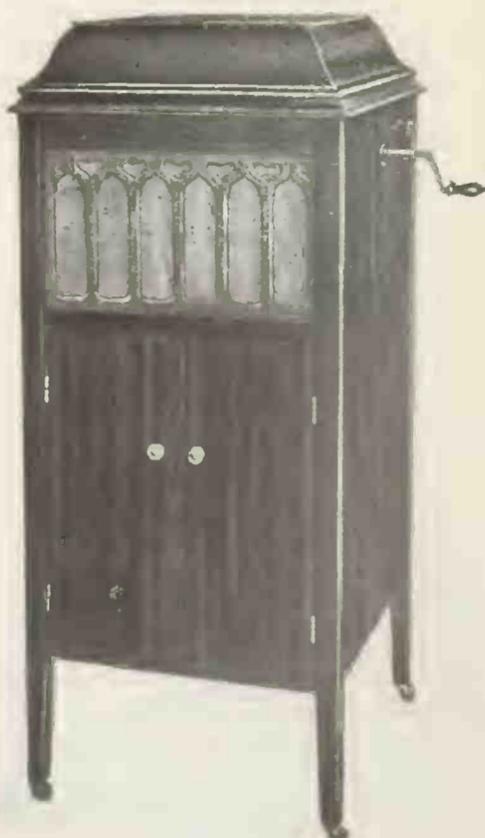
E. K. Tremblett, Chicago Talking Machine Co., traveler for Ohio, Wisconsin and Illinois, has also been confined with a slight illness for a short time.

Miss Agnes McGary, of the Chicago Talking Machine Co., has been ill with influenza, but has now returned to work.

To Job Player Rolls

The Wade Talking Machine Co., jobbers of
(Continued on page 150)

YOU WILL NEED Good Phonographs in 1920



"Colonial"

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

Represent the finest recordings of the most popular song and dance hits before the public today.

Every record is marketed with the assurance that it will meet with a ready sale, for

Okeh Records

are noteworthy in their tone quality and musical perfection.

Our sales plan is designed to give you service and co-operation and *help you sell records.*

Have You Seen the Latest Okeh Lists?

CONSOLIDATED TALKING MACHINE CO.

227-229 WEST WASHINGTON STREET, CHICAGO, ILL.

SILENCE!

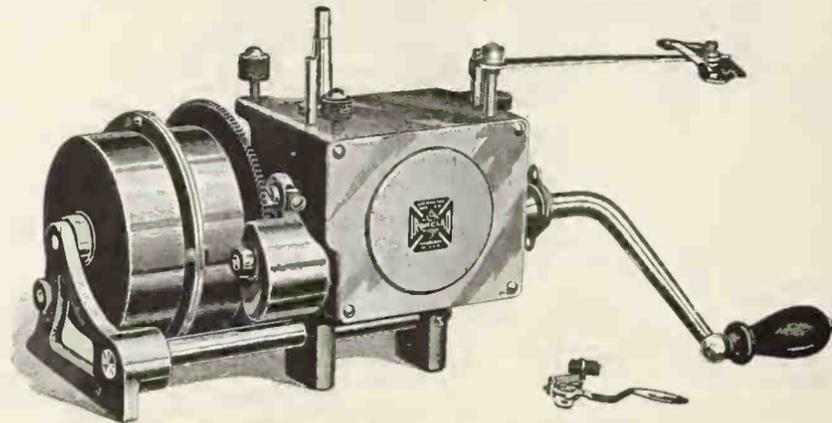
The dealer will be agreeably surprised at the quietness of the IRONCLAD Enclosed Motor.

No noise. No trouble. No kicks. No complaints. No dissatisfied customers.

Everything just right. A smooth-running, efficient motor.

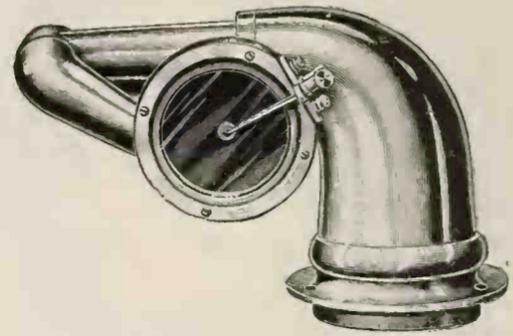
All vital parts enclosed in a cast iron case. All wearing points operative in oil when desired.

Now supplied in six sizes, with playing capacities of three to twelve records respectively.



The IRONCLAD Enclosed Motor

No. 1 Tone Arm, Improved Model



A large, beautiful arm. Adaptable sound box, suitable for playing any make of record.

Note the throw-back feature leaving both hands free for insertion of needle.

Samples, nickel finish, \$3.75 each.

Write for descriptive circulars and special quotations

Cherington Mfg. Co.

Waukegan, Illinois

CANADIAN FACTORY
IRONCLAD MOTOR CO.

ARTHUR K. KEMPTON, Manager
718-720 Drummond St., Montreal.

Chicago Office
108 W. Lake Street

New York Office
51 East 42nd Street
D R. Doctorow, Eastern Rep.

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 148)

talking machines, supplies and accessories, will in the immediate future take on a line of player rolls. A definite formal announcement of this latest acquisition will be made to Wade dealers during the month of February. From his retail experience in the past Mr. Wade believes that player rolls provide a profitable side line for a talking machine dealer which can be handled without any detrimental effects to his talking machine business proper.

Shortly before the music trade conventions started in New York Mr. Wade left Chicago for the Eastern metropolis, where he expects to see many of the old friends and acquaintances which he has known in his long years in the music industry.

A Poem

A Brunswick dealer in particularly urgent need of Brunswick instruments, feeling at one and the same time the pressure of business and

the inspiration of the Muse, has written the following to H. B. Bibbs, of the Brunswick-Balke-Collender Co. Mr. Bibbs thought so much of the poetical effusion that he has had it framed and placed on his desk, so that other visiting Brunswick dealers who think they are being misused because they are not getting enough instruments can read it:

Once a hustling Brunswick dealer
Up and died and went below,
Where he opened up a Brunswick shop;
Which showed he wasn't slow.

When his friends asked, "How is business?"
His reply was, "Well,
'Twould be fine could I get Brunswicks,
But I can't—that's why it's hell!"

Who wrote it? R. W. Hitchcock, of Wellington, Kan., is guilty.

Six Best Sellers

The six best Victor sellers for the month are: "Isle of Golden Dreams" and "Dardanella";

"Fluffy Ruffles" and "Poor Little Butterfly Is a Fly Gal Now"; "Bells of St. Mary's" and "Dreaming Alone in Twilight"; "Where the Lanterns Glow" and "Taxi"; "I'm Like a Ship Without a Sail" and "Let the Rest of the World Go By."

The six best Columbia sellers are: "Still Undecided" and "When I Look in His Face"; "Assembly March" and "Fire Drill Gallop"; "I Gave Her That" and "Don't Take Advantage of My Good Nature"; "Bye-Lo" and "I'll Always Be Waiting for You"; "William Tell Overture, Parts One and Two"; "William Tell Overture, Parts Three and Four."

The six best Emerson sellers are: "When It Comes to Loving the Girls, I'm Away Ahead of the Times" and "Give Me the Sultan's Harem"; "Fast Asleep in Poppyland" and "Myra"; "The Concourse March" and "Let Me Dream"; "Come On and Play With Me" and "All the Boys Love

(Continued on page 152)

The Superior Lid Support

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

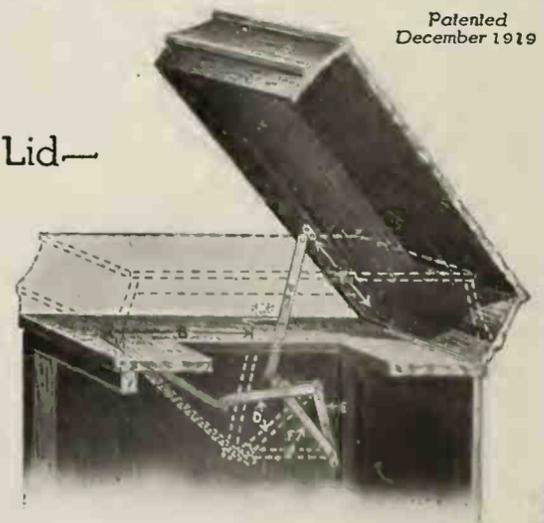
A mere touch of the finger lifts or closes the lid,
which stops at any point desired

Sample—Nickel 75c—Gold \$1.00

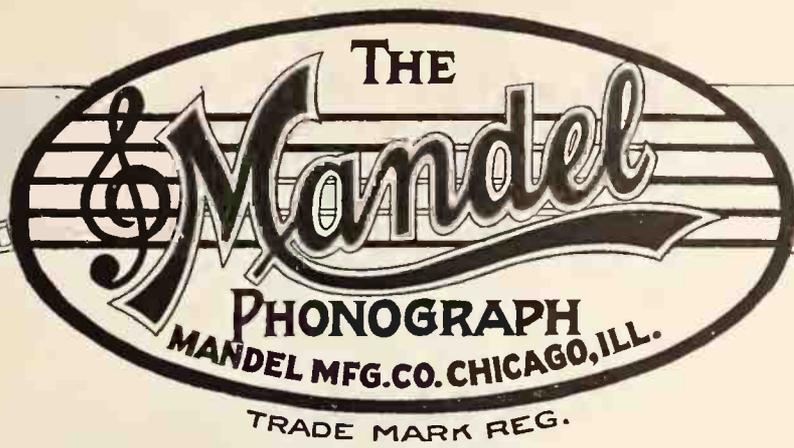
Prepaid anywhere upon receipt of price. Submitted on approval, subject to return within a reasonable time, in which event the full price will be refunded.
Quantity Prices Quoted on Application

Barnhart Brothers & Spindler

Monroe and Throop Streets, Chicago, Illinois



Patented
December 1919



**OF INTEREST TO EVERY
PIANO DEALER**

OUR 1920 LINE

The Strongest Line of Phonographs on the Market

The 1920 MANDEL line embodies bigger talking machine values than any other phonograph on the market today. The new MANDEL triple spring motor is the last word in phonograph motors. Runs and winds noiselessly. The new MANDEL patented reproducer plays records with a tone volume that is unexcelled.

Low retail selling prices, liberal discounts and terms to dealers, and guarantee of satisfaction to every ultimate purchaser, are three good reasons why you should investigate our proposition without delay.

The new art portfolio illustrating the complete MANDEL line for 1920 is now ready for distribution. Write for your copy today. With it we will include our confidential proposition to dealers.

More than 3,500 dealers are now selling MANDEL phonographs. Your territory may be available.

MANDEL MANUFACTURING CO., Inc.

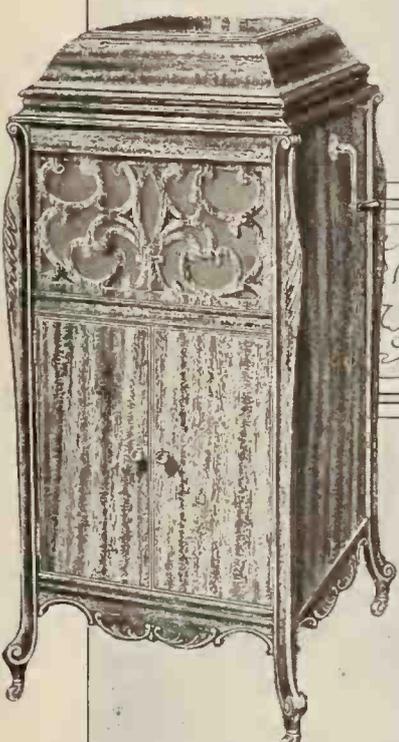
General Offices, 501-511 So. Laflin Street
CHICAGO, ILLINOIS

**On Display at the Pennsylvania Hotel
Room 687, New York City**

F. S. Harmon & Co., Northwestern Distributors. Tacoma, Seattle, Spokane, Portland.
Harle-Haas Co., Nebraska Distributors. Address, Council Bluffs, Ia.
Wichita Wholesale Furniture Co., Kansas Distributors. Address, Wichita, Kansas.
Harding-Kirk Co., Distributors for Utah and Eastern Idaho, Salt Lake City, Utah.
New Orleans Chair Co., New Orleans, La.



Model No. 17
\$180



Model No. 18
\$200



Model No 16
\$165



Model No 14
\$100



Model No 15
\$125



Model No 3
\$150

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 150)

Mary"; "Dardanella" and "Oh! Oh!"; "Nobody Knows" and "You'd Be Surprised."

The six best Edison sellers are: "L'Arlesienne" and "The Deluge"; "From the Land of the Sky-Blue Water" and "Erminie"; "Fluffy Ruffles" and "Tears"; "Cleo" and "Waltz Memories"; "Second Hungarian Rhapsodie, Parts One and Two"; "Second Hungarian Rhapsodie, Part Three and Pastorale."

The six best Brunswick sellers are: "Dardanella" and "Fast Asleep in Poppyland"; "My Cuban Dream" and "La, La, Lucille"; "Tulip Time" and "I Might Be Your Once-in-a-While"; "Oh, What a Pal Was Mary" and "Mandy"; "My Cairo Love" and "Saxaphobia"; "Karavan" and "Romance."

The six best Okeh sellers are: "Dardanella" and "Oh! Oh!"; "I Am Climbing Mountains" and "Let the Rest of the World Go By"; "In Your Arms" and "Pretty Little Rainbow"; "In the Streets of Cairo" and "Peter Pumpkin Eater"; "I Want a Daddy to Rock Me to Sleep" and "He'd Say, Oo, La, La, Wee, Wee"; "You Ain't Heard Nothing Yet" and "Waiting for the Tide to Turn."

Mandel Show Booth

A feature which attracted considerable attention at the recent furniture show of Chicago was a solid brick booth constructed in the Mandel Mfg. Co.'s space in the Exposition Building at 1319 South Michigan boulevard. The Mandel Co. have leased this space for a period of two years, and have built the booth so that the visiting dealers may hear the Mandel undisturbed by exterior scenes.

Install Unico Booths

Chase & West of Des Moines, Ia., have placed orders for an additional Unico installation which will give them twelve demonstrating rooms and a thirty-eight foot service counter. In addition to this they have increased their working force to fourteen and will be able to take care of their growing business in talking machines and records.

ROEMER MFG. CO. INCORPORATES

C. F. Baer, Formerly Assistant Manager Columbia Chicago Branch, Is President of This Organization—To Manufacture Motors

CHICAGO, ILL., February 3.—C. F. Baer, who since 1900 has been connected with the Chicago branch of the Columbia Co., has resigned his position to become president of the Roemer Mfg. Co., 1916 W. Lake street, this city, which has just been incorporated for \$100,000 for the



C. F. Baer

purpose of manufacturing talking machine motors. The new motor will be known as the

Roemer Red Seal. The frame is a one-piece die casting, an exclusive feature said to assure strength and durability, and this motor also



Arthur Roemer

includes many other interesting and exclusive features, such as a tapered bearing turntable shaft of jewelers' rod steel construction and intermediate gear of phosphor bronze mounted on a hollow spindle, which is said to prevent grinding, two sixteen-foot high-grade Swedish steel springs of 38 per cent carbon and 14 per cent tungsten and a one-piece cam-stop and regulator. The manufacturers of this motor guarantee it to play four or more ten-inch records with one winding. Simplicity of construction is another feature, and it contains only sixteen parts, of which only six are gears.

President Baer became associated with the Chicago branch of the Columbia Co. as journal clerk in 1900 and was with them continuously

(Continued on page 154)

**Our Set No. 79C, containing 79 Salable Accessory Items
Listed in Our Latest Bargain Bulletin**

OUR LINE	ALBUMS	PHONOGRAPHS	MOTORS
	DELIVERY ENVELOPES	STEEL NEELES	TOPE ARMS
	RECORDS	GENUINE DIAMONO POINTS	CABINET HARDWARE
	RECORD CLEANERS	SAPPHIRE NEELES	RECORD LITES
	SPEEDOMETERS	BELL-HOOD NEELES	AUTOMATIC STOPS
	U. S. MUSIC ROLLS	WALL-KANE NEELES	REPEATOGRAPHS
	VIOLINS AND BOWS	FIBRE NEELE CUTTERS	DEMONSTRATING BOOTHS
	STRING INSTRUMENTS	MOVING COVERS	RECORD RACKS
	SUPPLIES		EFFICIENCY COUNTERS

AN OUTFIT THAT PAYS YOU

Our bulletin lists many sets containing merchandise grouped in a manner which makes it easy for you to order. It is replete with money-making opportunities for the wide-awake dealers.

Only those items that have proven their worth by actual sales are listed therein. In each issue new items are listed and through our bulletins we keep our dealers posted as to the newest inventions and practical improvements in the phonograph field.

“OUR AIM IS TO SERVE”

We want to help you in every way possible. If there is any information that you may wish us to give regarding merchandise—fixtures for your store—advertising—anything—write us. Let us act as an information bureau for you. Call on us when in Chicago, too.

SERVICE is our MOTTO.

SEND FOR OUR BULLETIN

The fact that thousands of dealers have requested that we send them our bulletins regularly—convincingly shows that these periodicals are filling a real dealer need. Let our bulletin be your buying guide.

SEND FOR THE BULLETIN.

COLE & DUNAS MUSIC CO., Inc.
54 West Lake Street
Chicago

**The Sign of a Good Shop
DID YOU GET YOURS ?**

"Tonofone" HAS NO EQUAL
NO OTHER IS LIKE IT
IT HAS SET A NEW STANDARD

ASK FOR
Tonofone
THE MASTER NEEDLE

Plays All Records
on All Machines
Plays 50 Records
and Plays them Right
Gets All the Tones
but Not the Scratch

4 for 10c

ABOVE IS PHOTOGRAPHIC REDUCTION OF 11x15 IN. ART POSTER IN 5 COLORS
EMBOSSSED ON HEAVY BOARD WITH EASEL BACK AND CORD HANGER
FURNISHED FREE TO DEALERS WHO SELL TONOFONE NEEDLES

EASTERN AND EXPORT REPRESENTATIVES
EMERSON INTERNATIONAL, INC.
1780 BROADWAY, at 57th STREET
NEW YORK CITY
PHONE, CIRCLE 3822

WRITE FOR FULL PARTICULARS
AND NAME OF NEAREST
DISTRIBUTOR

INVENTORS AND SOLE MANUFACTURERS
R. C. WADE CO.
110 SOUTH WABASH AVENUE
CHICAGO
PHONE RANDOLPH 2045

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 152)

up to the time of his resignation, having worked himself up from the aforesaid position to that of district manager.

In commenting upon old days of the talking machine business, Mr. Baer remarked that he can well remember the time when a dealer's business amounting to \$2,000 per month was considered exceptionally big and that in the old days it was considered proper to market goods only through canvassers and a few retail stores. At one time in his career, Mr. Baer had 150 canvassers working for him, and it was customary for each canvasser to take a sample machine out; for example, one running at about \$50; secure an instalment lease for first payment, and, when the deal was closed, to duck back to headquarters for another sample. This method was discontinued in 1907 and the business has since grown from a handful of dealers to one of the great industries of the country.

The other officers of the company are A. Rhein, secretary and treasurer, and Arthur Roemer, vice-president, who is the inventor of

this new motor. Their new plant on West Lake street is up to date in every particular and is fully equipped with a complete assortment of automatic machinery, such as is necessary in the manufacture of talking machine motors. The working plans of the factory are such that the motors are begun at one particular place in the factory and travel in a continuous line until they reach the shipping room, where they are packed and sent to their destination. There will be no lost motion in the assembling.

Mr. Roemer is well known throughout the Western industry as a mechanical engineer, having been for years superintendent of many of the largest metal-working plants in the country. He at one time was in charge of the mechanical division of the Midvale Steel Co., of Pennsylvania. A little over a year ago he became interested in talking machine motors and the result was the development of the present Red Seal motor, which is thoroughly secured by United States patents.

THE ELEMENT OF BUSINESS PERMANENCY

By JEFFREY SCHIFF, Secretary, Vitonola Talking Machine Co., Chicago

Conditions prevailing in the talking machine industry are abnormal. For months there have been more customers than there have been instruments. Dealers everywhere, good and bad, have been able to dispose of their stocks without difficulty. Demand can be compared to an overflow of water. If its volume is too great in one place it flows to another. It first travels the natural courses where live dealers attract it; then, when it gets too great for these, it rolls on to find lodgment where the indifferent dealers await it. Good and bad, the live and the dead, all share in the prosperity.

But when the tide rolls back, then we see the course of demand pursuing its natural channels again, the live and legitimate dealer getting the business and the other type holding an empty bag. I do not mean to infer that the present volume of business is going to subside—by no means—but with every manufacturer making stupendous efforts to catch up with orders, enlarging, building additions, etc., some time in the near or distant future the manufacturers are going to put the supply on a par with demand. Then it behooves the dealer who has his own best interests at heart to take into consideration the following points:

1.—Are you, and have you in the past represented your goods to be what they actually are?

Have you sold a \$100 machine as a \$100 machine, a \$200 machine as a \$200 machine, and not claimed that a \$100 machine was a \$150 machine, etc.? In selling customers, have you stuck to arguments of merit, making comparisons only where comparisons arose on the part of the customer, giving your price and pointing out its value—not claiming that it was a reduction from another price?

2.—Has your advertising been right? Have you resorted to wild and misleading appeals in order to get customers into your store? A legitimate line of sales arguments inside the store is useless unless the arguments used outside the store are legitimate also. Has your copy been of a nature to inspire confidence, building up prestige rather than destroying it? Has it been of a volume in proportion to your capacity and clientele? Over-advertising is bad; but under-advertising is worse. Most failures are to be classed with the latter, not with the former. Publicity is your means not only of drawing customers to your store, but also of creating customers—arousing in the general public a desire for talking machines.

3.—Have you co-operated with your jobber or manufacturer in the sales campaigns launched by them? Have you used your manufacturer's service to good advantage and obtained from it

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

the greatest benefit possible? In other words, have you impressed your clientele with the fact that you are "alive," which can be done easiest and most effectively and most economically by utilizing manufacturers' service to the fullest extent?

4.—Have you built up an efficient sales personnel? Do they maintain the standard set by the quality of your merchandise and by your advertising? Without efficiency in this particular branch of your business, all the good will gained through other means is destroyed. By efficiency is meant not only ability to induce customers to buy, but the ability to please as well. The atmosphere of a store is dependent entirely upon the salespeople in it; if they are bright, cheerful, smiling at all times, acting as though their work was a pleasure, and the slightest wish of a customer to be met instantly and cheerfully, then customers will look forward to a visit at your store with a sincere sense of pleasure. There is always a certain amount of inertia to be overcome in a purchase of any kind, and nothing will go so far towards attaining this end as a feeling of intimacy and familiarity between customer and salesperson.

These are the four essentials to business permanency. Are you lacking in any one of them? The present prosperous condition of the trade offers you an unexcelled opportunity to correct your mistakes and give your business the good will in your community that means continued future success.

The F. A. Starr Co., Camden, N. J., has been incorporated with capital stock of \$125,000, for the purpose of manufacturing talking machines.

MELODIA Phonograph Company

400 N Sangamon St. Chicago Ill.

Introducing
the
**NEW
MELODIA**

Marinuzzi
One of the world's greatest
orchestra leaders says:
"I am exceedingly pleased to find that the
'Melodia' is a splendid instrument, such
as is destined to a great future."
"I have played it, using many different
records, from the ones reproducing the
wonderful voice of Enrico Caruso,
to those of Hawaiian guitars."
"I feel delighted in recommending
it to lovers of musical art, knowing
that the 'Melodia' will become pop-
ular and renowned as its merits indi-
cate it should be."
"MELODIA"
The instrument with a future
Wonderful amplifying chamber
For full description catalogue and
prices write to
**THE MELODIA PHONO-
GRAPH COMPANY**
400 No. Sangamon St.
Chicago, Ill.
Phone, Haymarket 3833

FROM OUR CHICAGO HEADQUARTERS—(Continued from page 154)

SOME THOUGHTS ON MECHANICAL MUSIC

By R. KRASBERG, President, Krasberg Engineering & Mfg. Corp.

There is music as an art and there is music as a science. One can be said to create the music, the other to re-create or preserve and reproduce it.

In the creation or rendition of music there is little progress to record. The human voice seems to have reached the limit of perfection. The same may be said of musical instruments, for they can only express, with mechanical limitations, the feelings of the artist or composer, and this they have done for centuries.

To acquire the ability to amuse or entertain with original music of voice or instrument requires years of work and patience, and after much expenditure of time and effort a critical audience may condemn. The result is—only the fittest survive and mediocre rendition of music is no longer tolerated in human society.

It is due to the advancement of musical mechanics that music has been popularized on the one hand and has placed a premium on artistic performance on the other. The progress of the talking machine in the past few years ranks with that of moving pictures, and it is still moving by leaps and bounds.

The war rediscovered music. It placed music on a practical basis. It was demonstrated that music had a definite place and value—that, after all, it was a commodity as necessary for the well-being of man as food and clothing.

How can a man contemplate these things without seeing the immense future of music—particularly that form concerned with the preservation and reproduction of music. I have just read an advertisement urging the installation of pipe organs in private homes and architects are asked to provide for them in their plans and specifications.

But while we can't all have pipe organs we

can at least have talking machines. The surface of the talking machine industry has only been scratched. Bringing home the new record will always be classed with the thrills that come once in a lifetime, and the hand of opportunity is reaching out to him who can capitalize his selling and merchandising abilities and profit by the taste and love for music which seem to have touched every human being of the present day.

C. G. STEGER ON PRICE INCREASES

President of Steger & Sons Announces No Increases During Year—Deplores Present Increasing Costs, Which Affect All Materials

CHICAGO, ILL., February 7.—C. G. Steger, president of Steger & Sons Piano Manufacturing Co., states that he believes prices of musical instruments are now high enough, and, for the good of the trade and the nation, should go no higher. In order to cope with the present cost of living, the Steger institution has taken steps to prevent any increases in the price of its products during 1920. Whenever possible his company will reduce prices by increasing facilities and developing output, thereby lowering manufacturing costs. This reduction in the cost of manufacture is planned to absorb practically all necessary increases in the costs of supplies, material and labor, while maintaining the same standard of quality.

"The public will not stand for perpetual increases in price," says Mr. Steger, "and although many manufacturers announced new price schedules on January 1, the officers of our company have decided not to do so. Industrial leaders feel that prices have reached their apex. Everyone knows that in many instances they

are unreasonably high. The public will not be willing to go on forever paying any price named by the manufacturer. The shortage of goods in various lines at present has induced buyers to pay exorbitant prices—but this condition eventually will change. Every effort should be made to eradicate the vicious circle of rising costs.

"By planning purchases carefully and obtaining supplies far in advance many economies can be effected. We do not intend to be misled by the prevailing fever on the part of some business men to go the limit in gouging the public. A fair profit is all that any manufacturer or merchant should receive—and the policy of profiteering is certain to be disastrous in the long run.

"I have often heard people specifically mention houses in different lines of manufacture that have tried to be fair in their prices (notwithstanding the pressure brought to bear upon them through rising costs of material and labor) and it is clear to me that the public intends to remember in the future those manufacturers and merchants who do not greedily take advantage of the present situation.

"The music industry is still confronted with constantly increasing cost affecting all the materials of musical instrument manufacture. These advances range from 12 per cent to 43 per cent, and in addition there is an extreme scarcity of supplies for making pianos, players and talking machines. In every respect there appears to be little change in the conditions which have prevailed during the past two years. The demand for musical instruments from dealers is very great. Fully appreciating that condition, the officers of the Steger institution intend to absorb the advances in the cost of manufacture through enlarged manufacturing facilities and increased output.

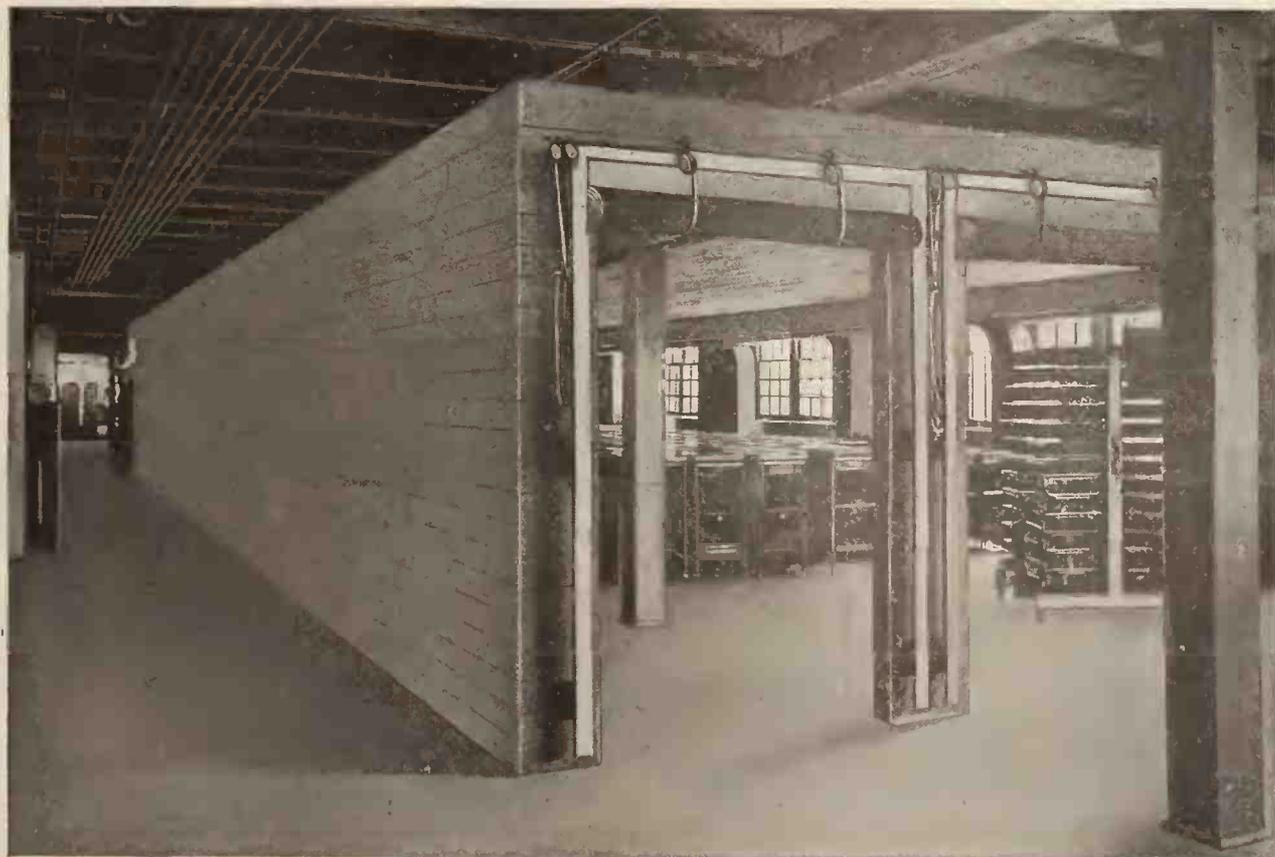
"In certain other industries it has been discovered that there is a general tendency among

(Continued on page 156)

DRYING-EQUIPMENTS

DESIGNED and MANUFACTURED by

DRYING SYSTEMS INC. CHICAGO-U.S.A



OUR INSTALLATIONS
ARE DRYING OVER

5,000

CABINETS PER DAY

A POSITIVE GUARANTEE
COVERS EACH AND
EVERY INSTALLATION

A FEW OF OUR USERS:

Victor Talking Machine Co.
Brunswick-Balke-
Collender Co. (4 plants)
Forest City Phonograph Co.
Perkins Phonograph Co.
World Phonograph Co.
General Mfg. Corp.
M. Schulz Co.
Starr Piano Co.

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No. 322 No. Michigan Ave.
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The users of our drying equipments are licensed under and protected by the Grosvenor Process Patent, U.S. Patent No. 1,186,477, which thoroughly covers the only practical varnish-drying process in existence

HARPONOLA

The Phonograph with the

GOLDEN VOICE



The Harponola tonal chambers of alluringly beautiful and ideally resonant golden spruce represent the first big improvement in phonograph design developed within the past two years.

When the grille of a Harponola is removed the average customer thrills with approval as the golden interior breaks on his vision.

The rich tone, the superb general appearance and finish, the thoroughly high-grade mechanical equipment—all combine to make HARPONOLA one of the quickest selling and most desirable of lines.

The dealer who wants the most profitable independent record finds our Okeh Records exceptionally satisfactory. We job them on advantageous terms.

Harponola Cabinets are built by the Mersman Brandts Brothers in a separate up-to-date factory.

THE
HARPONOLA
COMPANY

Edmund Brandts, Sales Manager

CELINA, OHIO

C. G. STEGER ON PRICE INCREASES

(Continued from page 155)

buyers to hold off until conditions moderate themselves.

"If the manufacturer continues to saddle his advancing costs upon the dealer and if the dealer in turn passes them on to the retail buyer, it is merely a question of how many more increases the retail buyer will stand. Personally, I am sure that no wise buyer is willing or eager to accept any more increases. It does not pay to kill the goose that lays the golden egg, and it is not judicious for a manufacturer or merchant to become too grasping. No person likes to pay more than the fair value of an article and no American, particularly, wants to be 'held up.' The price situation has reached a critical point and it is time for industrial leaders to concentrate their efforts with all the powers at their command to check and reduce the high cost of living. By giving good value, and by taking only a reasonable profit, the manufacturer and merchant will extend to the public fair treatment and in that way do much to counteract the growing danger of unrest that emanates from the vicious circle of rising costs. Furthermore they will contribute more effectively to the future prosperity of the country.

"Regardless of what other concerns may do in 1920, no further advances in selling prices will be announced by the Steger institution. Additional factories will be built to increase our facilities and develop their efficiency. Existing costs will be stabilized and whenever possible, lowered, without reducing quality—and at every opportunity we will endeavor to bring about a reduction in the prices of pianos and talking machines."

Excerpts from the above statements by Mr. Steger were printed in the Chicago Herald & Examiner of Wednesday, January 21, in an article commending his stand.

NEW COLUMBIA RECORD CATALOG

500-Page Book Emphasizes Scope of Columbia Record Library—A Valuable Publication Attractively Compiled and Printed

The latest edition of the record catalog issued regularly by the Columbia Graphophone Co., New York, is now in the hands of the trade, and the attractive appearance of this new publication has been commented upon by Columbia representatives everywhere. The general style of compilation and arrangement introduced last year has been followed out in this new book, and every convenience is afforded the dealers in the efficient use of the publication.

The new catalog contains all Columbia records listed up to and including September, 1919. It is divided into six parts; part one being a list of all artists making Columbia records; part two is a complete list of all Columbia records and artists, arranged alphabetically, according to the title of the song and the name of the artist; part three is a tinted section containing a partial list of grand opera and concert selections; part four is a classified list of selected Columbia records; part five lists educational records for school and home, and part six gives a list of gems and novelties from Columbia catalogs of foreign language records.

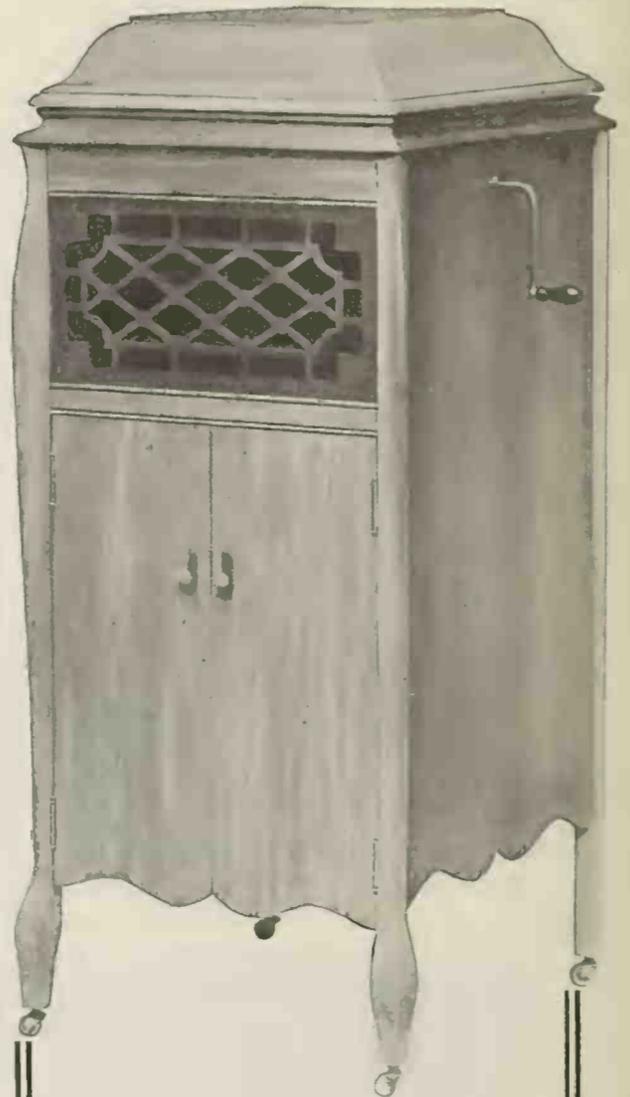
This Columbia record catalog containing 500 pages, constitutes a concrete indication of the tremendous strides achieved by the Columbia Co. during the past few years. Every type of music is represented in the pages of this book, and the artists who are featured are recognized as leaders in their respective fields of endeavor. The Columbia recording laboratories have been frequently congratulated upon the phenomenal progress attained by Columbia records, and this 500-page catalog visualizes and emphasizes the efforts that have been made by this department under the able direction of Edward M. Burns, vice-president of the company and his efficient corps of co-workers.

Part three, the tinted section giving a partial list of grand opera and concert selections by

famous operatic and concert artists, introduces a number of artists whose renown and prestige are becoming more pronounced day by day. Among these are Charles Hackett, the famous tenor of the Metropolitan Opera Co., who records exclusively for the Columbia library, Rosa Ponselle, celebrated soprano of the Metropolitan Opera Co., and another exclusive Columbia artist, Toscha Seidel, violinist, Riccardo Stracciari, Hipolito Lazaro, Josef Hofmann and many others, all exclusive Columbia artists.

ADOPTS LIBERAL EXCHANGE PLAN

Ansell, Bishop & Turner, Inc., Washington, D. C., have adopted a liberal exchange plan. This house offers to exchange any Victrola purchased in its store within six months of the date of purchase for a higher priced model. The full purchase price will be allowed on the machine turned in. In case the sale was made on the installment plan, the full amount paid on the lower priced Victrola is credited on the better model at any time within the six months.



Write us on Cabinets and
Finished Machines.

New line for 1920.

Improved sound chamber
reproducing superbly.

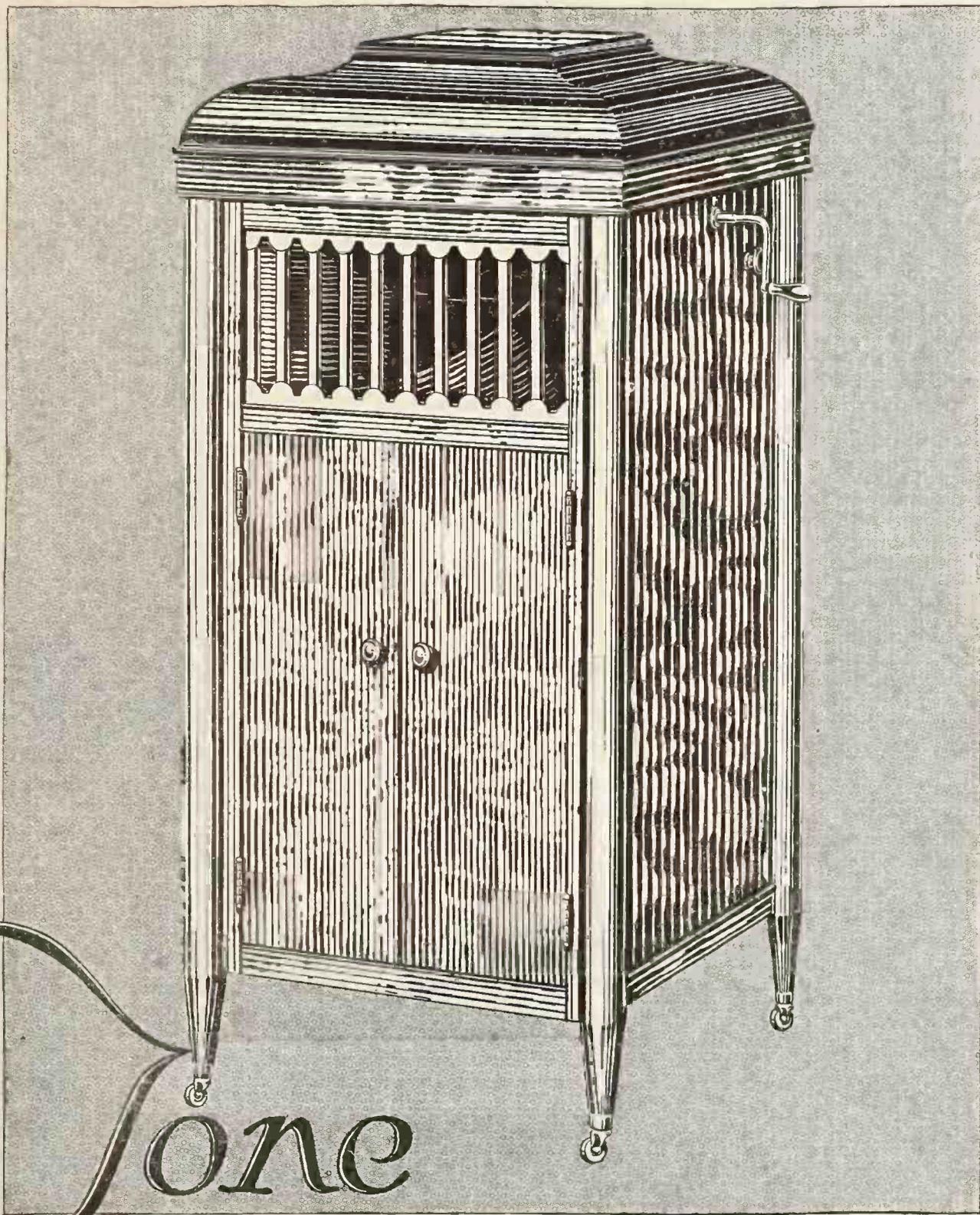
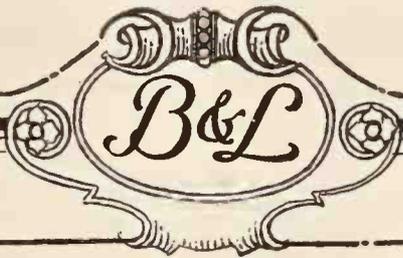
□ □ □

Full line of Hardware Supplies,
Tone Arms, Motors.

Lakeside Supply Co., Inc.

Telephone Harrison 3840

416 So. Dearborn St. Chicago, Ill.



SHEER beauty of tone has given the Bush & Lane Phonograph its high rank in the world of music. There may be phonographs which are higher in price, but none which excel the Bush & Lane in faithful reproduction of music. Made in the same factory that produces Bush & Lane Pianos and Cecilian Player-Pianos, this phonograph is a worthy member of a "family" of perfect musical instruments.

BUSH & LANE PIANO COMPANY, HOLLAND, MICH.

BUSH & LANE

Edison Amberola Message No. 3

It is said that there are more than 300 phonographs and talking machines of disc type on to-day's market.

There is only one cylinder phonograph on the market, and that is Thomas A. Edison's Diamond Amberola.

The only place where you can hear a cylinder phonograph is at an Edison Amberola Dealer's store. Go hear it.

THOMAS A. EDISON, Inc.

AMBEROLA DEPARTMENT

ORANGE, N. J.

NEW VICTOR WHOLESALE ORGANIZATION IN CINCINNATI

William T. Haddon, C. H. North and A. H. Bates Join Forces and Will Utilize Their Wide Experience in the Trade in New Enterprise—Most Modern Quarters to Be Provided

The formation of a company that will take an important part in the distribution of Victor merchandise in Ohio, surrounding the city of Cincinnati and nearby States, is under way and the three leading figures in the enterprise are William T. Haddon, C. H. North and A. H. Bates, all men of wide experience in the Victor business.

That this triumvirate will form an effective Victor distributing unit with headquarters in Cincinnati is now a certainty, and the work of equipping it as a modern Victrola and Victor record distributing establishment is rapidly going forward. The name of their company will be announced as soon as the organization formalities are completed.

It is a significant fact that each member of the new firm has had considerable experience

he was transferred to the executive office of R. L. Freeman, former secretary of the Victor Co., who is now also director of distribution.

He later returned to the traveling department as an assistant manager, which position he resigned to enter the navy during the recent World War. On his return he became a part of the record ordering department of the Victor

practice, Mr. Bates traveled for the Victor Co. in Eastern Pennsylvania, Michigan, South Jersey and Greater New York. In the latter city he acquired an enviable reputation for his work in building up Victor dealers through sales



William T. Haddon

in the traveling department of the Victor Talking Machine Co. in addition to a general knowledge such as can be only acquired through an extended connection with the Victor factory. All of them are well known in the industry at large.

Mr. Haddon has been in the talking machine business practically all of his commercial life, he having been originally connected with the Universal Talking Machine Co. and later became identified with the statistical department of the Victor Co. For a time he was connected with the traveling department, from which work



C. H. North

Co., which work he leaves to become head of the new distributing organization.

Mr. North traveled extensively through the West and far West as a representative of the Victor traveling department in his early days with the company, and in the year 1912 he became assistant manager of the then contract department, in which position he came in close contact with the trade throughout the country. In 1917 he transferred to the legal department, following the profession of his earlier adoption along specialized lines of Victor work, which he leaves to join the new company.

Mr. Bates is one of the best known men among retail merchandisers in the talking machine business, having been manager of the talking machine department of the Wanamaker store in Philadelphia since April, 1916, which position he resigns to join the new firm.

Previous to taking charge of the Wanamaker store, which, under his direction as an exclusive Victor store became a show place for visiting talking machine dealers in Philadelphia as an example of the best in modern equipment and



A. H. Bates

promotion. His appointment as manager of the Wanamaker talking machine department was in recognition of his success in sales promotion work.

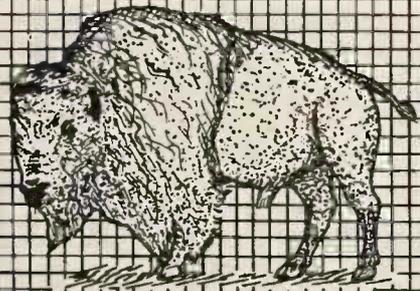
D. L. O'CONNOR'S IMPORTANT POST

Prominent Vitrola Distributor for Texas Elected Chairman of State Finance Committee of Music Dealers' Association of Texas

DALLAS, TEXAS, February 7.—D. L. O'Connor, head of the Standard Phonograph & Accessories Co., of Dallas, Tex. Vitrola distributors for this State, has been elected chairman of the State Finance Committee of the recently organized Music Dealers Association of Texas. The first convention of the new association will be held at Waco in March. Mr. O'Connor was in Chicago during the furniture exhibit, and while there arranged for \$500,000 worth of Vitrolas for his company. He is very optimistic over the business outlook for 1920.

CANADIAN BANK USES THE WORLD

MONTREAL, CAN., February 7.—The Canadian Bank of Commerce takes the Talking Machine World for reference and clipping purposes. The Canadian Bank of Commerce is one of the largest institutions in Canada, with branches throughout the Dominion.



BUFFALO TALKING MACHINE CO., INC.

BUFFALO, N. Y.

Wholesale

Victor

Service



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
 A FINISHED
 PRODUCT

is distinctly a quality Instrument
 calculated to enhance the reputa-
 tion of reliable merchants whose
 clientele is made up of discrim-
 inating music lovers.

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

The
Widdicomb
Franchise

is a passport to the
 most exclusive
 trade.

PHONOGRAPH DIVISION

The Widdicomb Furniture Co.

Grand Rapids, Michigan



WIDDICOMB No. 12

It's no moonshine to say that "The Moon Shines on the Moonshine" and "Somebody," a Bert Williams coupling, will bring big receipts. A-2849.

Columbia Graphophone Co.
NEW YORK



NATIONAL TRADE CONVENTIONS HELD IN NEW YORK CITY

Annual Sessions of Music Industries Chamber of Commerce and Allied Associations Held During First Week of This Month—Chamber of Commerce Budget for Year Fixed at \$100,000 and Plans Made for Widespread Development of Its Work—What Other Associations Did

During the week of February 2-7 in New York there were held the annual conventions of the Music Industries Chamber of Commerce and a number of the national associations affiliated with that central body and representing different divisions of the music industry, these associations including the National Piano Manufacturers' Association, the National Association of Music Merchants, the National Musical Merchandise Association, National Music Roll Manufacturers' Association, the Music Publishers' Association of the United States and other organizations. At the same time there was held at Grand Central Palace the National Music Show, which is treated of in other pages of The World this month.

The proceedings of the Music Industries Chamber of Commerce are of particular interest to the talking machine trade, inasmuch as the Victor Talking Machine Co. and the Columbia Graphophone Co., Thomas A. Edison, Inc., Pathé Frères Phonograph Co., the Sonora Phonograph Sales Co. and other manufacturers, are affiliated with that body as individual members, while the National Association of Talking Machine Jobbers has recently joined the central body as division member.

The convention of the Chamber was largely devoted to a discussion for plans for enlarging materially the scope of its work. As is already known, it numbers among its bureaus the National Bureau for the Advancement of Music,

which was largely instrumental in bringing about the holding of the successful Music Week in New York. There is also maintained a Better Business Bureau, now in Milwaukee, but to be moved to New York. This Bureau has to do with misleading and fraudulent advertising and sales plans in the trade, investigates talking machine, as well as piano advertising, and has already accomplished much for the benefit of the legitimate and straightforward merchant by putting a stop to a number of questionable practices.

The program laid down by the Chamber of Commerce for the coming year is a most elaborate one and will result in the establishment of new bureaus and departments, including one covering trade service for dealers, another to take care of export questions and others of equal importance. To carry on this work there has been passed a budget for \$100,000, and Alfred L. Smith, for several years manager of the Industrial Bureau of the Merchants' Association in New York, has been made general manager of the Chamber of Commerce with full authority to organize it as it should be organized.

There were a number of talking machine manufacturers and jobbers in attendance at the Music Show, but none of them attended the Chamber of Commerce meeting in an official capacity.

Talking machine men were also interested in the proceedings of the National Association of

Music Merchants, which organization was enlarged some time ago to take in talking machine dealers and retailers of musical goods generally. The great majority of music merchants are dealers in talking machines of one make or another and some of them stand high as wholesalers and jobbers.

The proceedings at the Merchants' Convention, particularly the papers read and addresses made on the hiring of salesmen, the making of collections and other important matters, were of direct interest to all dealers in musical instruments. One of the features of the convention was the presentation by J. Henry Smythe, Jr., who is known to the talking machine trade, of a resolution appealing to the Methodist Church, as well as churches of other denominations, to lift the ban on dancing of the proper sort. The resolution was adopted unanimously and should prove particularly interesting to talking machine men just now, owing to the great popularity of dance records.

Among the talking machine men in and about the Commodore during the conventions were: George E. Mickel, Omaha, president; Thomas F. Greene, New York, vice-president, and Arthur A. Trostler, secretary of the National Association of Talking Machine Jobbers.

ADD DEMONSTRATION ROOM

The George A. Mullin Co., of Cedar Rapids, Ia., have just installed an additional demonstrating room, making six, and have built a ten-foot rack to accommodate their records. Mr. Walter, the manager, together with Miss Ashby and Miss Gatens, conducts this progressive talking machine department.



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. 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.

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.

Sona-Tone Phonograph, Inc.

Executive Offices:
World Tower Building
110-112 West 40th Street

NEW YORK

Demonstration Rooms:
Bush Terminal Sales Bldg.
132 West 42d Street

ASSOCIATION ACTIVITIES IN CLEVELAND "TALKER" TRADE

Annual Dinner of Talking Machine Dealers February 19 to Be Followed by Gathering of Music Trade Association February 24—Merging of Lakewood Music Co. With Euclid Music Co.—Marshall Drug Co. to Cater to Women—New House Organ of Eclipse Musical Co.—Other News

CLEVELAND, O., February 5.—The annual dinner and meeting of the Talking Machine Dealers' Association of Northern Ohio is scheduled for the evening of February 19 and plans are being made to make the event the biggest one the association members have ever held.

The annual gathering of the Cleveland Music Trades Association will be held on February 24. G. M. Ott is chairman and Walter S. Raeder, Harlan H. Hart, Harry J. Wamelink and Rex C. Hyre are members of a committee appointed by A. B. Smith, president of the organization, to complete plans for this mid-winter event, when the officers recently elected will be installed.

These officers are: President, George M. Ott, president of the G. M. Ott Piano Manufacturing Co.; vice-president, Charles K. Bennett, general manager of the Eclipse Musical Co. and head of the talking machine men's organization during 1918; secretary-treasurer, Walter S. Raeder, head of the Harmony Music Shoppe Co. He succeeds "Tony," A. L. Maresh, who has been secretary for seven years.

Under the new arrangement Rex C. Hyre, secretary of the Piano Merchants' Association of Ohio, will become ad censor of the Cleveland organization. Mr. Maresh has been doing this work, but it was considered best to have one ad censor, and, as Mr. Hyre's office is in Cleveland and he is assistant secretary of the Cleveland piano men's organization and attorney for the same, he was picked for the dual role.

Mr. Hyre has served as assistant secretary for several years and is making special efforts to clean up the bad advertising in the musical instrument trade throughout the state.

About a dozen Cleveland piano, player-piano and talking machine dealers journeyed recently to New York to attend the big National Music Show. The visitors included Harlan H. Hart, manager of the May Co.'s musical instrument section; G. M. Ott; A. B. Smith, head of the A. B. Smith Piano Co., Akron, and retiring president of the Cleveland Music Trades Association; M. O. Mattlin, head of the Home Piano Co.; Otto Muehlhauser, of the Muehlhauser Brothers Piano Co.; A. L. Maresh, of the A. L. Maresh Co.; Harry J. Wamelink; Walter S. Raeder, Charles K. Bennett; Herman Wolfe, head of the Wolfe Music Co. and president of the Talking Machine Dealers' Association of Northern Ohio.

Henry Dreher, of the B. Dreher's Sons Co., is spending his mid-winter outing in the South and Pacific Coast and his plans are not known.

The Cleveland delegation will join that from Pittsburgh and all will go on the same train. M. V. DeForeest, of Sharon, Pa., is looking after the Clevelanders in this respect and has written to the effect that a big delegation is expected from Cleveland.

Among other matters of general interest dur-

ing the annual meeting of the Cleveland piano men, who elected Mr. Ott their association president for 1920, was the adoption of an amendment to the constitution providing that \$5.00 of the membership dues paid in shall go to the state organization. The current dues of the Cleveland association were fixed at \$15 a year.

The biggest event of the kind announced since the first of the year was the merging of the Lakewood Music Co., Detroit and Hurd avenues, Lakewood, and the Euclid Music Co., 10602-04 Euclid avenue, bringing two high-class establishments situated in opposite "ends" of Greater Cleveland under one management. The directors of the two concerns elected A. W. Witter vice-president and general manager of the merger concern and he is now at the Camden, N. J., factory of the Victor Talking Machine Co. trying to rush orders for merchandise. The object of the merger, as announced by the officers of the two companies, is to combine the purchasing power of two stores, maintain experts to give information about talking machine record numbers and otherwise improve the service of each store. Sales and purchasing activities of the two places are to be combined under Mr. Witter, who is well and favorably known to the musical instrument trade of the city. The two stores feature Victrolas and records. The Euclid Music Store enjoys a fine trade, drawn from the upper shopping, theatre and hotel section of Euclid avenue, on the East Side, and is near the University Circle, the Western Reserve University, Case School of Applied Science and other educational institutions.

A big specialty shop for women is to be opened by the Marshall Drug Co. in the Euclid-17th Co.'s new building now being erected at East Fourteenth street and Euclid avenue. This building will house a new theatre erected for the Klaw-Erlanger shows and a Loew motion picture house of 4,000 seating capacity. The Pathé talking machine will be among the features of the new shop for women. The Fischer Co., Cleveland, distributors in Pathé instruments, will conduct the Talking Machine Shoppe. This novel departure of the Marshall Drug Co., which operates over twenty high-class retail stores, will be in the midst of the city's theatre department store and hotel section. About \$90,000 will be spent in fitting up the women's store. Women's wearing apparel will be featured, as will jewelry, "knick-knacks," and there will be a cafe for women shoppers and rest room. The basement will have a high-class soda grille.

Brunswick records are making a hit. The first announcements of the Brunswick-Balke-Collender Co., to the effect that the concern would add talking machine records to its varied line of

manufactured products, was well received by the trade, because most dealers know that nothing but the best possible records will be made. The Cleveland branch of the firm, in Huron road, is constantly adding to its list of dealers in Brunswick talking machines and, now that records are to be included, an expansion in business is anticipated. The May Co. is one of the biggest dealers in Brunswick machines in this section of the country.

Clevelanders who love to hear John McCormack sing were disappointed Sunday, February 1. He came here to sing in the new Masonic Temple auditorium. The advance sale of seats filled the hall, but Saturday night J. V. Gallagher, of Cleveland, announced Mr. McCormack was ill at his hotel with acute bronchitis.

"The Total Eclipse"—this is the name of a new house organ just launched by the Eclipse Musical Co., distributors and retailers of the Victor Talking Machine Co. This publication is edited by Dave B. Miller, who is publicity man for the Cleveland-Cadillac Co. and the Eclipse concern, both of which are headed by T. H. Towell. The new house organ is printed on fine book paper and is profusely illustrated with a front page picture of Eldridge R. Johnson, president of the Victor Talking Machine Co. Interior scenes from the Wolfe Music Co., the L. Meier & Son, Cleveland, and Drake & Moninger, Alliance, O., Victor dealers, are shown. The store of L. Meier & Son is given much prominence along with a story of L. Meier, headed "A Victor Merchant Who Dreamed and Watched His Wonderful Dream Come True."

The paper's mission is set forth as follows: "Service has become one of the biggest factors in any business today. The concern that sells merchandise to its customers and ends the deal when the goods are delivered and payment is made, is out of tune with present-day merchandising.

"Just so it is in our dealings with you. Of course, we are in business to sell your merchandise, but there is a bigger and broader idea behind every sale of goods—an idea which means to help you dispose of that merchandise to your customers.

"We are serving other masters than greed, and through our exclusive service department we can see greater opportunities than ever before for the advancement of Victor trade in your territory, and making your store stand out above all others in the merchandising of Victrolas and Victor records.

"Our service department is a new idea in the wholesale business. It is unique in that it is the only one in existence that we know of. It is only a few months old, but the success it has attained in those few months, and the favor in which it is held among large wholesalers throughout the country, justify our judgment in establishing it.

"The idea was conceived by Chas. K. Bennett. He felt that, while some of our dealers realized the value of proper window and store

(Continued on page 164)



Size: 6" x 6" x 12"

203-04 Colonial Trust Bldg.

"Take Your Music With You"

"CIROLA," the only PORTABLE Phonograph without sound chamber; has twin spring motor; highly nicked metal parts; is finished like a Piano; built like a Battleship; folds like a suitcase; weighs 16 lbs.; plays all records better because the good fresh air is its sound amplifier; and we will give \$10,000.00 for any Cabinet Phonograph at \$100.00 that will produce a larger volume of tone. Write for our proposition quickly. Enterprising dealers everywhere are rapidly stocking these Spring and Summer Whirlwinds.



PROMPT DELIVERIES

CIROLA DISTRIBUTING CO., Inc.

PHILADELPHIA, PENNA., U. S. A.

More Sales —Less Effort

Two highly important factors enter into the success of any music dealer's store.

One is appearance—the other is service.

Unsightly, inefficient partitions used as Booths, built-in shelving and old counters are not only repulsive but invite a disorderly arrangement of the store room, and you cannot give service.

Without system there cannot be service. Reed Booths, Racks and Efficiency Counters are a complete equipment which is not only adding to the appearance of hundreds of progressive music dealers' stores, but increasing their sales as well.



Booths are beautifully designed in Plain and Period patterns, with plain or beveled plate glass as desired. They are made in standardized three-foot sections, put together by bedlock arrangement, making them simple to install and easily taken apart. There are no nails used in the installation of the Reed Booths.

The Reed Efficiency Counter is to the music dealer what the kitchen cabinet is to the modern housewife—a place for everything and everything in its place. It provides in 15 square feet of floor space articles which are too often found in all nooks and corners of the store room. Truly, it is a real efficiency counter.

The Reed Record Rack is of beautiful construction, having fifty compartments of a total holding capacity of 1,250 records. This rack can also be used for player rolls with a holding capacity of 300 rolls.

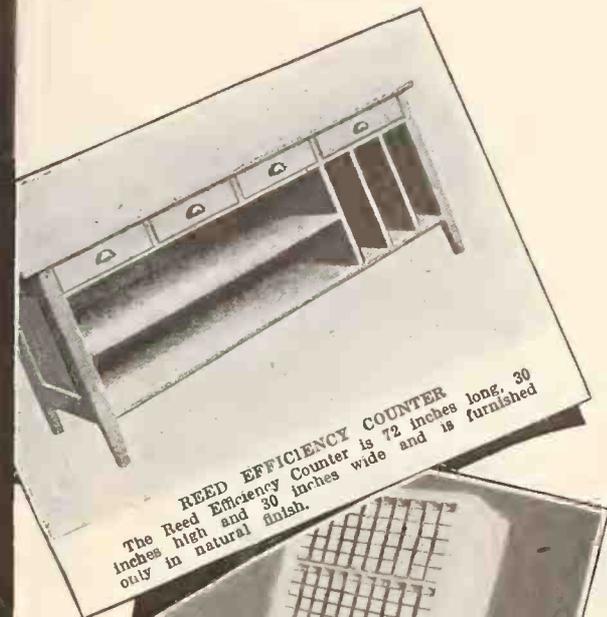
Can you afford to be without any portion of this equipment? Our planning department is at your service. Send us a diagram of your floor space and we will gladly submit sketch showing Booth and equipment in your store, together with cost of installation.

Write for descriptive literature.

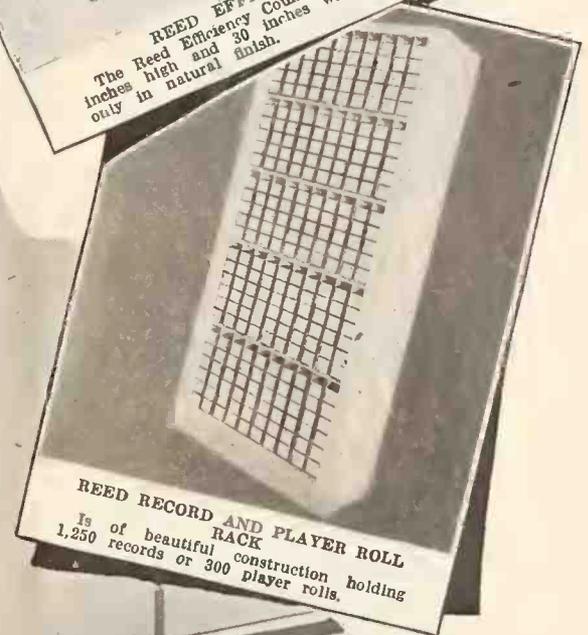
THE REED COMPANY INC.

237 FIFTH AVE.,

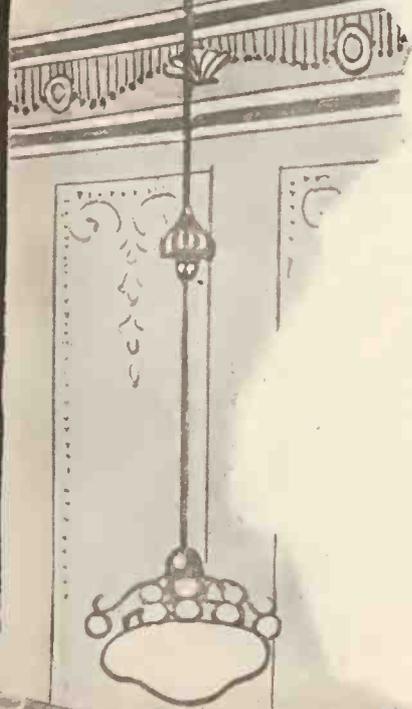
PITTSBURGH, PA.



REED EFFICIENCY COUNTER
The Reed Efficiency Counter is 72 inches long, 30 inches high and 30 inches wide and is furnished only in natural finish.



REED RECORD AND PLAYER ROLL RACK
Is of beautiful construction holding 1,250 records or 300 player rolls.



INSTALLATION of Reed Sectional Record Demonstrating Booths and Record Racks recently installed at the Emerson Shop, Forbes and Meyran Avenues, Pittsburgh, Pennsylvania

PLAZA

**BUY YOUR
ACCESSORIES**
"All From One Source"



**RECORD STOCK
ENVELOPES**

This is another of the many items we can supply to you at attractive prices.

Records should always be kept in stock envelopes to prevent scratching and damage.

These envelopes are made of heavy glazed green Kraft paper that affords the necessary protection.

**Supplement Mailing
Envelopes and
Corrugated Board**

It is well for you to know that we can supply these two items also.

You will find that it pays to concentrate your purchases for this and all other phonographic merchandise with PLAZA.

Write for Samples
and Prices.

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

ACTIVITIES IN CLEVELAND TRADE

(Continued from page 162)

display, a great majority did not know how to make the most of such display or were not in position to undertake the job if they knew how."

The officers of the Eclipse Musical Co. are: President, T. H. Towell; vice-president, P. J. Towell; secretary-treasurer and general manager, Charles K. Bennett; sales manager, E. B. Lyons; service manager, George W. Savage; traveling representative, Earle Poling.

Miss Ethel Volk is in charge of the big phonograph record room of the Wolfe Music Co., this city. The firm has space for 20,000 records at one time. Miss Volk was formerly manager of similar departments at the May Co. and the Sherman, Clay & Co., Los Angeles. She is known in the trade as one of the best posted Victor managers in Cleveland.

Talking machine sale prospects for February, according to dealers, are splendid. Cleveland has fewer labor troubles at present than formerly and business conditions appear more settled.

The prevalence of influenza is affecting retail business. Hundreds of people are confined to their homes by the disease. The city health authorities thus far have taken no steps to curtail business hours of department stores or restrict crowds in theatres, hotels, restaurants and picture shows. A year ago stores were compelled to close two hours ahead of regular closing time and shoppers found much business was lost.

Owing to the fuel shortage the local fuel committee has placed an embargo on car lot movements of freight in the Cleveland switching terminal district. This applies to everything except foods, coal and coke, petroleum products, news print paper, government and railway supplies. Talking machine dealers are unable to obtain merchandise in big lots and receipts and shipments of heavy merchandise are almost blocked to a standstill. The embargo has been in effect ten days and is resulting in a big handicap. Factories are unable to obtain raw material. The coal shortage has reached an acute stage in the city and nearby industrial centers.

THE BIRTH OF THE "OKEH RECORD"

Excellent House Organ Just Issued by the General Phonograph Corp. for Its Employees—Filled With Interesting News

The "Okeh Record," a new house organ published in the interests of the employes of the General Phonograph Corp. and its various manufacturing and sales divisions, made its appearance this week, and has already gained the enthusiastic approval of the company's forces. The publication is bright and snappy, containing interesting items regarding the activities of the various divisions, together with pithy and humorous paragraphs anent the personal hobbies and propensities of the individual members of the organization.

Otto Heineman, president of the General Phonograph Corp. extends a message of welcome and good cheer to his fellow workers through the medium of this house organ. In this message Mr. Heineman said: "Through these columns of the 'Okeh Record' I wish to introduce myself personally to each and everyone of you. At last I feel that I can speak to you in a real, get-together spirit. By means of this house organ, I wish to extend my hand to you all, as a token of thanks for your untiring efforts in the past and as a token of sincere friendship and admiration for you as a fellow worker."

The name of the editor of the "Okeh Record" has not yet been divulged, but he and his associate editors deserve to be congratulated upon the production of a house organ that cannot fail to promote good fellowship and camaraderie. If the first number is any criterion for future issues this publication will be awaited with keen interest by every member of the General Phonograph Corp. organization everywhere. It is a splendid beginning for a worthy undertaking.

STARR PIANO CO. IN NASHVILLE

Arranges to Open a Wholesale Distributing Branch for Its Products in That City

NASHVILLE, TENN., February 7.—The Starr Piano Co., Richmond, Ind., has arranged to open a new wholesale branch at 240 Fifth avenue north, this city, with Hugh M. Light, formerly manager of the local retail store, as district manager. Both pianos and Starr phonographs, together with Gennett records, will be distributed.

Elmer S. and Monn Lethin have purchased the building at 1514 Sixth avenue, Moline, Ill., in which they have conducted a music and sporting goods store for the past five years.

ANNOUNCEMENT

**THE HOFFAY TALKING
MACHINE CO., Inc.**

have moved from 3 West 29th St.
to quarters of greatly
increased size at

14 Thomas St., New York



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, Utah



We Assure the Trade Best Service

Send Your Orders for

HOFFAY PRODUCTS

WILLS & PATON, Pty., Ltd.

Sole Agents for Australia

265 Collins Street

MELBOURNE, AUSTRALIA

also

7 Quadrant

LAUNCESTON, TASMANIA

DISTRIBUTORS OF

HOFFAY PRODUCTS



**Southern California
Music Company**

Established 1880

332-334 S. Broadway, Los Angeles, Cal.

Other Stores Pasadena, Riverside, San Diego

CABINET FACTORY



*Hartzell Walnut—
Standard for 40 Years*

*Hartzell Mills—
Known for Efficiency*



HARTZELL WALNUT LUMBER MILLS

WE are in a position to make the finest of Cabinets for houses who want to handle quality goods and whose business arrangements are based on facts and integrity.

In addition to figuring on Cabinet contracts we are able to deliver appreciable quantities of Cabinets all ready for installation of motors, etc. These are now available.

We cannot—we do not attempt to—show the quality of our goods in the accompanying photos. We will show it, however, to visitors to our plant.

We Are Walnut Experts

For 35 years we have specialized in Walnut from the log to the finished product and in that time the name "Hartzell" has come to be synonymous with the best in bringing out the beauties of that wood.

We, ourselves, make everything—Veneers, Cross-Bandings, Panels and all that goes into the finished product. Our plant is celebrated throughout the U. S. for its equipment and organization. We know exactly our costs and our capacities.

Correspondence Invited



GEO. W. HARTZELL
PIQUA OHIO

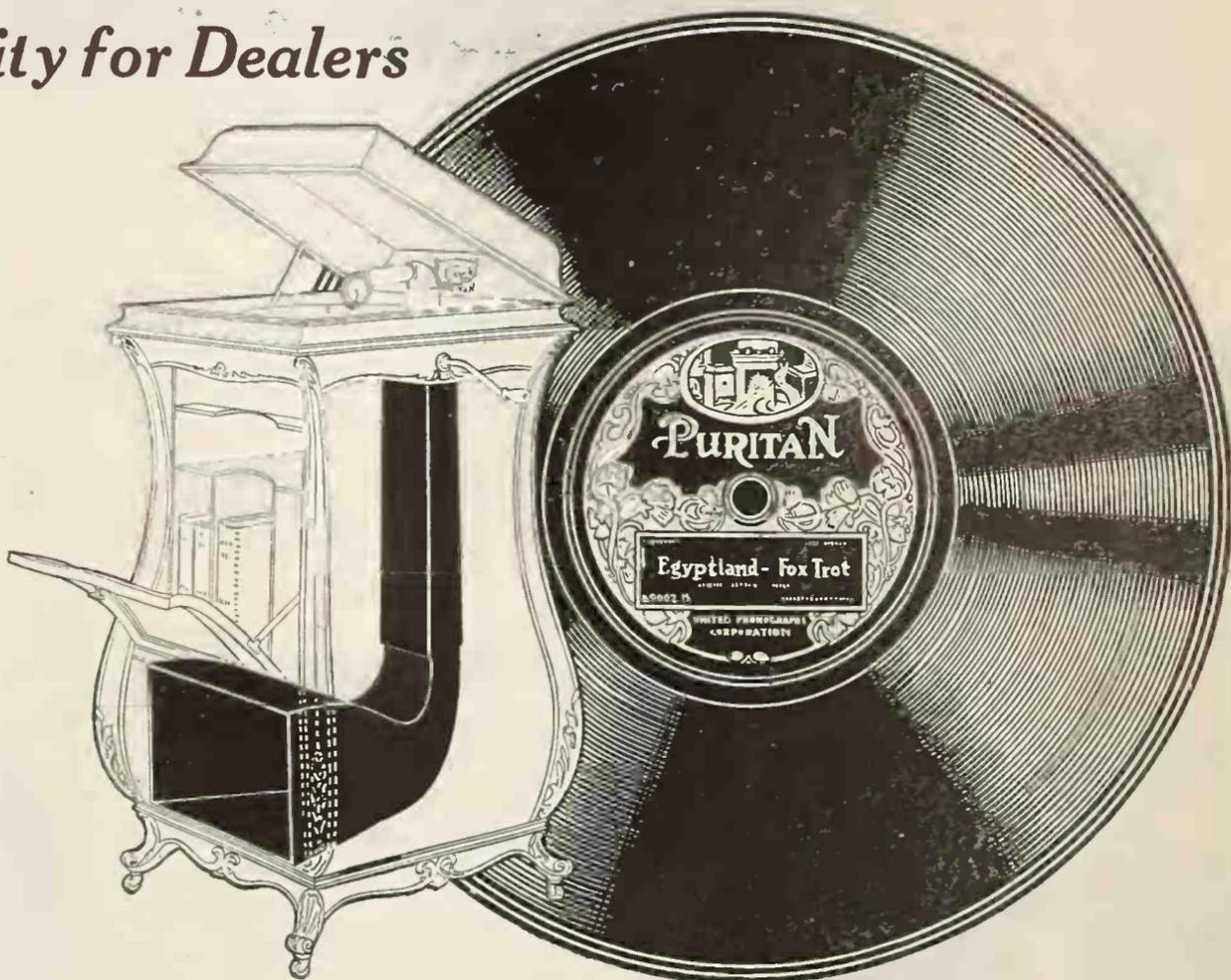
The Puritan

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.

The PURITAN HORN is a rectangular channel representing an organ-pipe, extending from the tone arm to the bottom of cabinet. It has only one bend (see illustration).

THIS IS THE MOST EFFECTIVE AMPLIFIER EVER PRODUCED

The PURITAN HORN magnifies and mellows the vibrations from the diaphragm. At the same time it absorbs all hissing and grinding sounds, delivering the MUSIC ONLY in a wonderfully realistic way.

The entire instrument, including motor, sound-box and cabinet, is made in our own factory, and we guarantee every part.

PURITAN LATERAL-CUT RECORDS ARE BRILLIANT AND CONTAIN THE LATEST POPULAR NUMBERS

The Puritan Phonograph plays all makes of Disc Records, with all the distinctness and volume of which the record is capable

EIGHT BEAUTIFUL MODELS NOW READY FOR IMMEDIATE SHIPMENT
WRITE FOR CATALOG AND DEALERSHIP PROPOSITION

United Phonographs Corporation

Factory and General Offices: Sheboygan, Wisconsin

Ponselle soars through Verdi's gay Sicilian "Bolero." Your receipts will soar if you send a big order. Columbia Record 49686.

**Columbia Graphophone Co.
NEW YORK**



IMPORTANT EMERSON ACTIVITIES

H. T. Leeming, Vice-President of Emerson Phonograph Co., Gives Trade Some Idea of Company's Plans for Future—Will Manufacture Emerson Phonographs—Vital Improvements to Be Announced at Early Date

At a meeting of the stockholders of the Emerson Phonograph Co. held recently at the executive offices, an issue of \$500,000 8 per cent



H. T. Leeming

cumulative preferred stock was authorized. The net proceeds of the sale of this stock will be used as follows: First—to provide the additional working capital necessary to finance the company's very satisfactory increase in business; second—to employ part of this capital to create at once additional production and sources of supply; third—to prepare for the manufacturing and marketing of an Emerson phonograph; fourth—to develop and market some very important improvements in the phonograph and record industry.

In an official notice to the stockholders regarding this new stock issue, H. T. Leeming, vice-president and general manager of the Emerson Phonograph Co., states that the company's business and earnings have shown a healthy increase the past four years in spite of adverse conditions. The sales have increased from \$590,000 in 1917 to \$3,000,000 for the fiscal year ending April 30, 1920 (the sales for the last four months for the fiscal year being estimated).

In one section of this statement, Mr. Leeming says: "At present the company is more than one million records behind in its deliveries, and total unfilled orders are increasing daily. Plans are under way for additional production by which it is hoped to at least triple last year's business. Based on our present output, shipments for the calendar year 1920 should approximate \$5,000,000, but with our contemplated increase and production the most conservative

estimate should place our shipments far in excess of this figure.

"With the introduction of our ten and twelve-inch records we entered a broader and more profitable field in the phonograph industry. Our ability to successfully compete with the other large companies is amply demonstrated by the fact that we are now the third largest manufacturer of large size records. We are now well prepared to introduce a line of Emerson phonographs to Emerson dealers and to the great number of consumer enthusiasts that have been created.

"To combat the ever-increasing price of shellac, the main constituent in the present type of phonograph records, Victor H. Emerson, president of our company has been working on improvements which will materially reduce the cost of manufacturing disc records. He has finally succeeded in perfecting a record (which will shortly be placed on the market) by which a substantial saving to the company will be effected.

"Furthermore, we have looked years ahead to the day when competition on the present type of disc records might be keen and are prepared to support our position in the industry by practical and revolutionary changes and improvements. Should conditions make it necessary at any time, we can market a new type of record that will assure us of a ready market which will absorb a much larger output."

SUCCESSOR NOT APPOINTED

D. R. Doctorow has severed his connections with the Lucky 13 Phonograph Corp., New York. David Bartelstone, head of the Lucky 13 Phonograph Corp., stated that no announcement would be made just at the present time as to his successor.

The Baldauf-Rosenblatt Co., of Oskaloosa, Ia., have placed their order for a complete Unico installation and plan to erect a modern exclusive Victor Department on the second floor of their department store.



This superior product is a necessary part of the superior quality machine

The "Crip-N-Ejex" File is a high quality product that will add **SELLING POWER** for the machine in which it is featured.

It not only improves the appearance and attractiveness of any talking machine, but will also provide **A RECORD SYSTEM** that is a positive necessity for all talking machines.

Manufacturers who make it a standard part of their finer quality models will render prospective purchasers of phonographs a **REAL SERVICE** which will be everlastingly appreciated. Increased business will result from an increased demand. This desirable device is easy to install in all makes of cabinets. It is substantially built to last a lifetime, permanently protects the records from becoming scratched, marred or broken, and instantly produces **THE DESIRED SELECTION**. It will, therefore, increase the pleasure of the owner many hundredfold.

MAKE US PROVE IT

Crippen Record File Corporation
39 North Water Street Rochester, N. Y.



Illustration above shows Special **MADE TO ORDER** Mahogany Sectional Cabinet, consisting of base, two 100 section units and top. **TOTAL CAPACITY: 200 Records.**

ANNOUNCING

The New Supreme Phonograph

ALL THE NAME IMPLIES

Supreme
for
Tone



No. 100—\$100
Height 45½"
Width 18"
Depth 21"

Three Fine Models

\$100 \$130 \$160

Genuine Five-Ply Mahogany
Throughout

Okeh Records
Sixth Releases Now Ready

Mr. Dealer:—You can place your business on a permanent, profit-paying basis.

You can put new life, confidence, real selling ability and lots of snap and punch, where you get results in real money.

The Supreme for satisfaction if you are seeking a moderate price instrument that's standard to the smallest detail of equipment, magnificent in appearance. You will do well to investigate further into the merit of the Supreme. Last, but not least, a substantial, living discount. If interested, write, wire or phone Barclay 5728.

Okeh Records
Sixth Releases Now Ready

METROPOLITAN DISTRIBUTORS

ZIEGLER, BAKER & JOHNSON

100 Chambers Street

NEW YORK, N. Y.

The Product—*the best medium-priced phonograph line on the market*

The Plant—*One of the finest up-to-date factories in the Middle West—1920 output—45,000 phonographs*

The Proposition—*A sure money-maker for any "live jobber."*

We will consider applications from progressive successful concerns who have organizations equipped to represent us as

DISTRIBUTING AGENTS

TERRITORY NOW BEING ALLOTTED



*Three
Upright Models
and
Three Console
Models*

*Prompt Deliveries
Efficient Service
Splendid
Proposition*

The cabinets for "Supreme" phonographs are built complete in our own factory, which is one of the best equipped plants in the Middle West.

The mechanisms installed in these cabinets are the finest the market afford and are guaranteed in every detail.

*Superb Tone Quality
Exceptional Cabinet Work*

WIRE TO-DAY FOR OPEN TERRITORY

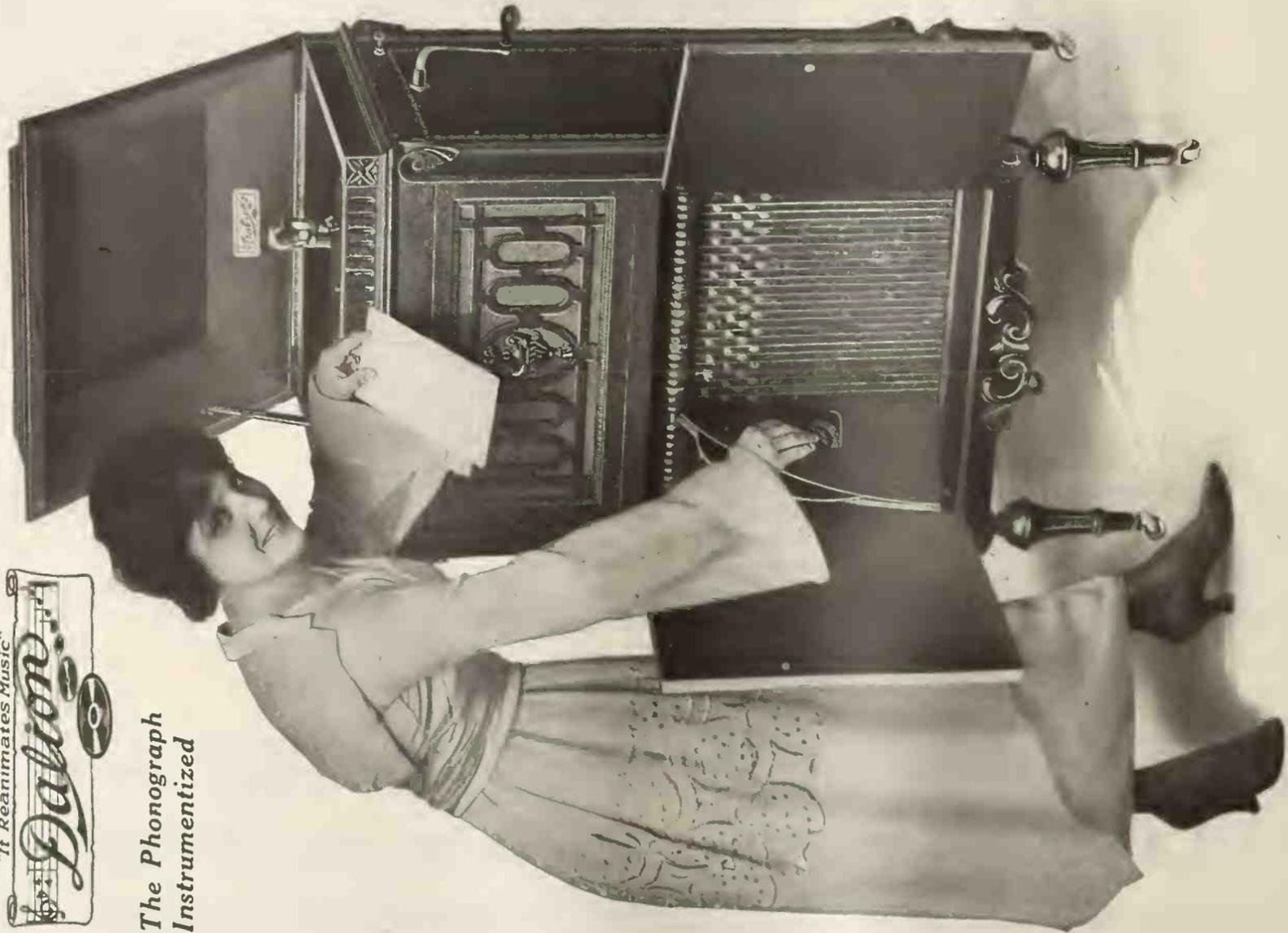
LANSKI COMPANY, 2331 Ogden Ave., CHICAGO, ILL.

Couldn't You Double—or Triple—Your Sales

if the Phonograph you handled was everything an instrument could be, and in addition possessed the one greatest exclusive selling feature ever developed for a Phonograph?



The Phonograph
Instrumentized



Those are the advantages possessed by every Dalion dealer. Prospects may wander from store to store, from phonograph to phonograph—as many prospects will—but nowhere will they find greater beauty of tone, or more attractive cabinet work, or so broad a manufacturer's guarantee.

Then comes the exclusive feature that wins them to the Dalion; that eliminates indecision and *makes a sale.*

The *Dalion* Auto Record File

is an instant hit with every prospect. It is compact and of large capacity; it makes every record instantly available, and by a *marvelously simple and ingenious device it automatically prevents any record from being placed in the wrong compartment. Each compartment tilts forward to deliver its record, and no other compartment can be pulled forward until the first has been returned to its place.*

Every dealer can appreciate what that feature means to any person who has experienced the unending annoyance of a hunt for misplaced records in a clutter of albums or a confusion of slot-pockets.

There is still virgin territory awaiting the applications of live dealers who *can really appreciate the possibilities of the Dalion line and make the most of them.* Dalion advertising is already making friends in your city. A letter will bring full particulars.

MILWAUKEE TALKING MACHINE MFG. CO. *Factory and Offices:* MILWAUKEE, WISCONSIN

TALKING MACHINES DOMINATED AT RECENT NATIONAL MUSIC SHOW

Most Comprehensive Exhibit of Talking Machines and Supplies Ever Seen, Displayed at Grand Central Palace the First Week of February

The talking machine industry was represented to excellent advantage at the National Music Show held at the Grand Central Palace, New York, the week commencing February 2, in connection with the annual conventions of the various associations in the music field. Well known talking machine men from all parts of the country attended this show and the exhibits reflected the dignity and character of the talking machine trade as well as the tremendous progress attained by the industry as a whole and the members of the trade as individuals.

The trade and the public were impressed with the artistic beauty of the talking machine exhibits and the attractiveness of the machines displayed in the various booths won the enthusiastic approval of dealers, music lovers and art connoisseurs. From the viewpoint of the talking machine men the National Music Show was invaluable, for talking machines, records, parts and accessories were most important factors in the success of the show and contributed materially to the recognition afforded the exhibits by the trade, newspapers and public.

The outstanding feature of the talking machine exhibits was the predominance of the period model. Practically every talking machine manufacturer with a display at the show featured period models and there is no doubt but that these artistic instruments will be a vital element in the merchandising of talking machines during the coming year. They reflect the strides made by talking machine cabinet manufacturers in recent years and represent the distinct advancement of the industry.

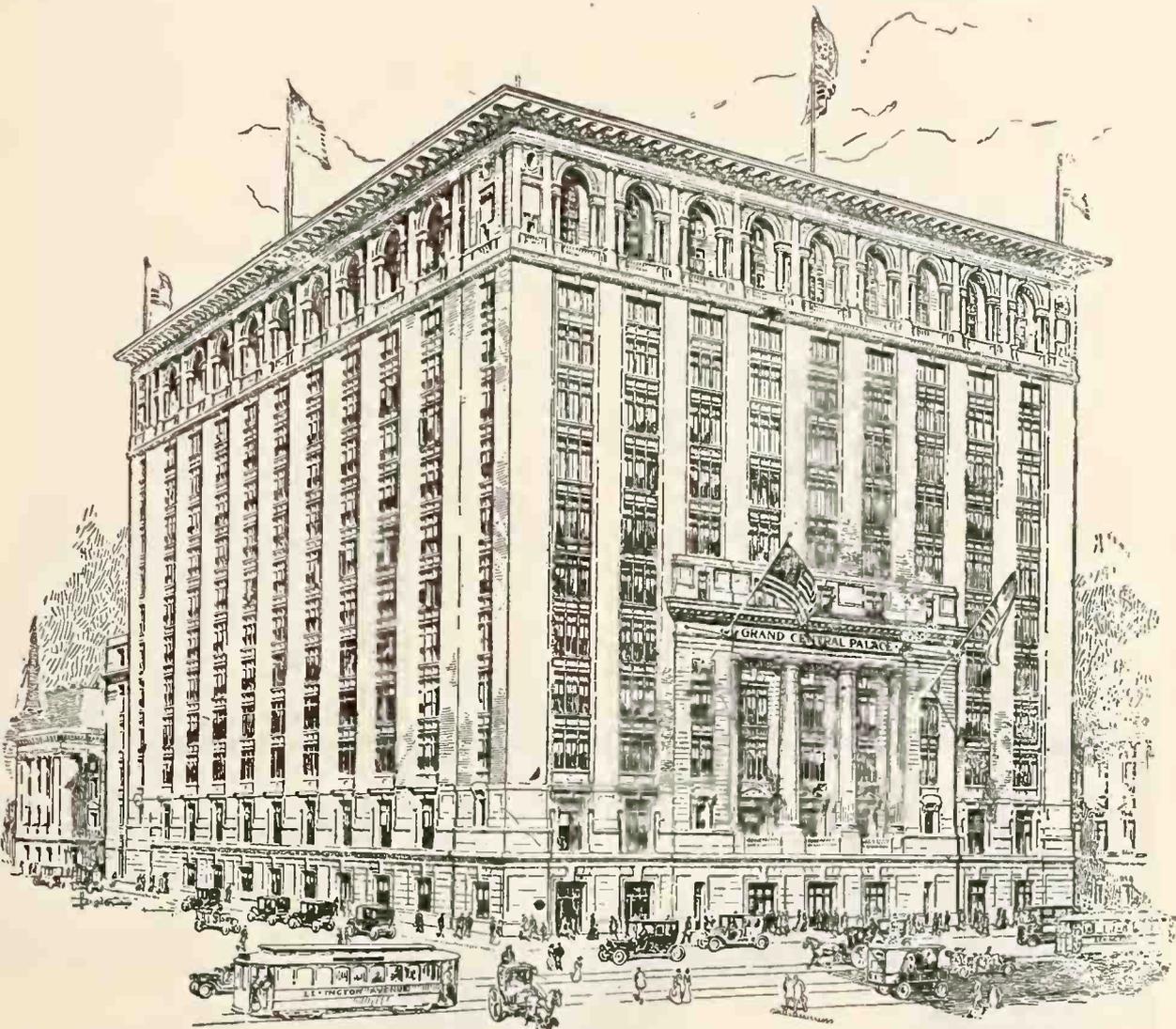
The Display on the Main Floor

Upon entering the main floor of the Grand Central Palace, the visitor to the National Music Show was welcomed with a wealth of floral decorations and magnificent furnishings which constituted a part of the exhibit of the Victor Talking Machine Co. The company had installed in an immense open space on the main floor one of the finest industrial exhibits that has been shown at the Palace for many years. Costly rugs, distinctive floral effects and handsome furniture gave the visitor a splendid impression of the Music Show. The Victor Co. took advantage of the opportunity offered it to present at this exhibit a notable collection of the company's period styles, including Sheraton, Chippendale, Louis XVI., Empire, Gothic, Queen Anne and a variety of other handsome period models not ordinarily seen in the re-

tailers' warerooms. The trade and the public were keenly interested in this exhibit, and were especially attracted by the new Victor period models which are typical of the cabinet perfection that has characterized Victor products for so many years. E. T. Kiefer, superintendent

of the Victor Co.'s cabinet factory, designed this handsome exhibit and in charge of the display were T. McCready, district manager of the Victor Co.'s traveling staff in this territory; H. E. Brenner, traveling representative in Brooklyn, and Miss H. Marjorie Brown, manager of the Idea Shop at the Victor factory. Occupying a space of three large booths along the right hand side of the main floor, the Colum-

bia Graphophone Co. presented a display that combined attractiveness with practicability. In two of the large rooms occupied by the Columbia exhibit there were displayed a group of the latest Columbia period models, together with some of the popular standard models. The new



Grand Central Palace, New York, Where the National Music Show Was Held

of the Victor Co.'s cabinet factory, designed this handsome exhibit and in charge of the display were T. McCready, district manager of the Victor Co.'s traveling staff in this territory; H. E. Brenner, traveling representative in Brooklyn, and Miss H. Marjorie Brown, manager of the Idea Shop at the Victor factory.

Occupying a space of three large booths along the right hand side of the main floor, the Colum-

bia Graphophone Co. presented a display that combined attractiveness with practicability. In two of the large rooms occupied by the Columbia exhibit there were displayed a group of the latest Columbia period models, together with some of the popular standard models. The new period designs won the praise of the trade and the public and several of the models embodied distinctive features that can be utilized to advantage by Columbia representatives. The Dealer Service department of the Columbia Co. had prepared for visiting dealers a practical and valuable display, featuring the well known self-service fixtures, designated as Nos. 7 and 8.

(Continued on Page 172)

SERVICE IN THE LEADING ACCESSORIES THAT PRODUCE RE-ORDERS

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 Needles, National Toys, Violaphone Needle, Haag Files for Edison Phonographs, Lansing Covers for Pianos and Phonographs, Gilbert Record Brushes, Reincke-Ellis Delivery Bags and 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.

The Presto-File Album

New England Perfection Tone Arms and Reproducers for Edison Phonographs

PHOENIX TRADING CO.

Manufacturers' Representatives—Domestic and Export

1265-1269 BROADWAY

NEW YORK CITY



TALKING MACHINES DOMINATED AT RECENT NATIONAL MUSIC SHOW—(Continued from page 171)

These self-service fixtures are being used by Columbia dealers everywhere and the exhibit at the show served to demonstrate how these practical merchandising ideas can produce increased business for the dealers. Other interesting features of the Columbia exhibit were records made by Wm. G. McAdoo, formerly Secretary of the Treasury, and Senator Henry Cabot Lodge. These records, which are produced under the auspices of the Nation's Forum, are receiving the support and co-operation of the Columbia Co. and its dealers. H. L. Tuers, manager of the Dealer Service department, assisted by R. T. Devlin, head of the Dealer Service department, at the local wholesale branch, were in charge of the exhibit.

One of the most popular displays on the main floor of the Palace was that of Thomas A. Edison, Inc., for this company not only exhibited a complete line of standard and period models of the New Edison and the Edison Amberola, but also maintained a handsome Edison recital hall. In this auditorium recitals were offered at regular intervals during the day, and capacity audiences testified to the success of the New Edison and its prestige in musical circles. Many prominent artists appeared at these concerts, including the following, all of whom are well known as makers of Edison Recreations: Marie Tiffany, soprano; Hardy Williamson, tenor; Sibyl Sanderson Fagan, solo whistler; Jacques Glockner, 'cellist, and Victor Young, pianist. Arthur Walsh, of Thomas A. Edison, Inc., was in charge of the recitals and the comparison concerts given by these artists, which attracted large audiences, greatly enhanced the prestige of the New Edison in the minds of those who attended the show.

An exhibit that was noteworthy for its dignity and refinement was offered by the Aeolian Co. The company's complete exhibit occupied a large portion of the open space on the main floor, together with a recital hall along the left hand side. The main space was beau-

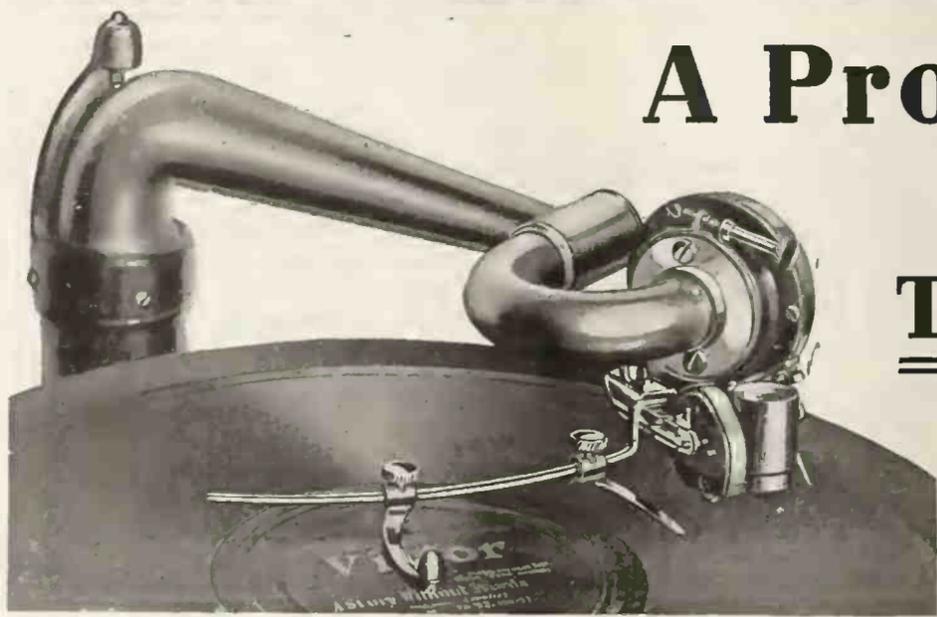
tifully decorated and furnished and an atmosphere of comfort and welcome made this display one of the most popular at the show. The Aeolian Co. exhibited a complete line of its musical instruments and the Aeolian-Vocalion phonograph was a most important factor in this display. Among the instruments featured were period designs of exceptional attractiveness and the Graduola and other distinctive features of this instrument were thoroughly investigated by interested dealers and the public. A series of interesting concerts were given daily in the Aeolian recital hall by prominent artists who have made Aeolian-Vocalion records. These concerts were attended by enthusiastic audiences, and among the Vocalion artists who appeared during the week were Mme. Marie Sundelius, prima donna soprano of the Metropolitan Opera Co.; Sheffield Child, tenor, and Edith Bennett, soprano. Charles H. Tracy, of the Aeolian-Vocalion wholesale department, was in charge of the Vocalion instrument display, and Miss Grace Halsey Mills, head of the recital department at Aeolian Hall, directed the concerts at the Music Show.

Occupying a space consisting of three large booths along the westerly side of the main floor, the exhibit of the Pathé Frères Phonograph Co. was a center of attraction during the course of the entire week. The three booths were crowded from early afternoon till the closing hour and when it is considered that no concert programs were prepared by the company the success attained by Pathé products is emphasized and visualized. The predominating feature of the Pathé exhibit was the famous Pathé Actuelle and hardly a visitor at the show failed to spend a few minutes at the Pathé booths and listen to Pathé records played on this instrument. The distinctive mechanical and acoustical merits of the Actuelle were inspected minutely by dealers and music lovers and the Actuelle won a host of new friends because of its tone quality and musical value. One of the attractive models

displayed at the Pathé exhibit was the Actuelle Classique and this period design, together with several other period models, was heartily praised by everyone. A complete line of standard Pathé phonographs was also displayed and the exhibit as a whole well deserved the commendation which it received on all hands. H. N. McMenimen, managing director of the company, was in charge of the exhibit, assisted by members of the sales department.

The Mezzanine Floor Exhibits

On the mezzanine floor at the show talking machine products were featured on all sides and this floor was almost a talking machine show in itself. Occupying three large booths at the southeasterly corner of this floor, the General Phonograph Corp. (Otto Heineman, president) presented a display that was a Mecca for talking machine manufacturers, dealers and the public. The display was so varied in character that it interested practically every member of the industry and there was not an idle moment at the exhibit. In two of the large rooms occupied by the company there were featured some of the many instruments that use the motors, tone arms and sound boxes manufactured by the General Phonograph Corp. as their standard equipment. The diversity and extent of this portion of the display served to emphasize the fact that Heineman and Meisselbach motors, tone arms and sound boxes are being used by the leading manufacturers from coast to coast. There were machines on display that had traveled to the show from San Francisco, while others had journeyed from points in the South, Northwest and New England States. Many of the instruments on display have won country-wide renown, and the beauty of their cabinet designs indicated their quality and standing in the trade. A feature of this exhibit was a display of the new Okeh motor line. Among the models shown to the trade were Nos. 33, 36, 44 and 77 and the many important improvements represented in this line won the approval of the manufacturers.



A Profit Producer

for Victor Dealers

The MYERS REPLAYER

Easy to Attach—Automatic in
Operation—Practical—Dependable

Can be Attached to any Victrola. Replays the Records. Creates New Enthusiasm. Increases Sale of Records

EASY TO ATTACH: One thumb screw does it. Any child can quickly and easily attach The Myers Replayer.

AUTOMATIC: The Myers Replayer does exactly what its name implies,—replays a record without interfering in any way with the usual operation of the machine. It does not deface or injure any mechanical part or the ornamental appearance of the machine. Attaches to the tone-arm only,—and with a single thumb screw.

PRACTICAL: Once The Myers Replayer has been properly attached and adjusted, no further attention is necessary. No need to dis-assemble or remove when changing records. Instantly adjusted for non-operation without having to be removed from machine.

SAFE—CAN'T DAMAGE NEEDLES OR RECORDS: The Myers Replayer is equipped with a patented air-cushion dash-

pot which returns needle to record with the deftness and ease of the human fingers. This not only protects the needle point but also prevents the defacement of the record by scratching, marring or nicking.

PERMITS USE OF ANY LENGTH NEEDLE: Any style or length of needle can be successfully used with The Myers Replayer without special adjustment or changing height of Replayer attachment.

All parts nickel plated and highly polished to correspond with similarly finished parts of machine

Present model made only for Victor Machines. Models for other machines now under construction. Dealers are requested to watch for future announcements.

Retail price \$5.00. Quickly pays for itself in the increased pleasure it brings. Sample for dealers sent postpaid for \$3.00. Send for sample. Begin Now to Boost Your Accessory Profits.

The Myers Replayer Co., Dept 182 Toledo, Ohio, U. S. A.

TALKING MACHINES AT NATIONAL MUSIC SHOW—Cont'd from page 172

The Okeh record library was one of the principal points of interest at the exhibit and the new recordings in the library were praised by dealers and public alike. Okeh concerts were given at the booth on several evenings and among the Okeh artists who appeared in person at these recitals were the following: Green Bros.' Xylophone Orchestra, Joseph Phillips, Carroll Shannon and others.

Along the left hand side of the mezzanine floor were a group of artistic talking machine exhibits, one of the most attractive being the display prepared by the Sonora Phonograph Co. A handsome "Supreme" model, finished in gold, with Vernis-Martin decorations, was the cynosure of attention at the Sonora exhibit, which occupied several booths. The booths were attractively decorated and furnished, these decorations being in complete accord with the beauty of the Sonora cabinet designs. A complete line of the Sonora standard models was exhibited and the tone quality of the instruments shared equally the admiration for the cabinets. One of the most important features of this exhibit was the first public presentation of the new Sonora console period designs, which will retail at \$325. Only one of these new designs was displayed, but, judging from the enthusiastic reception that it received from the trade and the public, the instantaneous success of this new line is assured. In one corner of the Sonora exhibit there was presented a group display of the sales and publicity helps that have been prepared in behalf of the Sonora semi-permanent needle. This display material was carefully examined by interested dealers who were unanimous in stating that it could be utilized to excellent advantage in developing the sale of this product. George E. Brightson, president of the company, together with other executives, was a visitor at the exhibit during the week.

Other Exhibitors On This Floor

Adjoining the Sonora exhibit was a magnificent display of Cheney talking machines, presented by the Cheney Talking Machine Co., Chicago, Ill., in a space occupying three large booths. The display was handsomely decorated, and a group of new Cheney period models interested the trade and the public. These Cheney period designs were perfect reproductions of the various periods of furniture they represented, and their graceful lines, combined with their splendid tone quality, served to make them "drawing cards" at the show. Realizing that there is considerable interest being manifested in the mechanical equipment of the talking machine, the Cheney Talking Machine Co. displayed several of their new motors, which are

being manufactured by the company under the direct supervision of their technical experts.

The Brunswick-Balke-Collender Co. featured an elaborate display along this side of the mezzanine floor, which was unique in many respects. Practically everything exhibited in the Brunswick booths possessed keen interest for the trade, as the company's products have attained their remarkable success in the space of a very few years. Period designs of rare beauty emphasized the progress the Brunswick line has made the past year and the new Brunswick records were played by request from early afternoon until closing time. These records won liberal praise from the dealers and the visiting public and it was predicted by the Brunswick dealers that the company would find it exceedingly difficult to keep pace with the demand for this record. The musical quality of the records was commended by all visitors to the booth, and these records, with the new art models of the Brunswick phonograph, were the features of the exhibit. Among the Brunswick executives who attended the music conventions and the show were P. L. Deutsch, assistant secretary and treasurer; E. D. Strauss, Eastern sales manager; Martin Nystrom, Brunswick production expert, and W. A. Brophy, head of the record department.

George Seiffert, who was recently appointed Eastern representative for the Modernola Co., Johnstown, Pa., presented an attractive exhibit of these instruments in a pleasingly furnished booth on this side of the mezzanine floor. The unique design of the Modernola talking machine, which combines a musical instrument with an attractive parlor lamp, created considerable interest and several period designs contributed to the success of this exhibit. D. H. Wendel, president of the Modernola Co., was in attendance at the show during the entire week and demonstrated to advantage the many merits of this product. The Fern-O-Grand, a new type of talking machine in the shape of a grand piano, was also displayed at Mr. Seiffert's booth.

Along the westerly end of the mezzanine floor were a group of talking machine exhibits that attracted general interest. Among these exhibitors were the International Mica Co., Philadelphia, Pa.; Barnhart Bros. & Spindler, Chicago, Ill.; Geo. W. Moore, Boston, Mass.; Universal Fixture Corp., New York, N. Y., and the Lawson Piano Co., New York. The display of the International Mica Co. was educational and of considerable interest to the trade. Mica was shown from its rock form just as it leaves the mines to its finished state, the diaphragm in the sound box of the talking machine. James

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.

H. Greeley and L. Hammond Crabtree were in charge of this display. The Scotford tone arm and universal reproducer, Superior die castings and the Superior lid support were among the products featured by Barnhart Bros. & Spindler. Talking machine manufacturers spent considerable time examining these products, with the idea of adopting them for use in their machines. Leon F. Wahl, of the die-casting department, and R. N. McArthur, advertising manager, were in charge of the exhibit. At this booth there was on display the well-known Brooks automatic repeating phonograph. The automatic repeating and stop device, which is an exclusive feature of this product, was demonstrated to many dealers, who were keenly interested in the invention. The Moore durable diaphragm reproducer was presented to the public for the first time by Geo. W. Moore, who is the inventor of this new sound box. The reproducers were gold plated, and Mr. Moore was in attendance to demonstrate their merits. A display of displays was the term that might be used most appropriately.

(Continued on page 175)

DEALERS who demand the best should investigate the merits of the

BEST semi-permanent **STYLUS**

Plays 100 to 300 Records
Does not scratch or hiss

The BEST semi-permanent STYLUS has become known THE WORLD OVER as the MOST Satisfactory Needle on the market to-day

Investigate and see for yourself

Free Samples and Attractive Discounts upon request

THE ANSONIA NEEDLE CO. ANSONIA CONN.

YOUR CHANCE TO BE INDEPENDENT

OUR NEW
POPULAR
MODEL

SOON
READY FOR
DELIVERY

This Machine
Will Sell—
Our
Experience
Created
This Style
For Just
That
Purpose



A Talking
Machine
Sensation

The 1920
Feature
of our
Line

MODEL No. 110

45½ inches high, 20 inches wide, 20½ inches deep.

Simplest, most satisfactory double spring, worm gear motor on the market,
playing 4 to 5 ten-inch records to one winding.

Patented universal tone arm, scientifically constructed, all wooden amplifier,
genuine mahogany panels; can be had with double doors as photograph
and also with individual grille.

A Jobber's Proposition Par Excellence

Equal to any and better than many at a much higher price

Distinctive Design, Superior Construction, Remarkable Tone, Flawless Equipment
and **IMMEDIATE DELIVERIES**

Attributes of Success Which Make Our Dealers INDEPENDENT

INDEPENDENT TALKING MACHINE CO., Inc.

12 East 42nd St., NEW YORK CITY

105 Washington St., BOSTON, MASS.

KNICKERBOCKER OFFERS VICTOR RETAILERS A SALES SUGGESTION

DON'T push fast selling records, as they sell themselves. The Knickerbocker Talking Machine Company has a quantity of records on hand of the slow-moving variety. Perhaps you have some yourself. Push these records. Have your salesmen play them and pick out the ones they think are good and suggest these records to your customers. It means more cash in the bank for both of us. Write for our list of available Victor Records.

Knickerbocker Talking Machine Co.

METROPOLITAN VICTOR WHOLESALERS

138-142 West 124th Street

New York City

TALKING MACHINES DOMINATED AT RECENT NATIONAL MUSIC SHOW—(Continued from page 173)

privately for the exhibit of the Universal Fixture Corp. In its exhibit the company showed just how the dealers can use display fixtures profitably and a line of counter, floor and wall display fixtures for records, record lists, music rolls and sheet music attracted the attention of the dealers. S. Goldberg, president of the company, was assisted at the exhibit by F. Jurette and Arthur Heine of the sales staff. The popular Lawson trade-mark showing a phonograph in the center of the globe was one of the features of the Lawson Piano Co.'s exhibit. Five models of the Lawson Universal phonographs were on display and the company exhibited for the first time its new tone arms which it is now manufacturing. W. W. Lawson, Arthur M. Lawson and Henry W. Harvest were in charge of the exhibit.

Demonstrating conclusively that steel needles can be attractively displayed by the dealers, the Brilliantone Steel Needle Co. presented an exhibit that was effective in every detail. Large trays of shining needles on a dark background formed a basis for the window display; each tray being devoted to one style of needle. Inside the booth were the counter display cases which are in general use by Brilliantone dealers everywhere and the popularity of these needles was evidenced by the fact that dealers from all parts of the country "dropped in" to shake hands with B. R. Forster, president of the company; H. W. Acton, secretary, and L. J. Unger, of the sales staff.

Among the other interesting talking machine exhibits on the mezzanine floor were those of the Krasberg Engineering & Mfg. Co., Chicago; Philadelphia Show Case Co., Philadelphia, Pa.; Fred Gretsch Mfg. Co., Brooklyn, N. Y.; Reflexo Products Co., New York, N. Y.; Bush & Lane Piano Co., Holland, Mich.; Efficiency Electric Corp., New York, N. Y., and the Vacuum Record Lifter, Ltd., New York, N. Y.

At the Krasberg exhibit there were on display several models of the Krasberg motor, including the new enclosed motor which the company recently announced. The remarkable success attained by this company in the past year has been one of the features of the trade and many talking machine manufacturers visited the booth to investigate the new models. They expressed their enthusiasm regarding the Krasberg motor to Chas. Harmer, Geo. M. Cook and L. P. Valiquet, who were in charge of the exhibit. L'Artiste phonographs, manufactured by the Grand Rapids Phonograph Co., were displayed in an attractive exhibit by the Philadelphia Show Case Co., Eastern distributors of this popular line. Five models were shown, comprising three of the console type and two upright models. These instruments won commendation, not only for their tonal quality, but for their artistic case designs, J. A. Pentz and A. O. Ginther were in charge of the exhibit. Making its public debut at the National Music Show, the Reflexo Co. presented several products which it called to the attention of the dealers. Reflexo polish has already "won its spurs," and this new polish was displayed on attractive counter cards. At the show the company announced its newest product, the Reflexo needle, which is a blue needle that is guaranteed to play ten records and which offers a choice of three tones. Wm. Wunner, S. Bennis and Eugene Latham were in charge of the exhibit. Violaphone steel needles were displayed at the booth of the Fred Gretsch Mfg. Co., and in the Bush & Lane booth there were featured six models of the popular Bush & Lane talking machines. The cabinet work on these phonographs, as well as their tone, was commented upon by all show visitors, as the fancy figured woods used by this company have gained an enviable reputation throughout the industry.

At the booth of the Efficiency Electric Corp.,

E. P. Knapp, general manager, and W. W. Dean, chief engineer of the company, were in attendance to demonstrate to talking machine manufacturers the new electric drive motor that this company recently introduced. A unique method of proving that this motor maintains a uniform speed was a feature of the exhibit and this new product was the subject of general praise. A novelty at the show was a record lifting device invented by Joseph Menchen and marketed by the Vacuum Record Lifter, Ltd. This unique device created something of a sensation at the show, and Mr. Menchen was present at the exhibit to show how easily the lifter performs its work. Another interesting talking machine exhibit on the mezzanine floor was that of the Cherington Mfg. Co., Waukegan, Ill., manufacturer of "Ironclad" motors and tone arms. A feature of the exhibit was a twelve cylinder motor and the company's products were ably demonstrated by Geo. T. Cherington, president, and H. D. Carroll, sales manager. The Talking Machine World and the Talking Machine World Service were presented in an attractive booth on the mezzanine floor, this booth serving as information headquarters for the many out-of-town talking machine manufacturers, jobbers and dealers.

The Second Floor Displays

On the second floor talking machines and accessories were well represented, among the exhibitors being the Butterfly Phonograph Motor Corp., New York; Cabinet & Accessories Co., New York; Cirola Phonograph Corp., Philadelphia, Pa.; Crippen Co., New York; DeRivas & Harris Mfg. Co., New York; Heywood Bros. & Wakefield Co., Philadelphia, Pa.; Kesner & Jerlaw, New York and Chicago; New England Musical Instrument Trading Co., New York, N. Y.; Pardee Automatic Phono Corp., New York; Plaza Music Co., New York, N. Y., and the

(Continued on page 176)

Dealers!

A most valuable agency acknowledged by progressive merchants everywhere. *A Year-Round Money Maker.* The Ideal Home Phonograph adaptable for any occasion.

Re-Orders are our Proof that the **PORTOPHONE** is a success. A Quality Product throughout



THE PORTOPHONE
High Grade—Fully Guaranteed

Fall In!

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 Building
St. Louis, Missouri

TALKERS AT NATIONAL MUSIC SHOW

(Continued from page 175)

Repeatograph Co., Inc., New York. At the Butterfly Phonograph Motor Corp. booth there were exhibited models 22, 10 and 12 of the Butterfly motor and the company also introduced a new tone arm which attracted quite some attention. J. W. Wallerstein was in charge of the exhibit.

The booth of the Cabinet & Accessories Co. was in very truth a music show in itself, for among the well-known accessories displayed at this exhibit were "Ragtime Rastus," the popular toy manufactured by the National Co. of Boston; Lundstrom Converto cabinets, Ogden sectional cabinets, the Portophone, Peerless record albums and other products for which this company is jobber. Otto Goldsmith, president of the company, was in charge of the display. A new type of portable phonograph, named the "Cirola," was exhibited by the Cirola Phonograph Corp., Philadelphia. S. Beck and M. S. Sobel demonstrated this machine to many visitors from out of town, and an announcement was made at the booth that a sales company for metropolitan territory had just been formed.

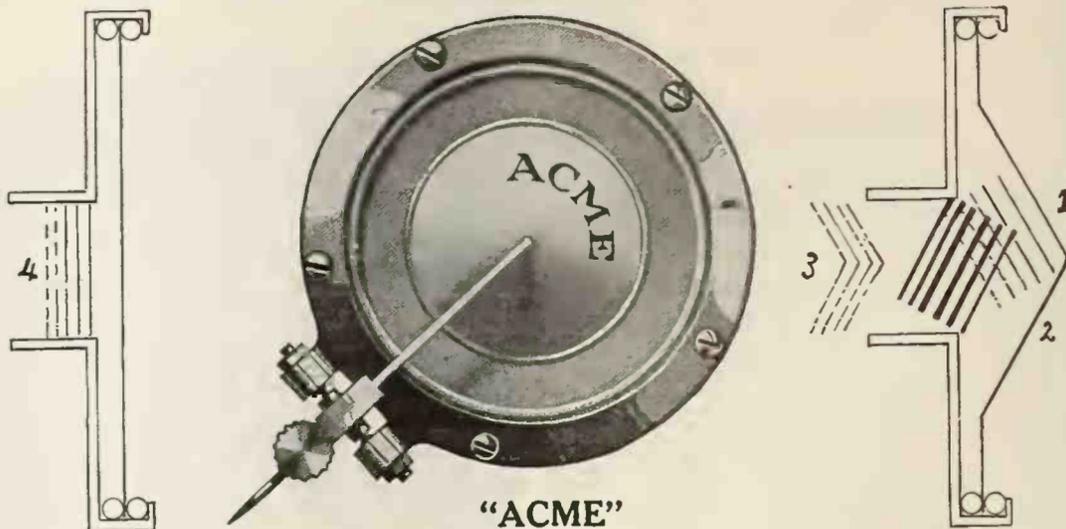
The "Interpretone" talking machine, introduced two months ago, but which has already gained country-wide recognition, was displayed for the first time in public at the booth of the Crippen Co. The instrument was demonstrated to excellent advantage, and the various distinctive merits which it embodies were commented upon most favorably by all visitors to the show. Walter Crippen, president of the company, was in attendance at the exhibit, together with Eugene T. Turney, who invented the new reproducing device on the "Interpretone." There were also present at the booth Edward L. Brown, Geo. J. McManus and Wm. A. Hanft, of Brown, McManus & Co., sales agents for the "Interpretone." A feature of the exhibit of the DeRivas & Harris Mfg. Co. was the "Tablatone," an artistic phonograph which is manufactured in the shape of a library table. This instrument was demonstrated by N. B. Bowers and W. A. Gorham, who were in charge of the company's exhibit.

A distinctive exhibit of talking machines in reed cabinets was presented by Heywood Bros. & Wakefield Co., and a variety of models were shown, equipped with both spring and electric motors. The line was displayed in harmonious surroundings, the furniture consisting of chairs, tables, etc., which are also manufactured by the Heywood Bros. & Wakefield Co. A complete line of "Sonata" talking machines was exhibited at the booth of Kesner & Jerlaw, and many well-known dealers left substantial orders for this line with M. L. Kesner, who was in charge of the exhibit. The "Bell Hood" semi-permanent needle was exhibited at the booth of the Jewett Piano Co., the display of this needle being under the direction of the New England Musical Instrument Trading Co., sole distributors for this product. Philip Jacobson, president of the latter company, was in charge of the "Bell Hood" display.

At the very attractive booth of the Plaza Music Co. a variety of products was exhibited chief among which were the popular "Super-tone" machines. Several new models in this line were displayed and the cabinet designs of these instruments were enthusiastically praised. Other products featured at this booth were "Magnedo" needles, albums, record envelopes and a variety of other accessories handled by this well-known house. One of the real novelties of the show was a new talking machine displayed at the booth of the Pardee Automatic Phonograph Corp. This new machine plays ten records, either continuously or at predetermined intervals, and this distinct advancement in the industry was keenly inspected by dealers and manufacturers. P. W. Dieter and W. K. Rishel were in charge of the exhibit. L. C. Smith was in charge of the display of the Repeatograph Co., Inc., featuring a device which automatically repeats records.

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.



"ACME"
The Tone Magnificent

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

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

HOLIDAY TIMES IN DETROIT TRADE

Opening Months of New Year Indicate That 1920 Will Be a Winner—Record Trade Unusually Active—Grinnell Bros.' Annual Convention—Other News of Interest

DETROIT, MICH., February 7.—It certainly looks as if every month nowadays is holiday month for the talking machine industry. Dealers say they are doing almost as much business right now as they did in November and December. Nearly every dealer is short on some style of machine or certain records and the demand really seems to be increasing for talking machine products rather than decreasing. The peculiar or rather interesting thing about the talking machine industry is that every day is a good day for selling and that every day brings its reasons for good business in records. A world-famed soloist may come to town to give a recital; right away the dealers work up advertising and displays on his or her particular records and they sell; maybe there is some new fox-trot that is making a big hit; it comes out as a record; the demand is greater than the supply. This is being proven every month. One of the biggest stores in Detroit advertised one day that starting "to-morrow" the new list of Victor records would be on sale. The writer himself went there at noon the next day and the very records advertised that he wanted had already been sold and the young lady at the counter said more were expected soon. Take "Dardanella" as a February record; the demand is unprecedented. All the companies who have this record report that it is a sensational seller. It so happens that no one company has the control on this record so that if people cannot get it on one record they'll try to get it on some other make of record. The announcement that both Enrico Caruso and John McCormack would appear soon in Detroit has brought out many fine window displays by Victor dealers. These artists were scheduled to come in February, but they cancelled their engagements and are now expected some time in March.

Dealers are selling a great many talking machines for schools, churches, colleges and for commercial purposes, such as barber shops, retail confectionery stores, etc.

R. B. Alling, manager of The Phonograph Co. of Detroit, attended the recent New York convention of the Edison Disc Jobbers' Association, being elected to the board of directors.

The J. L. Hudson store is doing a big business on all of the lines it handles in its talking machine department, which includes Victrola, Sonora and Cheney. Recently the department added the Emerson line of talking machine records and they are selling very big, owing to the late hits which this company is putting out. E. K. Andrew, manager of the Hudson talking machine department, was in New York for the music show and said he got many good ideas while East.

Grinnell Bros. held its annual convention of branch managers the last week in January. Business sessions were held afternoon and

morning for four days, and there were a number of entertainment features, including a banquet and a masked ball, to which were invited all of the company's employees. The business of the past year was gone over and plans were laid for the coming year. The company had a splendid year in 1919, and C. A. Grinnell is very optimistic about 1920 as being even better. He looks for the situation to ease up considerably so far as being able to secure merchandise is concerned.

Sam E. Lind, Detroit manager of the Columbia branch, says that 1919 was such a tremendous year that he hardly can see how 1920 can "beat" it, yet his January business for 1920 is far ahead of the same month in 1919. "It is getting so that the talking machine business has no limit," said Mr. Lind. "When you think you have reached the peak of your business the next month you shatter it all to pieces and the surprising thing of all is where the business constantly keeps coming from."

Fred Gennett, of the Starr Piano Co., was in Detroit recently to confer with W. H. Huttie,

local manager. Mr. Huttie put up an awful "howl" for more phonographs and records, and Mr. Gennett assured him that with increased facilities all the stores would be better taken care of hereafter than ever.

The various embargoes on merchandise coming to Detroit and the poor railroad facilities, as well as the cold weather and storms, have had considerable to do with creating a shortage of talking machines, but the situation is now clearing up steadily.

On February 1 Wallace Brown announced an increase in the price of Brunswick phonographs.

Max Strasburg reports that business is holding up exceptionally well for this time of the year and that both machines and records are selling faster than he can get them in. He says cash payments are larger than ever.

The Stratford Phonograph Co., Ashland, O., has been incorporated with capital stock of \$1,000 by E. C. Wolfe, A. J. Pejsa, L. M. Sewell, B. F. Levin and E. W. McGraw.

We can ship you
promptly all the hits on

Retail Price \$1.00 **OKeh** Retail Price \$1.00
Records

WE INVITE COMPARISON

Here are a few of our "sure-fire" hits

Send your order today

- | | | | |
|------|---|---|---|
| 4057 | { | Dardanella. Oriental Fox-trot Instrumental. | Rega Dance Orchestra |
| | | O—(Oh!) Instrumental. Fox-trot. | Rega Dance Orchestra |
| 4000 | { | The Vamp. Fox-trot Instrumental. | Rega Dance Orchestra |
| | | My Cairo Love. Fox-trot Instrumental. | Green Bros. Xylophone Orchestra |
| 4045 | { | In Your Arms. Fox-trot. | Joseph Knecht's Waldorf-Astoria Dance Orchestra |
| | | Pretty Little Rainbow. Waltz Instrumental. | Joseph Knecht's Waldorf-Astoria Dance Orchestra |
| 4049 | { | I Want a Daddy to Rock Me to Sleep (From the "Greenwich Village Follies"). Fox-trot Instrumental. | Green Bros. Xylophone Orchestra |
| | | And He'd Say "Oo-La-La! Wee Wee." One-step Instrumental. | Fred Van Eps Quartet |

HEATH & GORHAM

26 South 15th Street

Philadelphia, Pa.

PERMANENT EXHIBITION, BUSH TERMINAL BUILDING, NEW YORK

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.



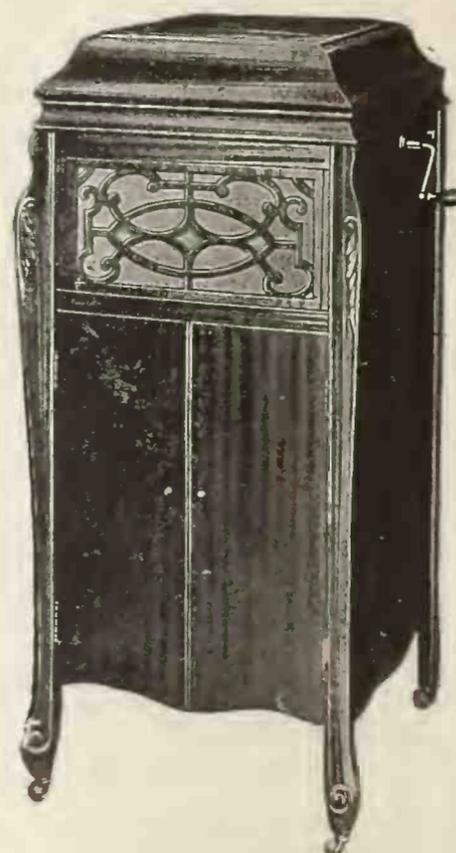
Style No. 135

Height 50 in., Depth 23 in., Width 21 in.
Finish: Mahogany, Golden or Fumed Oak.
Krasco Motor. Universal Tone Arm. All
Wood Amplifier.

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.

Happenings in Dominion of Canada

TORONTO A REAL LIVE TALKING MACHINE TRADE CENTER

Columbia Campaign Launched—Music Teachers Seek Commissions on "Talkers"—Sonora Expansion—Industrial Situation Discussed—National Advertising Campaign for Starr

TORONTO, ONT., February 6.—One of the biggest campaigns ever launched for the promotion of Columbia Grafonolas and Columbia records is now under way. The Columbia Graphophone Co. has set an objective for 1920 much greater than any previous year and it expects to reach and pass that objective.

A recent trade visitor to Toronto was H. N. McMenimen, managing director of the Pathé Frères Phonograph Co., New York. Mr. McMenimen is greatly pleased with the growth of the Pathé business in Canada and the rapid strides made since their establishment in Canada a few years ago. He expressed himself that 1920 would eclipse all former records of business.

The talking machine is growing steadily in popular favor amongst the schools and it is only a matter of a very short time when it will become as well recognized as the blackboard, bookshelf or globe. In rural schools where pupils are deprived of the music privileges of the city the use of the talking machine is especially in vogue.

Wm. Long, the Toronto manufacturer of the Symphonola, in his new retail store has added the His Master's Voice line of records.

One aggressive dealer in a Western Ontario town, in order to still further increase the number of cash sales, allows his salesmen an extra one per cent for all cash sales turned in, this in addition to their salary and commission.

A new problem that the retail trade is up against, which emanates from several quarters, is the demanding by music teachers of a commission on sales of talking machines sold through their influence and recommendation. Music teachers are now excellent boosters of the talking machine where at one time they were most antagonistic toward the same.

A dealer in Blyth, Ont., is a firm believer in free trials of machines and on a recent trip took out in the country twenty-three machines. A return trip to the homes where machines had been left found him bringing back two machines only, the remaining twenty-one being sold, some for cash, others on time payments.

The National Piano Co., which has for a number of years operated its talking machine department on one of the upper stories of its building, has lately transferred the same to a ground floor location, building five sound-proof demonstration rooms. Since the change a decided increase in the sale of His Master's Voice lines has been noticeable.

"Our business for 1919 was more than double that of 1918," said Mr. Montagnes of I. Montagnes & Co., Canadian distributors of Sonora machines, and he further intimated that they are now booked for months ahead. Mr. Montagnes, accompanied by Mrs. Montagnes, took a short holiday in New York, and while there arranged for increased monthly deliveries from the Sonora factory.

In the illustrated section of the Toronto Sunday World there recently appeared a picture headed, "Plays for dance 400 miles away," which showed a Brunswick phonograph in the radio station at Chicago, Ill., and Mr. Elias, the officer in charge.

R. W. Burgess, well known to the trade in Canada through his connection with the Pathé Co., has severed his connection with that firm and has joined the wholesale selling staff of the The McLagen Furniture Co., Ltd., Stratford. He will make Montreal his headquarters and control the Eastern Provinces from this point.

Eight more demonstration booths, in addition to five now in operation, will be added to the

store of Frank Stanley, who in addition to handling the Brunswick will push His Master's Voice records most extensively.

Frank Whitehouse, Aeolian-Vocalion dealer of Peterboro, Ont., was recently elected as an alderman of that city.

Group insurance of workmen without the need of medical examination is one of the most modern means of cementing the amicable relationships between employers and employes. The McLagen Furniture Co., Ltd., Stratford, has just instituted this plan. The amount of insurances ranges from \$500 to \$1,000, according to length of service.

Wilfrid Gazely of the record department of His Master's Voice, Ltd., was recently married to Miss Lina Swift, a popular young lady of this city.

Mr. Unger of the Brilliantone Steel Needle Co., New York, was a recent trade visitor. B. A. Trestrail of Mutual Sales Service, Ltd., and the Talking Machine Book Co., Ltd., was a recent visitor to New York.

The Brunswick line is being featured in a new music store opened in St. Catherines by W. M. Hardy & Co. Blake K. Weaver has opened a new music salon in the same city and is featuring Starr phonographs and Gennett records.

The Edison line for Brantford, Ont., has been taken over by J. W. Bethune, who was formerly a salesman with H. Judson Smith & Co. of that city.

A national advertising campaign for Starr products, including Gennett records, is being started in Canada by the Starr Co. of Canada, London, Ont. The business of the Gennett records since the lateral cut article was put on the market has been particularly gratifying.

The Starr Co. has commenced 1920 with an activity and is putting into effect plans that assure greater dealer co-operation and even more prompt appearance of hits.

Industrial Canada, the official organ of the Canadian Manufacturers' Association, recently queried some of the talking machine manufacturers with reference to the industrial situation in Canada as applied to the trade. C. H. Weicker, of the Brunswick-Balke-Collender Co. of Canada, Ltd., said:

"During the year just closed we have had a lot of difficulty getting the experienced labor we required, and it was necessary for us to educate a large number of men. Raw materials have been at times difficult to secure and this has curtailed our production to a certain extent. Our production, however, in 1919 was over 200 per cent greater than in 1918, and we look for at least 100 per cent of an increase in 1920. We are making arrangements for necessary equipment and factory space for this production, and if we secure the necessary raw material and labor we do not expect any difficulty in selling this quantity. With reference to the quality of cases in demand, we would advise that the better grades are more in demand than the cheaper ones. We have not as yet been able to take care of the local trade."

R. L. Chilvers, of the Berliner Gram-o-Phone Co., Ltd., Montreal, expressed himself as follows: "Production has been increased to a large extent and present output is approximately 50 per cent more than a year ago. The demand has been for the best quality goods. Prices on talking machines have been considerably advanced, but this has not affected the demand, while "His Master's Voice" records, which have not been advanced, although the cost of manufacture has gone up very considerably, are in greater demand than ever before. We think the demand is likely to keep up and we are making plans for considerable factory enlargements."

MONTREAL APPRECIATES MUSIC AS AN UPLIFT FACTOR

Suggestions for Utilizing Music as a Humanizing Force in the Community—Larger Shipments of Victor Machines and Records Reaching Trade—Bourgette Takes Over Business—Other News

MONTREAL, CAN., February 3.—Everyone is now talking and planning concerning the by-products of the war in the fields of commerce, education and religion. In music also there is surely a priceless opportunity to take a long step forward. Thousands of our soldiers who have returned to their homes come from an environment where they have been singing and hearing good music sometimes each day, and always so many times a week. It is a rare duty for their relatives and friends to see to it that their emotional nature is as well nourished at home as it was in an army camp. For this purpose community choruses should be developed wherever possible, no matter how small the number which makes the beginning. Canadians as a people during the last few generations have become very fond of listening to music made for them

by others, but of music in the home and in the community there has been a deplorable dearth. In this respect we are far behind the continental nations. Music in the army supplies the natural means for remedying this deficiency and it will be a great pity if it is neglected. The seed of music as the great humanizing force has been planted and it only needs to be fostered and encouraged by strong public enthusiasm.

J. S. O'Donnell, of the Musical Merchandise Sales Co., has taken up his permanent residence in Montreal, from where he will direct the Eastern territory for Brunswick dealers so as to give them prompt service.

L. J. Bourgette has taken over the business of Bourgette & Woods and will push more than ever the Brilliantone steel needle, which line,

(Continued on page 181)

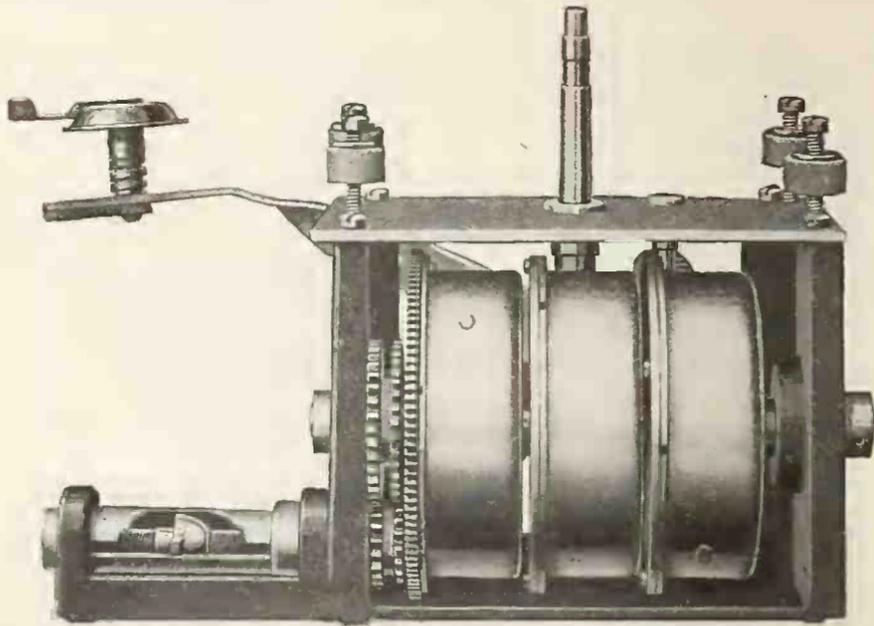
Talking Machine Supplies and Repair Parts

SPRINGS, SOUND BOX PARTS, NEEDLES

THE RENÉ MANUFACTURING CO.
MONTVALE, NEW JERSEY

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

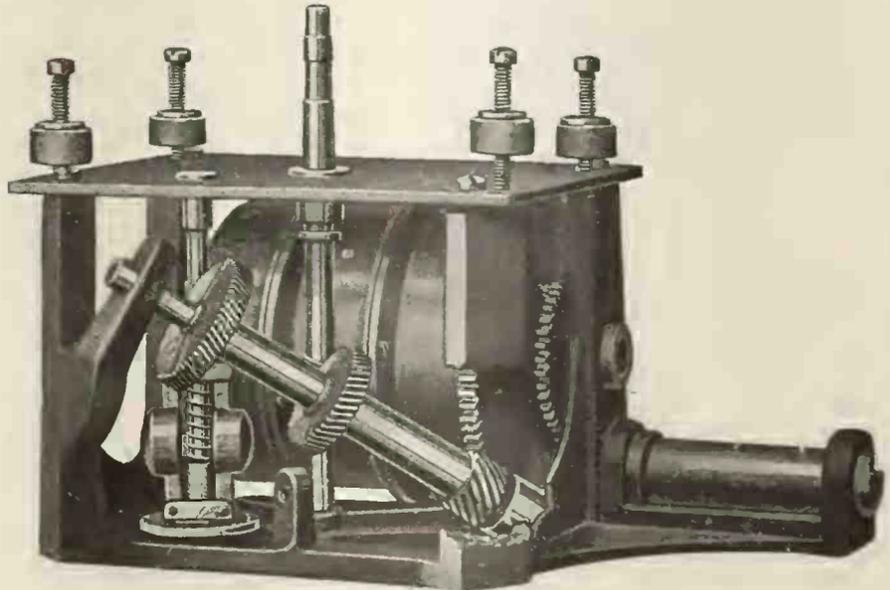
FULTON



TYPE 3 MW
Showing Safety Winding Device

The Noise-less,
Trouble-less
Motor

The
Spiral Geared,
Vertical Governor,
Constant Speed
Motor



TYPE 3 MP
Without Safety Winding Device

Send for handsome descriptive Catalog

WE CAN DELIVER!

FULTON BROS. MFG. CO.

WAUKEGAN, ILLINOIS

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

NEWS FROM DOMINION OF CANADA

(Continued from page 179)

with others, he handles as Canadian distributor.

One indication of the popularity of the Canadian recordings in His Master's Voice records is furnished in the exceptional demand for two of the records listed in the January bulletin, viz.: "Wait Till You Get Them Up in the Air, Boys," sung by Billy Murray, and "They're All Sweeties," sung by Billy Murray and Henry Burr, and two fox-trots, "Patches" and "Dardanella," both played by Coleman's orchestra. The demand for these two records was so great that several of the presses at the Berliner Gramophone Co.'s plant had to be put exclusively on these records, keeping at it night and day in order to keep up with the demand.

There is every reason to believe that Victor dealers will this year receive more machines than during 1919. To take care of the shipments which will arrive this year it has been found necessary to obtain a larger warehouse and in Montreal a spacious warehouse has been taken over by the Berliner Gramophone Co. Already this month large shipments have been received from the factory, which have been allotted amongst the distributors, and it is expected each month these allotments will improve. As the Victrolas come in from the factory they are tested, thoroughly inspected, then sent out to the distributors.

Goodwin's, Ltd., Montreal's large departmental store, is now stocking His Master's Voice records.

The Invictus Phonograph Co. has removed from 4129b St. Catherine street, Westmount, to 413 St. Catherine street, West. This move was due to the large increase in business in Brunswick phonographs, Columbia Grafonolas and Columbia records.

The Colonial Products Corp., of this city, is handling among other talking machine accessories the "Repeatograph."

The Eastern Music Shop, Inc., 3724 Eastern avenue, Baltimore, Md., has been incorporated with capital stock of \$25,000, to sell and repair all kinds of musical instruments and accessories. The incorporators are C. L. Weaver, T. B. Moore and Charles W. Main.

OPEN BRANCH IN PORTLAND, ORE.

PORTLAND, ORE., February 7.—Thomas Hefton has opened in this city for the United Phonographs Corp. a branch house, which will carry a complete stock of the instruments manufactured by this concern. The Portland branch will stock sufficient talking machines to enable them to give prompt service throughout the northwest Coast. It will take care of the States of Oregon, Washington and part of Idaho.

CONDUCTS EDUCATIONAL CAMPAIGN

A Victrola opera study club has been inaugurated in Moline and Rock Island, Ill., by Thor Norberg, who conducts a Victor store in each of those towns. Mr. Norberg gives short talks on how to study music through the aid of Victor records and the "Victrola Book of the Opera." The innovation has been enthusiastically received by music lovers in that vicinity.

NEW \$1,000,000 CORPORATION

The American Home Recorder, Inc., Newark, N. J., has been incorporated with capital stock of \$1,000,000, to manufacture phonographs, etc.

FIRE CAUSES HEAVY DAMAGE

BEAUMONT, TEXAS, February 7.—Fire caused by defective wiring destroyed the stock and a large part of the building occupied by the Texas Music Co. last week, causing a loss estimated at \$30,000.

ADVERTISING WELTE SALONS

The Welte Studios, New York, in which elaborate Victrola salons were installed recently, have been carrying some attractive advertising in the local newspapers regarding the service offered in that line. The advertisements are distinctive and high class in every particular.



Ormes
Really
Means
Exceptional
Service

TRADE MARKS

The Trade-Mark of Quality
and
The Trade-Mark of Service

You all know these Trade-Marks and most dealers know

ORMES, Inc.

Wholesale Exclusively

26 East 125th Street

NEW YORK

ACME-DIE

CASTINGS

ALUMINUM-ZINC-TIN & LEAD ALL TYPES
Acme Die-Casting Corp.
Boston Rochester Brooklyn N.Y. Detroit Chicago

COLOSSAL

FOX-TROT

Q A phenomenal
number of sweet
melody and rhythm

CLOUDS

(THAT PASS IN THE NIGHT)

SONG

By LEE DAVID

FOX-TROT

NOW RELEASED BY ALL COMPANIES

"TENTS OF ARABS," "WOND'RING," "ROMANCE."

Q Featured by Headline
Artists Exclusively and
Every Orchestra in
the Country.

INQUIRE OF YOUR RECORD AND PLAYER-ROLL JOBBER

B. D. NICE & CO., INC. 1544 BROADWAY, N. Y. **Music Publishers**
45th-46th Streets

Gleanings From the World of Music

SETTING NEW RECORDS IN SALES OF POPULAR "HITS"

Increased and More Rapid Record Production Enables Manufacturers to Take Full Advantage of the Popularity of Song Successes While It Is at Its Height

Before the war period the possible maximum production of any one individual song or instrumental number, in record form, was never better demonstrated than in the results the various mechanical reproduction companies got from their efforts in producing "Poor Butterfly," which, it is said, was recorded in at least nine different ways.

Of course, during the war period production was curtailed, and there was no effort at all made to supply the real demands on any of the big hits,—it was simply a case of getting out a reasonable quantity of all the salable numbers. During all this time there was not only a natural increase in the number of record buyers, but conditions have admittedly created thousands of new music lovers.

With all the various factories at present making an effort to supply the demands for popular records it is hardly possible that they are able to fill the present demands on what would be considered a 100 per cent basis.

With a song success such as "When You Look in the Heart of a Rose" having a large sale, no doubt continuing over a period of many months, it is more than possible to meet the requirements of the situation, but with such a number as was spoken of in the first instance, "Poor Butterfly," or the now prevalent success, "Dardanella," the recording and sales possibilities, if the number's popularity continues, would appear to be unlimited. Not only is it possible to record such an instrumental number in many different ways, but each of the present-day or-

chestras can give a rendition which makes their work a little different and gives it an appeal which no doubt creates many enthusiasts for their style. "Dardanella" is a number that lends itself to all sorts of novelties, tricks, etc., and

Men Who Make Popular Songs

No. 9—Johnny (S.) Black

Without doubt "Dardanella" is one of the most popular, if not the most popular, instru-



Johnny (S.) Black

from present indications these individual orchestra records will create additional sales over and above those produced by the regularly recognized and accepted methods of production.

With record manufacturing at normal, if not on the increase, it is most likely that a new record will be established not only on the sales of an individual work but in the number of possible ways a song "hit" may be recorded successfully.

mental selection issued in years. Its popularity first became apparent as an orchestra feature—it was practically an overnight hit. Its appeal was so strong and its possibilities so large that all the mechanical reproduction companies made special records of it, and these were issued most promptly.

We might go on and say a whole lot more about this exceptional number, but its present position among the hits hardly calls for any elaboration. After all this column is for the purpose of introducing the writers of popular songs, which leads us to introduce Johnny (S.) Black, the composer of this sensation, who was, heretofore, unknown, but who on the record of this one song will be remembered for a long time. The publishers of the number claim his work in this instance is not a flash in the pan, but that he has the ability to write more melodies with wide appeal and to prove their contention they will shortly issue a new number from his pen on which they plan a big publicity drive.

It is reported in recording circles that "Afghanistan," shortly to appear on the bulletins, is to be the next big hit among the dance numbers.

Another PHENOMENAL and SENSATIONAL "HIT" from the pen of JOHNNY (S.) BLACK, writer of "DARDANELLA," with lyrics by FRED FISHER:

(WHEN THE SUN GOES DOWN IN) "CAIRO TOWN"

The same leaders who predicted that "DARDANELLA" would be a national "hit" say that "CAIRO TOWN" is its equal. Orchestrations now ready.

FRED FISHER'S BALLAD

"Daddy, You've Been a MOTHER to Me"

IS THE TALK OF NEW YORK and will be the ballad "hit" of the country

McCARTHY & FISHER, Inc.

224 WEST 46th STREET

FRED FISHER, Pres.

NEW YORK CITY

J. MITTENTHAL, Gen. Mgr.

PREPARE!

All Record and Roll Dealers and Manufacturers and all Music Dealers are urged to prepare for a big demand for Records, Rolls and Sheet Music of the three big Song Hits.

“IRENE”

the Big Song Hit from the Big Show Hit of the same title.

“PEGGY”

the instantaneous Dance Hit. Sung and Danced from Coast to Coast.

“OH!”

The New Novelty Dance Sensation by the writer of the World-Famous “VAMP.”

Millions of Song-Lovers will want these new Hits when they read our big full page advertisements (see opposite page) in the March and April issues of—“The Ladies’ Home Journal,” “McClure’s,” “Metropolitan,” etc.

If you want your cash register to work overtime, prepare now for a very large demand for these songs. “You Can’t Go Wrong.”

DON’T WAIT UNTIL TOMORROW to look up your stock—do it today and telegraph for a big quantity of each. You’ll be glad you took our “tip”.

LEO FEIST, Inc., Feist Bldg., NEW YORK

“You Can’t Go Wrong With Any Feist Song”

See copy of advertisement on opposite page



SONG HITS

From the Big Show Hits Make Happier Homes

FROM the "Great White Way" where songs are made, to every home where songs are played—come these wonderful new hits! Songs that are earning encores at the big musical shows—songs that are winning fame for star-singers and orchestras—songs that are achieving sensational success all through America—are here offered you to introduce in your own home, to play and enjoy and love on your own piano, phonograph or player-piano.

ON SALE TODAY wherever good music is sold

Wherever, whenever music is played, ask to hear these "Feist" Hits

"Irene"

By Harry Tierney and Joseph McCarthy

CHORUS

I - rene, a lit - tle bit of salt and sweet - ness,
I - rene, a dain - ty slip of rare com - plete - ness,
Man - ner - ism, mag - net - ism, eyes of youth in - vit - ing,
Danc - ing by with glanc - ing eye, the flush of her ex - cit - ing,
Sf, re - ren, the sort who cap - tures hearts to charm them,

© LEO. FEIST, Inc. New York

"Irene"—Great New York Success

"Irene," a few months ago, made its debut on the New York stage. Today, it is famous everywhere. Because "Irene" is charming, it is alluring—you can't hear that tuneful melody, without loving it instantly, without wanting to get it and learn it, to sing, dance, hum and whistle all the time. "Irene" is simply irresistible.

"Peggy"

By Harry Williams and Neil Moret

CHORUS

Peg - gy come out and meet me, dear, For you know
in the spring its ring - time weath - er,
Peg - gy come out and greet me, dear, We'll
roam the plains and coun - try laues to - geth - er, (Sweet girl - ie)
We'll play a - long the moon - lit way, And as we

© LEO. FEIST, Inc. New York

"Peggy"—a Big Hit

The millions of lips already singing this wonderful song will tell you they can almost taste the sweetness in its rich, rare melody, its beautiful simple words. "Peggy" is being sung and danced from Coast to Coast, an instantaneous hit everywhere. You'll love "Peggy"—every note and every word of it—try it out.

"OH!" New Novelty Hit by the Writer of "Vamp"

CHORUS - Moderato

Oh, la - dy "O" how she can snug - gle, she's as sweet as can be, And when I hold her "nan - nie" "O"
the way she whis - pers pret - ty noth - ings to me, Com - plete - ly gets my "nan - nie" "O", It is - n't what she does but,

© LEO. FEIST, Inc., New York

"OH!" Here's a new novelty song, a new "Vamp," written by the writer of "Vamp," Byron Gay. "OH!" may be the shortest title a song ever had, but it will be the longest and biggest hit in many a moon—it's a wonder for dancing, a jolly good singing number with lots of pep-and-go in every line. Get it at your dealer's.

Other Beautiful "Feist" Songs:

- "Persian Moon"
- "Lullaby Blues"
- "Star of the East"
- "By the Campfire"
- "A-Mi-Ti-Ya"
- "The Radiance in Your Eyes"
- "The Land of Lullaby"
- "Poppy Blossoms"
- "Down Limerick Way"
- "Just Like the Rose"
- "Sing Me Love's Lullaby"
- "Thank God You're Here, Mother Mine"
- "Alice Blue Gown" from "Irene"
- "Trail to Sante Fe"
- "Sweet Love Dreams"
- "My Baby's Arms"
- "Sand Dunes"
- "In Stani"
- "There's a Time"
- "One Loving Caress"
- "Love, Here Is My Heart"
- "Give Me All of You"
- "Golden Gate"
- "Erin"

On sale wherever music is sold, or we will supply you direct at 40c. a copy, postpaid. Band or orchestra, 25c. each.

Ask your dealer for a copy of "Feist's Melody Ballads"

—a little booklet that will give you words and music of the choruses of many of the beautiful song hits listed above. If not at your dealer's, send us his name with a two-cent stamp and we supply you direct.



You can't go wrong with any Feist Song



From Song Headquarters

"The VAMP"

"Linger Longer Letty"

"Red Rose" from Monsieur Beaucaire

"My Baby's Arms" from Ziegfeld Follies

"When You Look in the Heart of a Rose"

from "The Better Ole"

Get a Record for your Talking Machine



"IRENE"

Get a Roll for your Player Piano

HELP FROM THE MUSIC PUBLISHERS

Talking Machine Wholesalers Find Song Pluggers Fit in Well at Monthly Demonstrations—Interested in Their Personalities

Some of the talking machine distributors in the East have, during the past several months, been making a practice of giving concerts on certain days of each month when demonstrating the new record releases to their dealers. In order to add novelty to the occasion as well as to have a personal rendition of the various numbers recorded, they often call upon the publishing houses to furnish singers and piano players. This the publishers seem most willing to do when the recorded numbers demonstrated happen to be from their catalogs. In this way it has been possible for the distributors to put on quite a show, which is a means of giving their dealers much information of value—letting them hear the songs as they are actually sung and then demonstrating the record of the number.

This idea need not be confined to New York or adjacent territory, for the same plans can be carried out in practically all the larger trade centers of the United States. All the big popular publishers have branch offices in the larger cities of the country, and many of these have quite a number of singers and piano players on their staffs. They would, no doubt, be willing to carry out their end of these plans which have been found to be so successful in the East.

Not only is this idea an added attraction to bring the dealers to the jobber's show room, but it is an educational one and gives to those interested information that no doubt can be used to good advantage in making sales. Especially is this true where the numbers in question are feature numbers of the catalog.

ANNOUNCE NOVELTY RECORD WEEK

Columbia Graphophone Co. Gives Particulars of Novelty Record Week Beginning February 28—Special Sales and Publicity Material

The Columbia Graphophone Co. has set aside the week beginning February 28th as novelty record week and a far-reaching campaign in connection with this week has been prepared by the company's advertising and Dealer Service departments.

Simultaneous with the announcement of Columbia novelty record week, the Dealer Service

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

Watch It Grow



WORDS BY
WILLIAM LE BARON

MUSIC BY
VICTOR JACOBI

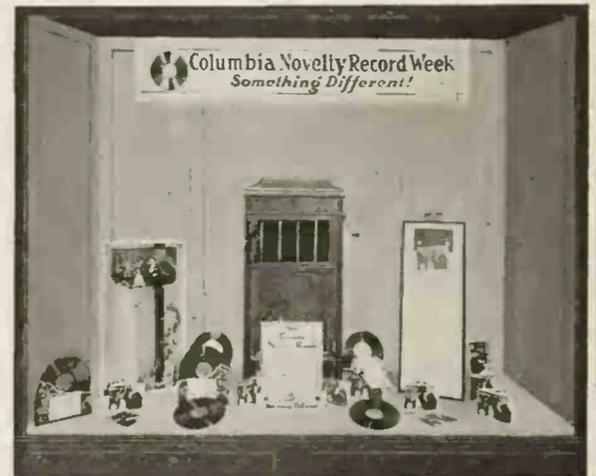
CHAPPELL & CO., Ltd., New York, Toronto and Melbourne

department has issued as a unit of the March window display an elaborate card dealing with Columbia novelty records. In addition to this, the advertising department is providing dealers with a window streamer which will also accompany the March display. The photograph reproduced herewith shows the novelty record window hanger, two novelty record cards and cut-outs taken from previous window displays assembled with the window streamer and a Columbia novelty record booklet as a setting in the foreground.

Columbia dealers all over the country have arranged to dress their windows in this fashion to promote the sale of this series of records and Columbia distributors are preparing to fur-

nish the dealers with novelty booklets in substantial quantities, also with novelty record hangers and the window streamers to support the campaign.

Columbia novelty records are specially selected records taken from the international language



Novelty Record Week Window

record catalog, which are chosen because of their musical merits and their appeal to the domestic trade. These records have been assembled in the novelty booklet, and others will be issued monthly in connection with the regular Columbia supplements, one record being featured each month in the usual supplement.

The Bollinger Music House, of Oskaloosa, Ia., have ordered two Unico booths and a record rack which they will place on their first floor.

"BLUE DIAMONDS"

A GEM OF A SONG BASED ON AN ORIGINAL IDEA THAT IS SO APPEALING AND DELIGHTFUL THAT IT HAS ALREADY TAKEN THE PUBLIC BY STORM

"IF YOU'RE ONLY FOOLING 'ROUND ME" (WHY DON'T YOU PUT ME WISE)

JUST THE KIND OF A COMEDY NUMBER THAT YOUR TRADE WILL APPRECIATE "LEAP" YEAR ESPECIALLY

"BLUES" (My Naughty Sweetie Gives to Me)

A SYNCOPATED JAZZ MELODY THAT TAKES THE PRIZE FOR SINGING AND DANCING EVERYWHERE

"NOW I KNOW"

NEEDS BUT LITTLE INTRODUCTION, FROM THE MOMENT IT WAS RELEASED, IT WAS HAILED AS THE WORTHY SUCCESSOR TO "KENTUCKY DREAM"

COMING ATTRACTIONS: "ANVIL TROT" "OLD MAN JAZZ" "ABADELE"
YOU CAN SELL MORE THAN YOU ORDER

RECORDS - PLAYER ROLLS - SHEET MUSIC

JOS. W. STERN & CO., 102-4 W. 38th St., New York City

CAST
PRECISION

PRECISION CASTINGS COMPANY, INC.
SYRACUSE, N. Y. NEW YORK.

Manufacturers of Die Castings in
Aluminum, Zinc, Tin, Lead Alloys,
Babbitt Bearings |



Manufacturers



1920

To handle this year's business we have greatly increased our production and are now prepared to care for a few hundred more live dealers.

The standards and quality of our product will not be changed, on the other hand this season's models have added features that will make for sales.

Our three factories are now in a position to supply you with an ample stock at once and immediate deliveries at all times.

The Excel Cabinet Co.'s dealers' proposition is one that you should investigate at once. There are large profits for you in handling this line of fast selling machines.

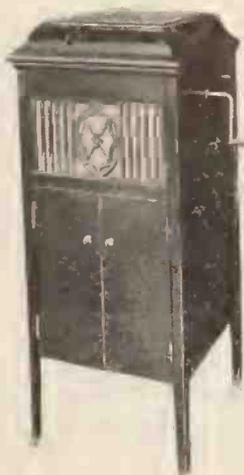
May we not send you our circulars, discounts, etc.
Write now—line up with a winner.

EXCEL CABINET CO.

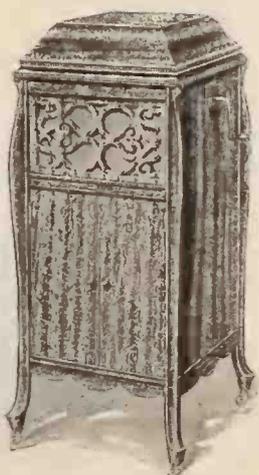
Executive Offices: 136-140 West 23rd Street

New York City

Factories: Benton Harbor, Mich., Holland, Mich., Chicago



Manufacturers of
High Grade
Talking
Machines



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:

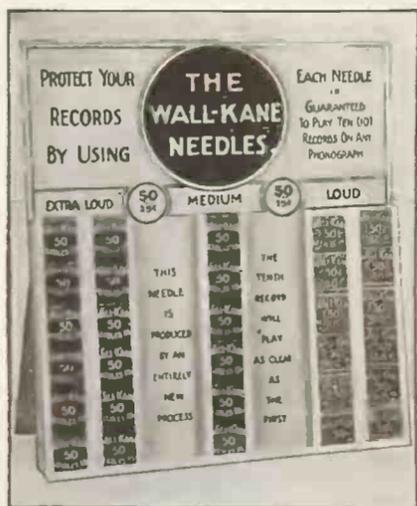
The steel needle is first dipped into a chemical solution which will take out most of the charcoal, making a closer unit of the needle. While in this process the needle looks all black like illustration.



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.

JOBGING TERRITORIES OPEN

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

HONORED ON ANNIVERSARY

Edward D. Strauss, Eastern Sales Manager of the Brunswick-Balke-Collender Co., Celebrates Fifteenth Anniversary With Company—An Experienced and Successful Sales Executive

Edward D. Strauss, Eastern sales manager of the phonograph division of the Brunswick-Balke-Collender Co., was the guest of honor recently at a banquet given by his associates to celebrate Mr. Strauss' fifteenth anniversary with the company and his second anniversary as Eastern sales manager.

Mr. Strauss, during his fifteen years' association with the Brunswick-Balke-Collender Co., has occupied important sales and executive posts and in all of these positions has attained signal success. When he joined the company's staff fifteen years ago he was assigned as a salesman in the Ft. Wayne territory and covered this territory for five years, winning the esteem and friendship of all his business associates. He then became manager of the Columbus branch, and subsequently went to Chicago to the main office of the company in order to acquire an intimate familiarity with the talking machine business which the company planned to introduce and develop.

Two years ago Mr. Strauss was appointed Eastern sales manager of the phonograph division with headquarters at the Brunswick-Balke-Collender Co.'s New York office, 39 West Thirty-second street. In this short space of time he has been an important factor in developing Brunswick business in this territory. Under his able leadership, the Eastern sales division has achieved remarkable sales totals, and the demand for Brunswick talking machines in the East has far exceeded all expectations. Accounts have been opened with the most successful stores and retail shops in Greater New York, and the sales organization developed by Mr. Strauss has attained phenomenal results.

With the introduction of Brunswick records, Mr. Strauss is planning to give Brunswick deal-

ers intensive co-operation and service that will assist them in developing a record business commensurate with the tremendous success of the



Edward D. Strauss

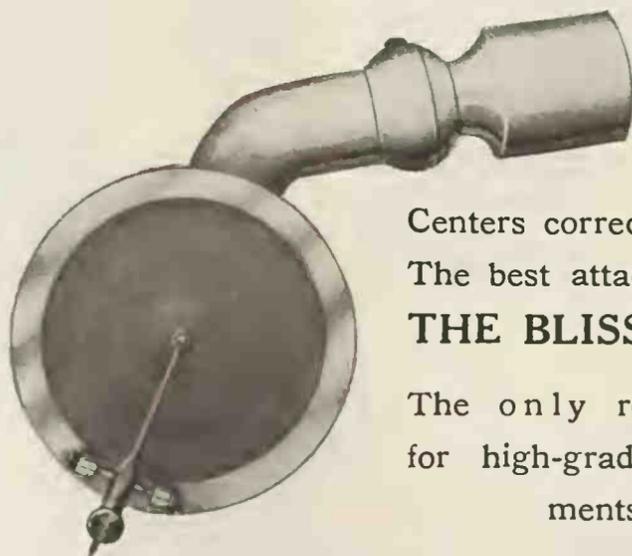
Brunswick machines. With his thorough knowledge of merchandising, Mr. Strauss is in a position to lend invaluable aid to Brunswick dealers and to the members of his own sales staff.

LANSING OPTIMISTIC OVER FUTURE

BOSTON, MASS., February 5.—E. H. Lansing, manufacturer of the Lansing khaki covers for talking machines, reports a ready market for his covers, attended, however, by a scarcity of certain materials which he requires. Mr. Lansing summed up his objective briefly in a recent conversation with The World when he said: "I am not trying to make a cheaper cover, but the best cover cheapest." Mr. Lansing also reports that 1920 gives every evidence of being a record year for his piano covers, stools and benches as well.

FOR EDISON DEALERS—

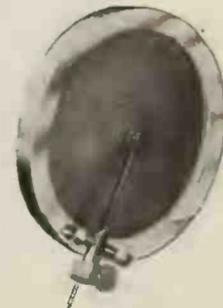
The Bliss Universal Attachment



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

For Silence and Power

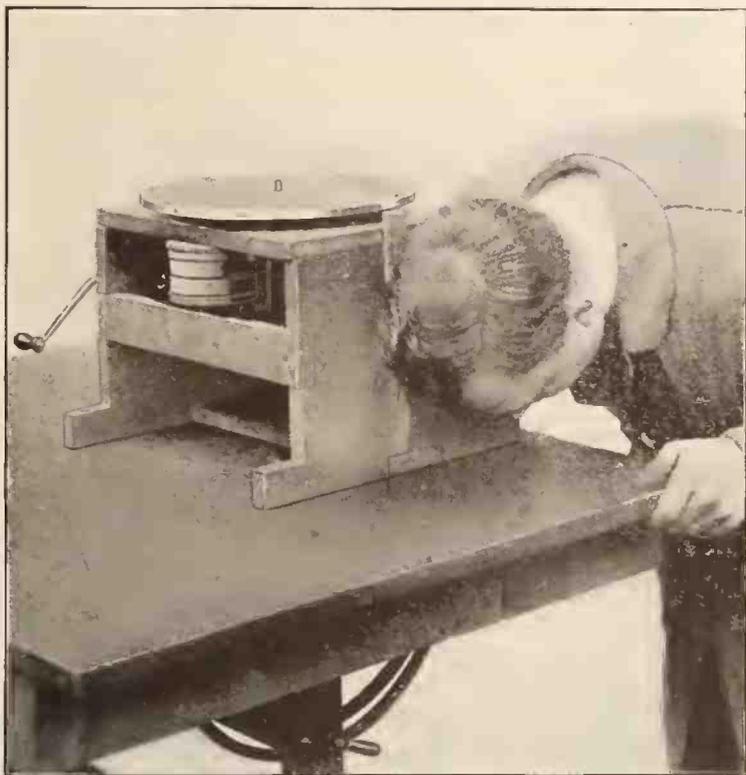


Figure One

There are two operations to the final inspection of every Stephenson Precision-Made Motor:

FIRST (*Figure One*), when it is set into a frame which greatly exaggerates all vibration. Here it must pass the test for silence. .

SECOND (*Figure Two*), where it is mounted just as it would appear in a finished phonograph, and with careful watch on the rotometer several records are played; here it must pass the test for running time and power.

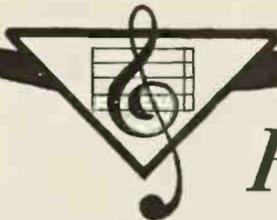


Figure Two

Rigid inspection of all materials, of all manufactured parts, of completed motors —this painstaking inspection keeps the Stephenson Motor a Precision-Made Motor.

STEPHENSON
INCORPORATED
One West Thirty-fourth Street
New York City

Steinburn

Distinctive  *Phonographs*



The one above is No. 70 in Georgian period, 50" high, 23" wide and 24" deep.

Write for our special Dealers' Proposition

STEIN-BURN CORPORATION

General Sales Offices and
Display Rooms
Heyworth Bldg., Madison and Wabash
CHICAGO

Eastern Distributors:
A. M. DRUCKMAN
140 West 23rd Street
NEW YORK CITY

Quality That Sets a Higher Standard

MOTORS—exclusively Steinburn, the very finest that phonograph motor engineers can produce—steady, powerful, noiseless.

TONE ARMS and REPRODUCERS—in keeping with the Steinburn reputation of a higher standard. Play all records.

CABINETS—distinctively Steinburn. Twelve beautiful models in Mahogany, Walnut and Oak. Upright Period, Consol and Table Types, all artistically superior. Retail prices \$60 to \$300.

Co-Operation That is Constructive

WE ASSIST established and well-rated dealers in banking their time-payment paper. Our plan is very unusual. You get 100% of the sale price at once.

A 5-Year Bond Guaranteeing Perfection

THE STEINBURN sets such a high standard that we are able to give a 5-year Guarantee Bond with each instrument, covering perfection of all parts, including motor, tone-arm, reproducer and cabinet.

OUR 5-YEAR GUARANTEE BOND. READ IT!



Art Hickman's Orchestra from the St. Francis Hotel, San Francisco, plays the one-step "Burmese Belles." How about those Hickman records? A-2841.

**Columbia Graphophone Co.
NEW YORK**



A NEW VOCALION ARTIST

First Record by Marguerite d'Alvarez, Chicago Opera Contralto, in the March List

One of the features of the Aeolian Co.'s list of Vocalion records for March is the first record to be made by Marguerite d'Alvarez, the popular contralto with the Chicago Opera Co., now



Marguerite d'Alvarez

appearing in New York City. Mme. d'Alvarez who recently closed a contract to record exclusively for the Vocalion, chose for her first record "Ah mon Fils" from "Le Prophete." This record appears in the March list and other operatic selections will follow shortly.

Mme. D'Alvarez is one of the interesting figures among current opera stars, being a Peruvian by birth and declared to be a direct descendant of the Incas. She studied at the Conservatory at Brussels and was among those chosen to sing before the late King Leopold. Her operatic debut was made as Delilah in "Samson" at the Paris Opera, and subsequently she sang at Covent Garden, London, and La Scala in Milan. She was brought to the United States by Hammerstein and appeared under his management in New York, Boston and Philadelphia before joining the Chicago opera organization. Mme. D'Alvarez has won particular success as Carmen and in similar roles.

INCORPORATED IN UTAH

The Royal Distributing Co., Provo, Utah, has been incorporated to act as distributing agents for manufacturers of all kinds of musical instruments. The officers are L. R. Taylor, president; T. C. Jones, vice-president; A. R. Taylor, secretary and treasurer, and T. N. and T. S. Taylor, directors.

LAWSON PIANO CO.'S ACTIVITIES

Recent Exhibit Showed Lawson Universal Phonographs—New Tone Arm Was Also Displayed by Company at Attractively Decorated Booth

The Lawson Piano Co., 372 East 149th street, had a very attractive exhibit at the National Music Show, February 2 to 7, at the Grand Central Palace, New York. It not only displayed the Lawson Universal phonographs in several models, but also exhibited for the first time the Diamond L hub-back reproducer and tapered bore tone arm. The company has had great success with the Lawson Universal phonograph, and expects to do a large business also with the new tone arm, which has several individual characteristics of merit.

The company has issued for the use of the trade a "Compact Atlas of the World," showing the new boundaries as they exist in Europe at the present time and comparing them with the old boundary. The booklet is most complete and interesting, and serves as an excep-

tional advertising medium, owing to its usefulness and timeliness. Several pages are devoted to the Lawson instruments, which include the Lawson piano, player-piano and the Lawson Universal phonograph.

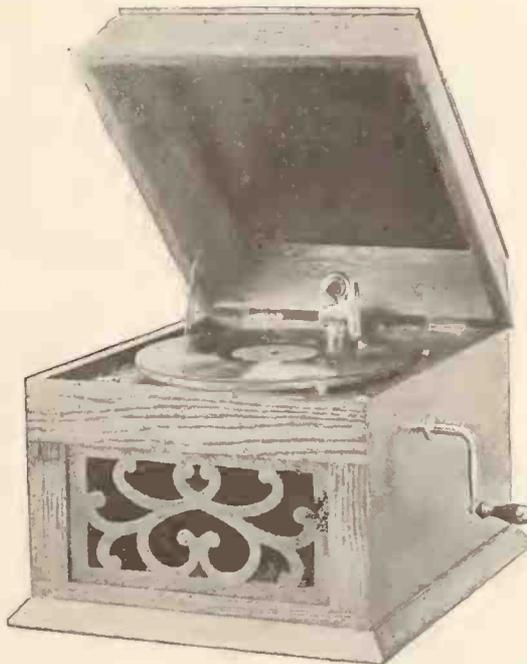
A. J. PALMER MAKES CHANGE

Arthur J. Palmer, for the past two years advertising manager of Thomas A. Edison, Inc., Orange, N. J., will become associated with Sherman & Bryan, Inc., New York, advertising agency, on February 16. He will be general supervisor of copy and co-ordinator of the functions of the various production departments.

For ten years Mr. Palmer was with the American Press Association and after that was advertising manager of the Montague Mailing Machinery Co.

The Cirola Sales Corp., New York, has been chartered with capital stock of \$100,000, to deal in talking machines, among the incorporators being A. M. Ash, of Brooklyn.

A Max L. Goldberg Special



FOR IMMEDIATE DELIVERY

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

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

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

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

Samples in Golden Oak \$22.50 WAR TAX PAID

Fumed Oak 22.50

Mission 22.50 TERMS, NET

Birch Mahogany 22.50 F. O. B. NEW YORK CITY

WRITE FOR SPECIAL QUANTITY QUOTATIONS

MAX L. GOLDBERT 3 and 5 WAVERLY PLACE, NEW YORK CITY



Would You Bet On a Sure Thing?

If you had all the aces in your fist and a deuce as a "wild" card, would it take much nerve to play the hand? Would you be taking any risk if you chanced a few white chips on it?

I'm not asking you to take a chance, because if you do business with my proposition as your "wild" card you're sure to win.

The Talking Machine World Service is not a chance—it's a sure thing. It has been tested in every possible way, in every state in the Union, by dealers of every type, in cities and towns of every size—

And it has made good.

This proposition is RIGHT. The Talking Machine World Service is the most important new service idea that has appeared in our trade for 15 years.

You needn't take my word alone.

Read what our subscribers say about it. They know

what they're talking about. They've tried it out. They've proved it is a sure thing.

They've proved that our ads, cuts, window display plans, merchandising ideas and form letters get results beyond anything ever seen before in the talking machine trade.

You are face to face with a gigantic opportunity, Mr. Retail Dealer. It's looking right at you from this printed page. It lies within your power to make, during the next few minutes, the most important move of your business career.

More than 175 dealers have already made the same move before you; they have mailed the coupon from one of our ads; they got samples of our ideas, cuts, ads and form letters and investigated our proposition carefully; they subscribed for the Service.

And today they are cleaning up!

Sincerely yours,

Robert Gordon

Over 175 dealers have proved this Service is a SURE THING—read

National Talking Machine Sales Corp., Boston, Mass.:

"We are very well satisfied indeed with your service. Your last presentation of matter is the best yet. It is the fresh viewpoint, plus excellent cut service—which makes the matter so desirable."

The La Salle & Koch Co., Toledo, Ohio:

"I know we have gotten better results from the Service than the ads we used before. My actual experience has made me a booster for the Service of the one hundred per cent type."—E. L. WOOSTER.

P. W. Simon, Uniontown, Pa.:

"Last month we received the World Service for retail dealers, and were very well pleased with it; in fact we used it and obtained direct results. . ."

The Jersey Music Co., Bloomfield, N. J.:

"We received the special letter on moving, also the car card copy and think both are clever and just what we wanted."

The Talking Machine World Service

Is a syndicated sales and advertising service for retail dealers, restricted exclusively to one dealer in each territory. It comes to your desk once a month, every month in the year.

Here's what you get, every month:

Three original Merchandising Plans—practical methods of getting business, finding new prospects, handling your customers, earning more money out of your store.

Three timely, catchy Window Display Plans—practical schemes that draw the crowds to your windows through their clever appeal to human psychology—yet do not require elaborate and costly "stage scenery."

Two Form Letters that have human interest, selling punch and "pep," prepared by a specialist nationally known for the business-getting power of his letters. One is about machines, the other is on the new records, to be mailed out with your monthly bulletin.

Seventeen complete ads for your newspapers, featuring your store, your name and your service. The reading matter is bright, original, timely and brimful of money-making ideas. Strictly local, retail personal advertising for you—the kind that sells goods and builds good will. Eight single column ads, 4 two-column ads, 4 three-column ads and 1 large four-column spread every month—all complete and ready to use.

Seventeen cuts for these ads drawn by the cleverest and most expensive advertising artists in the country today, such as Ethel Plummer of "Vanity Fair"; Olga Thomas of "Vogue"; Frederick T. Chapman, who illustrates the Franklin automobile and many other ads; W. Fletcher White, famous commercial artist of New York; Charles Baskerville, Jr., of "Scribner's"; Will Graven, whose clever drawings are bought by the leading advertising

agencies of New York; Royce Cody, late art director of "Motor Life," and other artists of the same class.

Mats or electros of these cuts are sent you each month as part of the Service—without extra charge.

A yearly total of more than 200 ads, 200 cuts, 36 window display plans, 36 merchandising ideas and 24 form letters—also special ads written to your order, when necessary, for particular events in your store.

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 and in foreign countries as well, thereby dividing the cost into small fractions. The money you have been losing on one or two ads that failed to bring results would pay the cost of this complete Service for the entire year.

But remember—only one dealer in each territory, and first come, first served! If somebody else in your city orders first, you can't buy the Talking Machine World Service at any price.

Over 175 cities already sold and more are going every day.

What they say below—then mail the coupon

H. J. Pippitt, Port Jervis, N. Y.:
 "We think your service is great and are using it to the limit."
 United Talking Machine Co., Brockton, Mass.:
 "We are very much pleased with the service we are getting from you people."

Jas. H. Wright Co., of Corry, Pa., says:
 "Great stuff! It's certainly helping. I have run it continuously since signing the contract with you and business is picking up all the time."

The Talking Machine World Service
 373 Fourth Ave., New York City

If other dealers in large cities and small towns are getting results and making a big profit on the Talking Machine World Service, I want to know all about it, and I'm willing to gamble a 2-cent stamp to find out. Without obligation, send me samples of ads, cuts, form letters and ideas. Tell me what it will cost me per month for exclusive use in my territory.

Population of my city is

I handle these machines

Firm Name

By

Address

2-15-20

Tear this off. Fill in. Mail to us to-day.

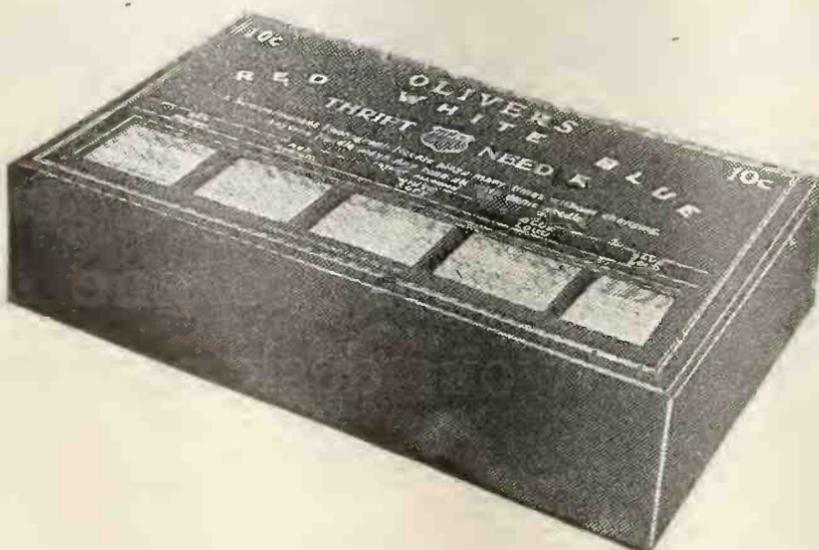
OLIVER'S RED-WHITE-BLUE

THRIFT NEEDLES

Mean Satisfied Customers

One needle will play 50-200 records

It will pay you to investigate this proposition



THRIFT NEEDLES

Mean Continuous Re-Orders

Their economy will appeal to your customers

And there is a satisfactory profit in each sale for you

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.

A QUARTET OF HUSTLERS

Something of the Amalgamated Phonograph Accessories Corp. and the Men Behind

The Amalgamated Phonograph Accessories Corp., 54 Bleecker street, New York City, has

in its line. Much of the success of this new organization, which, by the way, handles practically everything pertaining to phonographs, is due to its making a specialty of giving service to the dealers.

The executives of the new company are all young men, who have what is commonly termed

machine industry. Herewith is reproduced a photograph of the officers of the company: William Brand, secretary and general manager; Julius Roos, general sales manager; Nestor Roos, assistant general sales manager, and Samuel Schaer, Eastern sales representative. Rudolph Kanarek and Samuel Heckler are president and treasurer, respectively.

The company is now making a special drive on a new multi-playing needle, which is marketed under the trade name "Mysto." The needle is one of much merit and is manufactured by the firm.

The quarters of the above company, although quite large, are already showing signs of being insufficient to meet the needs of the business.



Samuel Schaer Wm. Brand Nestor Roos Julius Roos

SALES STAFF HOLDS BANQUET

The sales staff of the talking machine department of the Shepard-Norwell Co., Boston, Mass., recently had an enjoyable banquet at the Quincy House, that city, at which A. R. Filante, the manager, acted as toastmaster.

The Premier Phonograph File Co., New York, has been incorporated with capital stock of \$51,000 by J. Michaelis, A. E. Chernack and A. N. Ditterman.

in the short space of time since its formation made rapid strides towards the leadership

"pep." Despite the fact that they are young, they have had wide experience in the talking



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

PATHE SALES CONFERENCE DURING MUSIC SHOW WEEK

Representative Pathé Distributors the Guests of the Pathé Co. in New York During First Week of February—Important Addresses Made at Meetings and Banquet—Visit Plant in Brooklyn

A very busy, profitable and thoroughly enjoyable time was spent by Pathé distributors and their representatives from every section of the country who were the guests of the Pathé Phonograph Co. during the recent Music Show Week in New York, where headquarters were temporarily established at the Hotel Pennsylvania. A sales conference of two days' duration, with morning and afternoon sessions, was opened on Tuesday morning, February 3rd, at 10 o'clock, in meeting room No. 6 at the Hotel Pennsylvania, by an address of welcome from Eugene A. Widmann, president of the Pathé

a dinner to the visiting delegates in the small ballroom of the Hotel Pennsylvania. The affair was entirely unusual in many respects. It was practically a "speechless banquet." H. N. McMenimen presided and after a short but very inspiring address by the host, M. Max, manager of Gimbel Brothers' phonograph department, spoke interestingly from the dealer's standpoint. Excellent entertainment was provided by the following Pathé stars: Grace Hoffman, soprano; Marion Cox, contralto; Percy Hemus, baritone; Rosalie Miller, soprano, and Fred Van Eps, banjoist. The entertainment was



Pathé Distributors Guests of Pathé Co. at Hotel Pennsylvania

Frères Phonograph Co. During the course of the conference, Pathé merchandising was taken up from every angle.

Addresses were made by H. N. McMenimen, managing director, on "Dealers' Co-operation"; James Watters, secretary, on "Pathé Records"; George W. Lyle, on "Contracts," and J. I. Bernat on "Dealers' Service." Walter L. Eckhardt, president of the Interstate Phonograph Co., Pathé distributors of Philadelphia, Pa., spoke interestingly on the subject of "General Sales Arguments." The subject of advertising was entered into by an address on "How Advertising Effects Wholesale Sales," by George P. Metzger, of the Hanff-Metzger Co., Inc.

On Tuesday evening the Pathé Frères Phonograph Co. entertained their guests at the New York Hippodrome, which resulted in a very enjoyable evening. The next night Eugene A. Widmann, president of the company, tendered

much appreciated and each artist received repeated encores. On Thursday morning, despite the inclement weather, the entire delegation visited the Pathé headquarters in Brooklyn.

Mr. McMenimen hurriedly secured a number of auto busses in which to transport the large delegation to both the cabinet and record plants in Brooklyn, thus overcoming a storm situation which tied up the transportation lines of the city.

A very interesting and instructive day was spent in becoming thoroughly familiar with the many interesting details of Pathé production.

S. Davidson & Brothers, of Des Moines, Ia., have added two additional demonstrating rooms, making eight, and installed a service rack and counter in the front of the department. Two additional sales girls have been added to this department.

PLAZA

BUY YOUR ACCESSORIES

"All From One Source"

Supertone

American Made

Steel Needles

EXTRA LOUD LOUD MEDIUM SOFT HALF TONE

Only the finest grade of Carbon Steel wire is used in our product.

The points are ground by experts. Thus you are assured of a uniform product of consistent high quality.

This means superior tone quality, maximum volume and minimum surface noise.

Packed in tin boxes of 200, in envelopes of 100, or in bulk.

Can be supplied in Extra Loud, Loud, Medium, Soft and Half-Tone.

Write for Samples and Prices

PLAZA MUSIC CO.
18 WEST 20TH STREET
NEW YORK

Distinctive
Hardware Requisites

for

Phonographs—Furniture—Refrigerators

Lid Supports
Automatic Stops
Tone Rods
Needle Cups
Escutcheons
Sockets
Knobs, etc.

A complete line in all the periods. Also commercial furniture hardware.

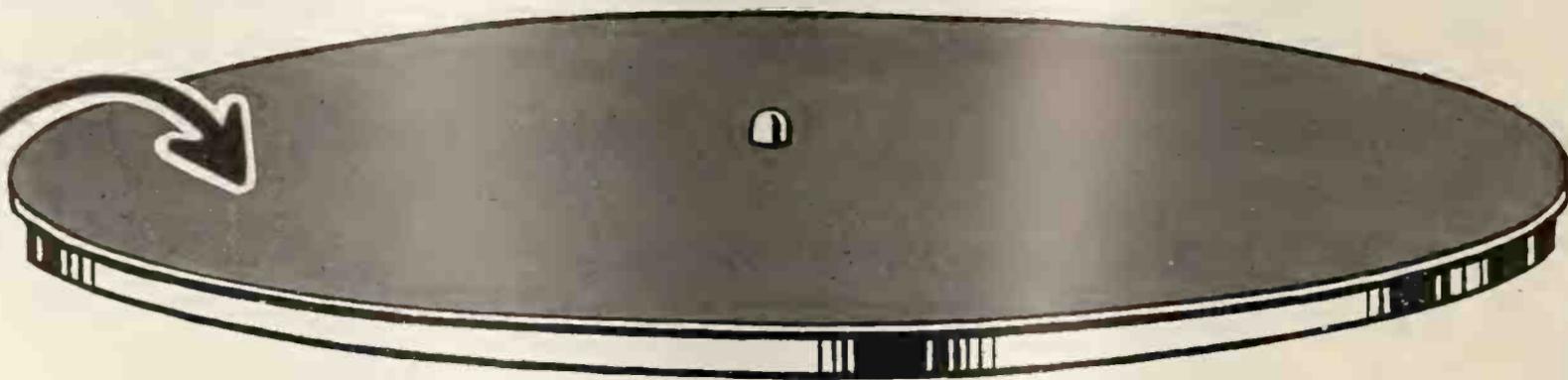
All sized locks and hinges that answer every requirement.

Smart, durable, practical Trimmings and Parts.

Samples cheerfully furnished manufacturers on request.

Grand Rapids Brass Company
Grand Rapids Michigan

NEW YORK: 7 EAST 42d STREET



Every Phonograph has a Turntable

You have sold a good many Phonographs to a good many people—each machine with a turntable. Now sell RECORDS for those turntables—sell MORE phonographs to MORE people—and records to ALL the people who have bought machines from you—to their friends and acquaintances—to every talking machine owner in town.

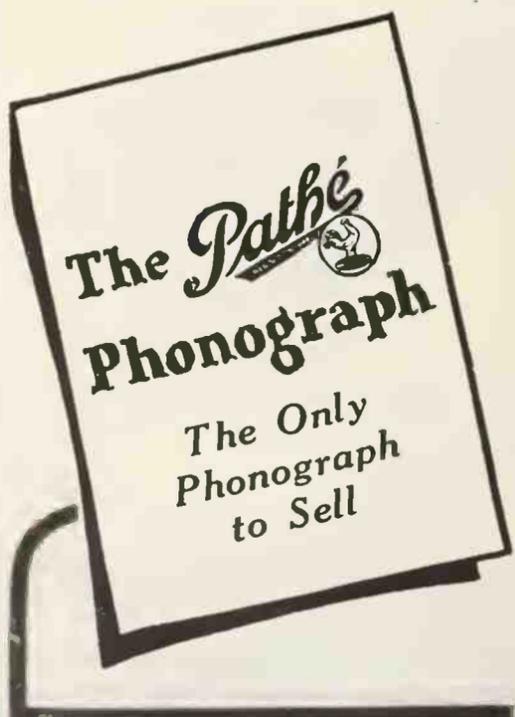
For EVERY turntable on EVERY Phonograph is a place for you to put Pathe Records at a profit. We say Pathe Records—we MEAN Pathe Records—because:

- 1 Every day the demand for Pathe Records increases.
- 2 Every day more people recognize the exquisite tone quality of the Pathe Records.
- 3 Every day more people discover that Pathe is first with the hits that Broadway makes famous.
- 4 Every day people are finding out that they get the widest possible choice in Pathe Records—everything in music—operatic, orchestral, band and vocal—from the classical favorites and the “songs that never grow old” to the raggy, jazzy popular melodies of the day.

How are they making their discoveries so fast? The answer: Pathé national advertising: It is effectively telling the public about the Pathé Records day by day, week by week, month by month. And every time every 24 hours goes by, ten times that many people right in your neighborhood have discovered that Pathé Records give them the music they want—and surpassing tone.

Are you sure you are posted on Pathé Record superiority?

Better let us send you interesting literature giving you the facts.
Write to-day.



*Costs No More
than the Ordinary*

PHONOGRAPH

PATHÉ FRÈRES PHONOGRAPH CO.

EUGENE A. WIDMANN, Pres.

10 to 56 Grand Avenue, Brooklyn, N. Y., U. S. A.

and London, England. The Pathé Frères Phonograph Co. of Canada, Ltd., Toronto

ANOTHER PATHÉ SCOOP

THE TWO BEST FOX TROTS OF THE YEAR

ON ONE DOUBLE
PATHÉ DISC:

22230
(Tollbar)

AFGHANISTAN

and

WHEN MY BABY SMILES



Up to the Minute Successes—Rapid Fire Sellers—Order Now

BY WIRE FROM YOUR DISTRIBUTOR

POPULAR VOCAL

- 22290 (Trifler) { "Me and My Wife" Jack Norworth, Baritone
"Never Let No One Gal Worry Your Mind" Jack Norworth, Baritone
- 22279 (Tiffen) { "Hand In Hand Again" Lewis James and Chas. Hart, Tenor Duet
"Out of a Clear Sky" Henry Burr, Tenor
- 22284 (Toyish) { "I'm Just Simply Full of Jazz" Noble Sissle, Tenor
"Ain't Cha Coming Back Mary Ann to Maryland" Noble Sissle, Tenor
- 22280 (Tingling) { "How Sorry You'll Be" (Wait'll You See) Billy Murray, Tenor
"Oh!" Ernest Hare, Baritone
- 22281 (Tollgate) { "I'll Always Be Waiting for You" Campbell and Burr
"We Must Have a Song to Remember" Peerless Male Quartet
- 22283 (Touchable) { "When You're Alone" Shannon Four, Male Quartet
"Dreamland Brings Mem'ries of You" Lewis James and Chas. Hart, Tenor Duet

DANCE

- 22288 (Tripod) { "Dardanella," Fox-trot, Laughing Saxophone By N. Glantz Jos. Samuel's Orchestra
"Wonderful Pal," One-step Jos. Samuel's Orchestra
- 22285 (Transfix) { "Turco," Fox-trot Max Dolin's Novelty Orchestra
"On the Streets of Cairo," Fox-trot Max Dolin's Novelty Orchestra
- 22286 (Transpose) { "Bo-La-Bo," Medley One-step Jos. Samuel's Orchestra
"Bow-Wow," One-step Wadsworth's Saxophone Band
- 22289 (Tribute) { "I Might Be Your Once-in-a-While," Medley Fox-trot Tuxedo Syncopaters
"You'd Be Surprised," Medley Fox-trot Tuxedo Syncopaters
- 22287 (Traverse) { "Come Along to Honeymoon Town," One-step Jos. Samuel's Orchestra
"Goodnight, Dearie," Waltz Nicholas Orlando's Orchestra
- 22276 (Terrifying) { "Chromatic Fox-trot," Xylophone Solo George H. Green
"Stop Time," Xylophone Solo George H. Green
"Mighty Lak' a Rose," Violin, Flute and Piano The Longo Trio
- 22277 (Theorist) { "Somewhere a Voice Is Calling," Violin, Flute and Piano The Longo Trio

PATHÉ FRÈRES PHONOGRAPH CO.

EUGENE A. WIDMANN, Pres.

10 to 56 Grand Avenue, Brooklyn, N. Y., U. S. A.

The Queer New Record That Plays So Long

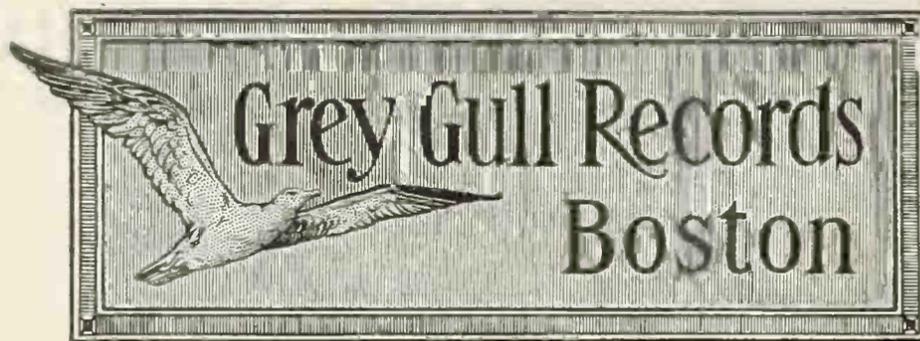
Grey Gull Records, Two-in-One Style, have approximately *twice as much MUSIC* on each disc as the old-fashioned style.

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 5¼ 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 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 _____

THE TALKING MACHINE WORLD SERVICE

Robert Gordon's Page

A DEPARTMENT DEVOTED TO PROMOTING RETAIL SALES



DO YOU realize what a wonderful field for business you have in the many concerts and recitals in your city? For years the talking machine manufacturers have been trying to impress their dealers with the opportunities afforded by local concerts, but few dealers take advantage of these as they should. A goodly number of artists appearing during the season in your city no doubt make records which you have on sale; and besides this direct link there is the broader fact that these concerts greatly increase the public interest in music, which interest is the foundation of your business.

Watch the music pages of your Sunday newspapers. There you will find announcements of coming concerts, which also give you the name of the local concert manager. If you get in touch with this local concert manager, he will be more than glad to supply you with photographs and display material, and, if your location is central, he will probably put on the advance sale of tickets in your store if you request it.

Put in a window display before the concert, featuring photographs of the artists, together with some of their records and a card announcing the ticket sale in your store. At the bottom of your newspaper ads run a notice about the ticket sale. In his own ads the concert manager will state that tickets are on sale at "Blank's Music Store."

The people who come to your store to get tickets are all music-lovers. Every one is a logical prospect for business. If they get the habit of coming to you for tickets and watching your window for news of concerts they will come to you also for talking machines or records, and they will tell their friends to come.

The public interest in music is the basis of your business. If you strive to make your store the musical center of your city by taking enthusiastic part in all local musical activities, it's bound to become also the business center of the city when the purchase of talking machines and records is in mind.

For twenty years Rip Van Winkle did no advertising. Yes, he was asleep all that time.

PERIOD models today have attained such superlative beauty of appearance that they are a precious asset to your window trimmer. The ornamentation and carvings on some of these cabinets would be worthy of Lorenzo Ghiberti, Michelangelo, Luca della Robbia, or other of the wonderful creative geniuses of the Italian Renaissance. In fact, the motifs and forms used in these cabinets are usually copied directly from the masterpieces of the great craftsmen of the Middle Ages, who originated the designs which we follow today in much of our furniture and our architecture. While planning your window, bear in mind that the period cabinet itself is the center of attraction, and that everything else you put in the window should enhance the effect of the cabinet and not detract attention from it or compete with it. Above all things, keep your window severely simple.

For example, place a single cabinet against a background of rich fabric, such as tapestry, brocade or silk velour; two candlesticks of plain silver or polychrome, placed symmetrically on top, and a small jar of flowers or bit of fine bric-a-brac in the center. A floor lamp sheds its rays upon the cabinet itself and the other window lights are subdued. Signs or cards should be dark in color, not too large, and lettered in gold.

Glance through the pages of such magazines as "House and Garden," "Architecture" or "Country Life in America," which you can buy at any newsstand. You will find there photographs of furniture and bric-a-brac arranged by famous interior decorators, giving just the effect you are seeking. A wealth of excellent ideas will be suggested to you by a perusal of these magazines.

People passing such a window are bound to be impressed, and in these days when quality, not price, is the consideration, you will get direct results in business, as well as add materially to the prestige of your store.

You can never tell a cantaloupe till you cut it nor an idea until you've used it.

YOU'VE seen window displays of talking machines where color was used lavishly in signs, draperies and backgrounds, with the result that they looked cheap, loud and crude. And you've noticed

other displays where just as much color was employed, yet the effect was rich and harmonious. What's the answer? How can you use color in your windows to best advantage?

Before your next display is put on, let your window trimmer read what a famous American artist thinks about this subject of color in show windows:

"Red is the most popular color," he says. "It is the first choice of the uneducated, and of savages and barbaric people. It excites and enrages animals. A child who is given a toy paint-box will use more red than any other pigment. Green, when low in tone and inclined to yellow, as in nature, is a restful color, and, next to red, the most popular. But a combination of primary red with primary green presents two active and excitable colors. One is the complement of the other, and when placed together each is shown at its greatest intensity. The red then appears redder and the green greener than under any other conditions.

"Women—because they give more constant thought to the selection of articles for personal adornment and the decoration of the home—are more sensitive to the personal appeal in color than are men.

"Every shop window, every store shelf, every counter, gives an opportunity for the use of color in making this personal appeal. Properly used, it is an ever-present silent salesman.

"Among the uneducated the color sense is crude and barbaric. With education comes refinement. For example, a woman of the peasant type will wear a green skirt and red waist, with each color of full primary strength. While the personal appeal of those two colors is as great to the woman of education, her sense of refinement suggests a full suit of green so low in tone that it is almost black, to which she will add only a touch of red, such as a single rose.

"Nature employs green in large masses, though seldom in its absolute purity. In the spring, when nature displays but a few colors, the green in the grass and leaves is at its brightest, but as other colors come the greens grow darker and grayer, forming only a background.

"Red in nature is never found in masses, but only as in flowers, a few birds, and the spots on butterflies. A child will fill its arms with red roses. A woman of refined taste will arrange one red rose with a few sprays of green leaves. This one fact is a key to color in salesmanship.

"In the appeal to popularity, colors are used in larger quantities which nature uses sparingly. Refinement demands the discriminating choice shown in nature."

*Think ahead; look ahead; head ahead—
and you'll get ahead.*

TAKE full advantage of the splendid national advertising now being done by the manufacturers of the talking machines you handle. An effective way to tie up your store and your goods with this national advertising is as follows: Clip out of the magazines or trade papers a full-page ad or double-page spread, featuring your machine. Mount this on a piece of gray or brown cardboard and attach it flush against the center of your window pane about eye level to a person on the sidewalk. From the ad run streamers back to the machines in the window corresponding to the machines illustrated in the ad. This method effectively associates the goods with the selling points emphasized in the ad by the manufacturer. For example, the present Brunswick ads feature the tone amplifier. Therefore, display your Brunswick machine with the tone amplifier exposed to view, and let the streamer run back from the ad to the amplifier.

The same idea can be used for records. Some of the leading publishers, such as Leo Feist and A. J. Stasny, are taking large space in the national magazines to advertise their song hits. Clip out one of their ads, mount it against your window pane and let streamers run back from each song in the ad to the corresponding record.

In ancient times, Alexander the Great made his soldiers shave off their whiskers so the enemy would have nothing of which to catch hold. Shave the whiskers off your store and your competitors will likewise have nothing of which to catch hold.

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

ANNOUNCES IMPORTANT DEALS

Condon & Co., Inc., Appointed Sales Agents for "Gliss" and "Groovite"—W. A. Condon. Discusses Dealer Plans for Present Year

W. A. Condon, president of Condon & Co., Inc., 200 Fifth Avenue, New York, announced this week the consummation of important arrangements whereby his company will be the sales representative for the Hines Products Co., Inc., New York, manufacturers of "Gliss" and "Groovite." The company has started an energetic campaign in behalf of these products and Mr. Condon is utilizing the splendid organization that he built up for the sale of "Uniform" steel needles.

W. A. Condon is one of the best-known members of the talking machine industry, having



Wm. A. Condon

been associated with the trade for many years. He numbers among his friends jobbers and dealers from coast to coast, and his thorough knowledge of the industry has been an important factor in the success of Condon & Co. In adding these new products to his line, Mr. Condon expects to increase the personnel of his sales staff so that the company's clientele will receive maximum service and co-operation. Referring to the consummation of his new deal,

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 2 1/2" No. 1 Com. & Btr. Plain & Qrtd. Red Gum.
- 10 cars 3" No. 1 Com. & Btr. Plain & Qrtd. Red Gum.
- 10 cars 1" 1st & 2nds Quartered White Oak.
- 10 cars 1" 1st & 2nds Quartered Red Oak.
- 5 cars 1 1/2" No. 1 Common Sap Gum.
- 3 cars 1 1/4" 1st & 2nds Quartered Red Gum.
- 5 cars 1 1/4" No. 1 Common Quartered Red Gum.

Send us your inquiries for all cabinet woods.

THOMAS & PROETZ LUMBER CO.

15 Angelrodt St., St. Louis, Mo.

Mr. Condon said to a World representative:

"We feel greatly elated in having secured the agency of the Hines Products Co., Inc., New York, for their products 'Gliss' and 'Groovite.'

"'Gliss' is a polish for all cabinet surfaces, and is aptly named. Its results are surprising and are produced with comparatively little effort.

"The words of a prominent talking machine merchant state the case of 'Groovite' most plainly: 'It is a long time since the talking machine trade has had presented to it an article as clever as "Groovite." The tests we have made of your new product, "Groovite," astonish us. The improvement in the tone is marked, and it is easy to perceive that "Groovite" does remove all the dirt and dust from the record groove. Unquestionably your slogan—"It cleans as it plays," will be heard from.'

"And, indeed, the foregoing is illustrative of all the tests which have been made of this product.

"It is, of course, a fact, that everyone in the

trade has sought a remedy for removing particles of dust and grit which are produced by the needle in playing over the fine engravings of the groove. Mr. Hines, the inventor of the product, has taken a big step forward for the benefit of the entire industry.

"It is most gratifying to us to perceive the growing interest of the trade to serve the consumer with products which make for better playing results. This is manifested in the constantly increasing demand for 'Uniform' needles. There is a growing interest in the importance of the groove, for the trade generally is becoming more and more impressed with the principle of a round peg being put in a round hole, which is accomplished in the use of 'Uniform' needles. Our different products will be marketed in keeping with our usual practice of price protection and delivery protection."

SHORTAGE OF SHELLAC

When the shellac market in Calcutta, India, reopened, after being closed from October 1 to 13, shorts started covering and prices advanced rapidly. The Rangoon crop arrivals, reports the Far Eastern Division of the Commerce Bureau, were very unsatisfactory and indicated a small crop. The reports on the Coosmy crop indicate it will not exceed 6,000,000 pounds.

A VISITOR FROM PITTSBURGH

Among the out-of-town talking machine manufacturers who spent the week at the Music Show was I. Goldsmith, president and general manager of the Player-Tone Mfg. Co., Pittsburgh, Pa. Mr. Goldsmith spoke enthusiastically of business conditions, and several of his machines which were on display at the booth of the General Phonograph Corp. attracted considerable attention from visiting dealers.

NOTICE

The most remarkable value to be had to-day

Model 75
Complete perfect floor phonographs. Wholesale net price, \$37.50 each. Height, 46 1/2 inches; depth, 18 inches; width, 18 inches. Finely finished. Only in mahogany. Two record shelves. Has fine double spring motor that plays three records with one winding. 12-inch turntable. Top indicator. Motor operates perfectly and quietly. Universal tone arm. Mica diaphragm. Reproducer produces a volume and purity of tone as good as any machine at \$100. All attachments highly nickel-plated. If you will see and hear these machines play you will be convinced they are veritable bargains at the price—\$37.50 each. We pay the war tax. Terms are F.O.B. N. Y. Check or money-order will avoid delay, or orders will be delivered C.O.D. when desired, providing a reasonable deposit will accompany same. Send for prices of other models.

Wollman Talking Machine Mfg. Co.

560-562 Grand St., Brooklyn, N. Y.
Telephone, Stagg 918. 25 years in same location.

H. J. SMITH LABORATORIES

Jewel Manufacturer

EXECUTIVE OFFICES,
FINISHING and
RECORDING
LABORATORY JEWELS

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

SAWING
GRINDING
ROUGHING
ROLLING and
EXPERIMENTAL
LABORATORY

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

Manufacturer of

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

We Want Every Dealer to Know
"Ten-M" Means 10,000!!!

Ten-M-Needle

PLAYS 10,000 RECORDS

→ Retails at \$1.50 ←

No More Worry—Simple and Scientific

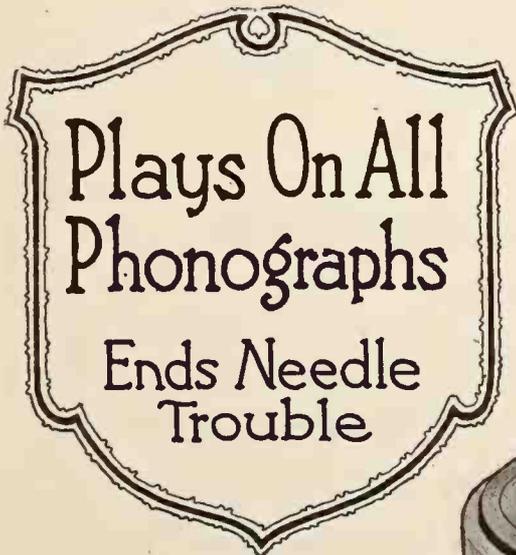
Enter the Ten-M Supreme
Exit! Needle Annoyance
No Change—No Bother

Ten-M is Ever Pointed
Ten-M is Ever Ready
Ten-M is Mellow as Moonlight

The Non-Change Needle

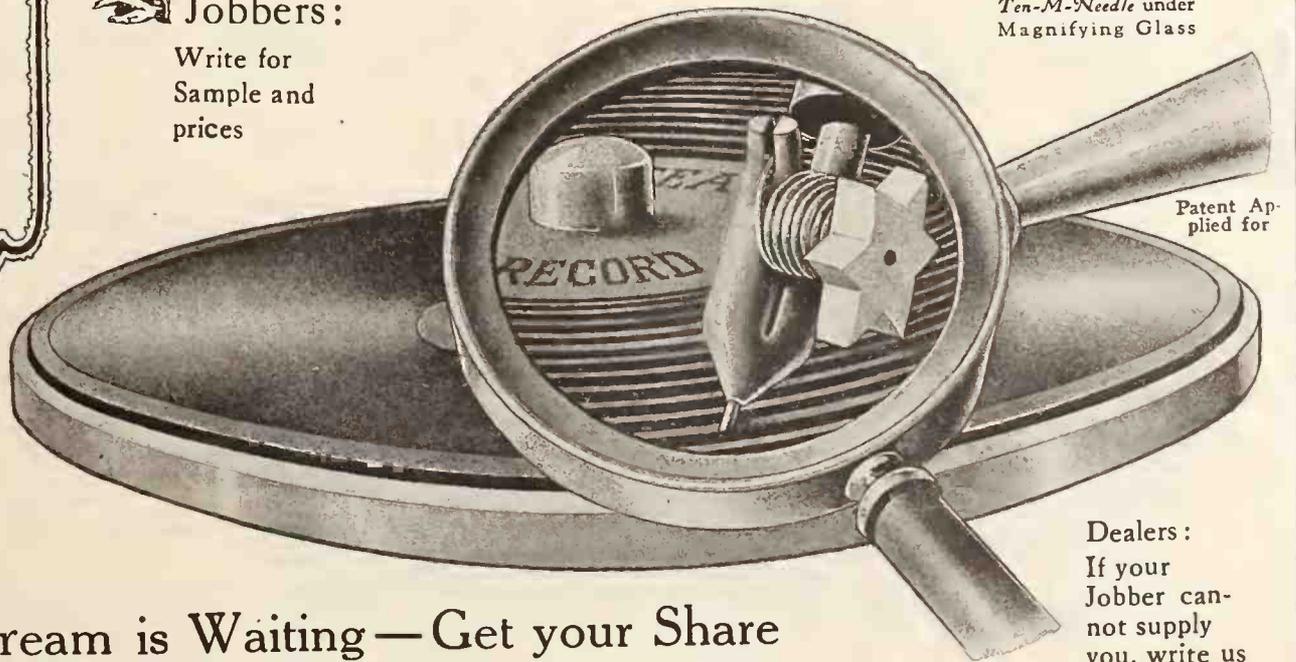
Ten-M means freedom from all annoyance of changing phonograph needles. It means five years' needle service at one-tenth the cost of old-style needles. And it means

!! BIG PROFITS FOR DEALERS !!



Jobbers:
Write for
Sample and
prices

Ten-M-Needle under
Magnifying Glass



Patent Ap-
plied for

Dealers:
If your
Jobber can-
not supply
you, write us

The Cream is Waiting—Get your Share
Millions Will Be Sold—Sell What the People Want

BAKER-SMITH COMPANY

SALES MANAGERS

Rialto Building, San Francisco

Republic Building, Chicago

SEND YOUR ORDER NOW

Quality—Service—Satisfaction

We manufacture a complete line of first quality SPRINGS and repair parts.

Full stock on hand at all times.
Prompt deliveries are one of our "hobbies."

RENE MFG. CO.

Montvale, N. J.

NEW VICTOR JOBBER IN UTAH

John Elliott Clark, Inc., Opens Wholesale Establishment in Salt Lake City—Will Offer Dealers Efficient Co-operation and Service

SALT LAKE CITY, UTAH, February 4.—John Elliott Clark has announced to the trade the forthcoming opening of a Victor distributing organization to be known as John Elliott Clark, Inc., which will be devoted to the Victor wholesale trade exclusively. The John Elliott Clark Co. will continue the retail business as a separate organization.

A location has been secured at 156 Southwest Temple street and extensive facilities are being planned that will make this one of the most aggressive and enterprising Victor distributing houses in the West.

The company expects to do a good business in the intermountain country, including Utah, Idaho, Nevada and Wyoming. A comprehensive service and educational department will be a feature of the service.

The company's activities are to be under the direction of J. E. Clark, the president, and Fred W. Bain, assistant manager. Mr. Clark is widely known in Victor circles and Mr. Bain was for a number of years with the W. J. Dyer Co., of St. Paul. The formal opening of the establishment is scheduled for March 1.

ISSUE AN ATTRACTIVE CATALOG

GRAND RAPIDS, MICH., February 9.—The Grand Rapids Brass Co., manufacturers of hardware for phonographs, have recently issued a new fourteen page catalog, including all of their talking machine equipment. Large wash-drawing illustrations, with short, terse descriptions, make the selection of the talking machine manufacturer easy when using this booklet. Tone arms, turntables, motors, cranks, escutchcons, stops, tabulators, cover supports and numerous other items are listed.



FULTON (Model 35)

Mahogany, 16x16x10 in., double spring motor, universal tone arm. Back casting and metal horn. Price, \$15.00.

(Model 50) With Cover

Mahogany, 17x19x13 in., double spring motor, Universal Tone-arm. Price, \$16.00.

True-tone and Clear-tone 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.

APPOINTED OKEH "AD" MANAGER

Chester C. Burnham Appointed Advertising Manager of General Phonograph Corp.—Well Qualified to Fill This Very Important Post

Chester C. Burnham, formerly connected with the Goodyear Tire & Rubber Co. as a member

of the advertising and sales promotion departments, has been appointed advertising manager of the General Phonograph Corp., New York, manufacturers of Heineman and Meisselbach motors, tone arms and sound boxes, Okeh records and Dean steel needles. Mr. Burnham assumed his new duties a few weeks ago and his publicity work has already won the approval of Okeh jobbers and dealers throughout the country.

Prior to his association with the Goodyear Tire & Rubber Co., Mr. Burnham was identified with several prominent merchandising institutions, and he is therefore in a position to render invaluable co-operation to the Okeh clientele. He has augmented his department materially, and is now making plans whereby Okeh representatives will receive maximum service and co-operation during the coming year.

William Turner, Inc., has been chartered under the laws of Delaware with capital stock of \$50,000, to deal in musical instruments of all kinds. The incorporators are W. F. O'Keefe, G. G. Steigler and E. E. Aberlee.

BUYERS!

soon you
will be

SELLERS

Furniture with steel slides on the bottoms of the legs is superior to furniture without them.

Furniture thus equipped means satisfied customers—the most valuable asset to any business.

Satisfied Customers

Our National advertising and the many million sets now in use have taught most of the public to expect slides on the furniture they buy. They save floors from scratches, rugs from tears and lengthen the life of the furniture itself.

Insure satisfaction by specifying slides—Domes of Silence—for all furniture you handle.

Manufacturers are waiting for you to specify slides when you order furniture from them. It is a mutual benefit.

Specify Domes of Silence

Henry W. Peabody & Co.

17 State Street :: :: New York

BRUNSWICK DEALERS ENTERTAINED

Guests of Phonograph Division at Elaborate Banquet at the Hotel Pennsylvania—Some Live Addresses and Interesting Entertainment

One of the big social features of Music Week in New York was the elaborate banquet given by the phonograph division of the Brunswick-Balke-Collender Co. to over 200 of the company's dealers at the Hotel Pennsylvania on Thursday night, February 5.

Following an elaborate dinner, in the course of which the dealers were entertained by an excellent cabaret show, there were addresses made by P. L. Deutsch, assistant secretary and treasurer of the company, A. J. Kendrick, W. J. Brophy, Gus Heannehen, Prof. Ames of the Chicago University, Arthur Chandler, Martin Nyström, Robert Jackson and Edward D. Strauss.

The company's distributing representatives from Maine to San Francisco who were present at the dinner were enthusiastic over the plans announced for the development of Brunswick business during the coming year and were likewise enthusiastic over what had already been accomplished in keeping the Brunswick phonograph well in the forefront.

After the various business talks the entertainment program was continued and the Brunswick guests had the opportunity of listening to a number of prominent stars in song and story. The occasion chosen for the dinner was particularly auspicious inasmuch as a goodly number of the dealers had come to town to attend the Music Show and the various trade conventions. They naturally took the opportunity of getting in touch with the Brunswick headquarters while in the city.

The arrangements for the dinner were under the personal direction of Mr. Strauss and he was highly complimented on the manner in which every detail of the program was carried off without a hitch.

SALES AGENCY FOR NEW TONE ARM

W. A. Condon, head of Condon & Co., Inc., 200 Fifth avenue, New York, announced a few days ago that he had closed an important deal whereby his company is the sole agent for the products of the Copper Process Co., New York. This company manufactures tone arms, and in its manufacturing processes utilizes a new method of depositing copper by electrolysis, so that a greater variety of design and contour can be obtained with a gratifying attractiveness in finish. Mr. Condon states that he has just made arrangements whereby these tone arms will be used by a number of well-known manufacturers during the coming year, and the tone arms have been generally praised by the numerous visitors to the city and to the Condon offices.

NOW ADAPTED TO FIT THE EDISON

BOSTON, MASS., February 2.—The National Co. in this city have now adapted their talking machine toys to fit the Edison phonograph as well. Heretofore these toys were not used on Edison phonographs as they are hitched on the table pin which in the case of the Edison phonograph does not project through the record. The National Co. has developed a rubber bottom center device to be set on the center of the record which overcomes this difficulty.

SAPPHIRES!

Highest Grade—Direct Importations Now Available

Pathé Full Tone } Metal Holders
Edison Full Tone }

Pathé Half Tone } Imitation
Edison Half Tone } Ivory Holders

Send for Samples

Special prices on direct imports of 10,000 sapphires

E. C. HOWARD

215 NORTH LAFAYETTE STREET
GRAND RAPIDS MICHIGAN

NEW COLUMBIA HOME IN CLEVELAND

Lease Closed for Commodious Quarters on East Thirtieth Street to House Rapidly Growing Wholesale Branch There

CLEVELAND, O., February 9.—Huron Road, which has been a sort of "musical instrument row" for several years, is about to lose one of the leading concerns engaged in this line of business. A deal has been completed whereby the Columbia Graphophone Co. will move from its present Huron Road quarters to the Neighbors Realty Co. building, 1812 East Thirtieth street. The deal was made through J. W. Bowes, manager of the rental department of the Cleveland Trust Co., and John L. Du Breuil, general manager of the northern Ohio branch of the Columbia concern. The lease calls for 24,000 feet of floor space, being the entire first floor of the new quarters, and runs for five years at an annual rental of \$25,000. The lease contains an option for an additional five-year period.

The large ground floor space is to be devoted

solely to the wholesaling of Grafonolas and Columbia records. The firm's general manager stated that the additional space and new quarters are required to keep pace with the demands of growing business. Large distributing warehouses for records and talking machines are being established by the company throughout the country. A section of the 24,000-foot floor space taken will be given over to a model shop affording prospective buyers and dealers in phonographs and records ideal surroundings in which to make selections.

ROYCE CODY'S NEW POST

Well-known Artist Joins the Forces of Edward Lyman Bill, Inc., as Art Director

On February 1 Royce Cody assumed his duties as art director for Edward Lyman Bill, Inc., in which capacity he will add to the pictorial side of The Talking Machine World. He was most recently art director for Motor Life and the Blue Book publications, which are well known in the automobile field.



UNIVERSAL TONE ARM




Patented May 13th, 1919

Start the New Year right by using the right kind of a tone arm on your phonographs. The Empire tone arm and reproducer will help you increase your talking machine sales because of its correct construction and attractive design. We can make immediate deliveries now—so get started with us early.

WRITE FOR FOLDER AND PRICES

EMPIRE UNIVERSAL ATTACHMENTS

FOR EDISON PHONOGRAPHS.



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

Address All Inquiries to Chicago Office

EMPIRE PHONO PARTS COMPANY

Sales Office—429 S. Wabash Ave.—CHICAGO, ILL.
Factory—1108 W. 9th St.—CLEVELAND, OHIO

NO LESSENING OF BUSINESS IN LOS ANGELES

Trade for the Past Month Has Been Excellent With Big Record Demand and a Shortage of Record Stock—Association Developments—Interesting Budget of News

LOS ANGELES, CAL., February 4.—The month of January was regarded years ago as a necessarily quiet month in direct contrast to the holiday rush of December. Dealers soon realized, however, that record sales, during January at least, maintained a high volume. And now the idea that machine as well as record customers continue to come along after the holidays has proven correct year after year. January, 1920, sales of all kinds have far exceeded even the most sanguine expectations.

Actuelle Played at Famous Club

The Pathé Actuelle was used to entertain a large gathering of two or three hundred members of the Gamut Club. The audience was very appreciative and interested. Manager Ashby, of the Western Phonograph Co., Pathé distributors, accompanied by O. N. Kruschke, left for the East to attend the conventions and National Music Show in New York City.

Recital at Hamburger's

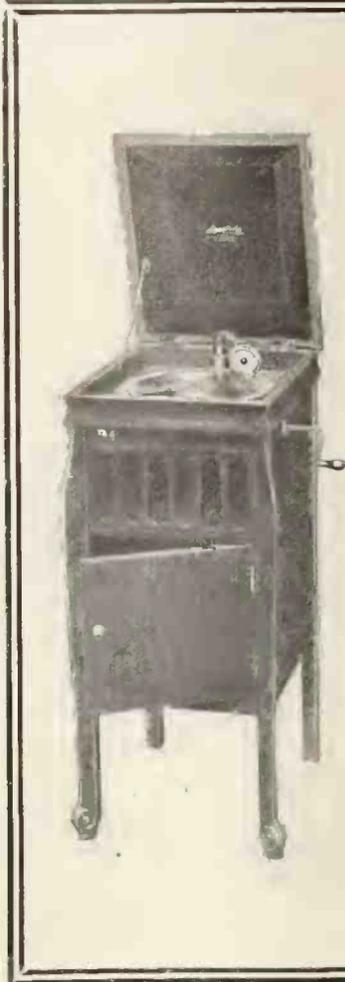
The third of the regular weekly concerts given in the new phonograph department of Hamburger's was held on the afternoon of January 26th. Manager Humphrey engaged the services of Mlle. Suzanne Avery, Oriental premiere danseuse, as an added attraction. Chas. H. Demorest rendered several beautiful selections on the pipe organ and the corresponding record numbers were noted in parenthesis on the program. The department was filled to capacity.

Meeting of the Association

Two noteworthy resolutions were adopted by the Music Trades Association at the last regular meeting held on January 13th. The one set forth an agreement by which the actual names of used or second-hand talking machines will be eliminated from display or classified advertisements, and the other consisted of a ruling that other makes of talking machines than those represented by dealers should not be displayed in their windows.

Columbia Executive Visits Los Angeles

O. F. Benz, of the Columbia Co.'s sales department,



FOR every \$5000 Automobile sold there are 500 popular priced cars. Are you confining your efforts to the \$5000 class in the Phonograph business, overlooking entirely the low-priced field? Many are doing this, for the phonograph manufacturers have neglected the low-priced models. The demand for them is tremendous. The "CROSLEY," retailing for \$60, fits right in with any line. Read the specifications and look at the illustration.

The "CROSLEY" Phonograph is a neat and attractive mahogany-finished piece of furniture that will grace and decorate the handsomest home.

It stands 38½" high closed; is 19" deep and 18" wide. Shipping weight, about 80 lbs.

Distributors and Dealers: Write to-day for our proposition. The discounts will surprise you

Crosley Phonograph Co.
1 Vandalia Ave. Cincinnati, Ohio

arrived in Los Angeles on January 20th. He gave a very interesting address at the Columbia dealers' meeting, which was being held at the Hotel Alexandria. Mr. Benz explained the uses and advantages of the Novelty green label E series record, the dealers' service material of the past and what might be looked forward to in the future. He cited some startling figures with regard to the huge advertising appropriation of the Columbia Co. for 1920, which he stated would probably exceed the appropriation of any other advertiser in the world for any one article of merchandise. Remarking that when a company adopted the "big stick" in its relations to its representatives it sounded its own death knell, the Columbia executive stated that the Columbia policy was one of ceaseless co-operation and helpfulness with and

toward Columbia dealers. He claimed that the company considered every dealer's store represented a big investment of the company's own money, exceeding even that which the dealer himself had invested; this was due to the fact that the actual outlet for its goods was through the dealer only and was thus limited or extended in direct proportion to the dealer's failure or success to market and sell Columbia Grafonolas and records. All dealers should consider themselves members of the great Columbia family.

New Manager in San Diego

T. T. Stricklin has been appointed manager of the music department at the Bledsoe Co. He was formerly with the Southern California Music Co., San Diego.

New Dealer in El Centro

F. L. McCune, of El Centro, has installed a complete talking machine department. He will carry Columbia Grafonolas and records.

The Latest in Phonographs

To sit at your dining room table, entertaining friends, and by merely pressing a button enchant them with the strains of an overture or with the latest musical hit, is fascinating in the extreme. To be able by a similar movement of one finger to repeat the selection or to change it to some other, is additionally delectable. The "Autonola" will do all of this and more. The Wiley B. Allen Co., of Los Angeles, enjoys the distinction of being the first retail house to introduce this latest "entertainer." The first models have been installed by Geo. C. Bornemann, of the Briggs Phonograph Mfg. Co., and

THE
CABINET & ACCESSORIES
COMPANY
145 E. 34th STREET ··· NEW YORK

The Popular
Portophone

Standard
Phonographs

LUNDSTROM CONVERTO CABINETS

<p>Record Albums Record Delivery Envelopes Motrolas Record-Lites Fibre Needle Cutters</p>	<p>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</p>
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All from One Source

'IN THE HEART OF NEW YORK'

OTTO GOLDSMITH President

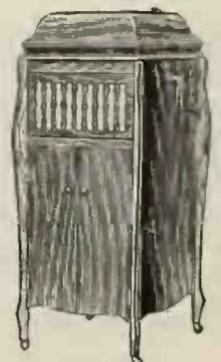
CABINETS

At Prices That Are Right

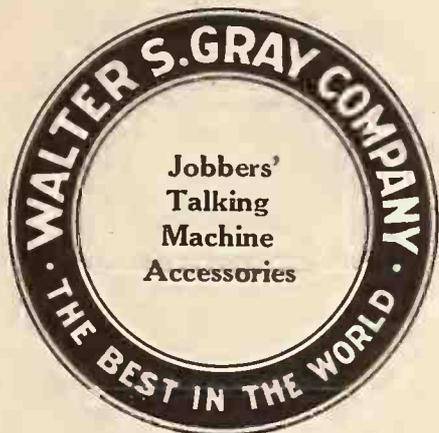
STYLE 200
48x21x23

Our best seller. Finished in mahogany, walnut or oak, ready for installation of motor and tone arm.

Prompt deliveries.
Send \$37.50 for sample.



BADGER STATE CABINET CO.
MILWAUKEE, WIS.



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

occupy special quarters. The Autonola is, of course, electrically operated and in addition can be operated manually in the same way as the ordinary type of phonograph, which it resembles in size and shape. Any disc records can be used.

Burnham Phonographs in Demand

President Burnham, of the Burnham Phonograph Mfg. Co., asserts that his company has been unable to keep up with the demand for its products. The manufacturing plant is being doubled and new models are being constructed.

Edison Tone Test Held

Miss Marie Morrissey, the well-known contralto, singing exclusively for the New Edison, has taken part in a large number of tone tests in Southern California. Recitals have been given in Long Beach, Glendale, Redlands and other towns, as well as two concerts at the Trinity Auditorium, under the auspices of the Glockner Music Co. and the Fitzgerald Music Co., respectively. Miss Morrissey's charming personality attracted large crowds and packed houses attended these recitals on each occasion.

Business Good in Monrovia

H. E. Mull, of A. F. Tanner & Co., Monrovia, reports excellent sales for January in the talking machine and piano departments. They carry a complete stock of Brunswick, Columbia and Victor products.

Long Beach Man Goes to Whittier

J. Van Grove, who has been associated for a long time with the Patrick Music Co., of Long Beach, has purchased the stock of the White Furniture Co. in Whittier and will conduct a music store in the latter town. He will sell the Edison and Starr phonographs.

Music Store for Mesa, Arizona

Messrs. Kerr-Smalley, of Phoenix, Arizona, have opened a new music store in Mesa. A \$10,000 stock of Columbia Grafonolas and records has been purchased. E. J. Bryant, who is well experienced in the business, will take over the management.

T. J. Ehlers has opened a new exclusive Columbia store in Pomona.

John S. Long, special representative of the Starr Piano Co. for the Northwest, has left Los Angeles for Salt Lake City.

Henry Gennett, president of the Starr Piano Co., is spending part of the Winter with his family in Santa Barbara.

VICTROLA X IN WALNUT

The Victor Co. announce that the Victrola X is now being manufactured in American walnut and in limited quantities will soon be available to the trade. This instrument is the same in design and equipment as the Victrola X mahogany and will be cataloged at the same list price.

CONDITIONS IN GRAND RAPIDS

Manufacturers Are All Working to Capacity to Fill Orders—Great Optimism Prevails

GRAND RAPIDS, MICH., February 9.—Following the big January furniture show, at which the score or more of talking machine manufacturers exhibiting more than satisfied themselves with the number of orders received, the talking machine manufacturing trade in this section of the world is like the "still waters" in the old proverb: "Still waters run deep."

On the surface there isn't much doing, but down underneath everybody is working to capacity to fill orders, and retail dealers are clamoring for machines and records, mostly records, of which there never seems to be enough. Strolling through the retail establishments the stroller is drawn to the conclusion that a new talking machine is born every minute; that is, a new variety of talking machine. And there isn't a new one born but which is adopted into some well regulated household within a few moments

of its birth, according to retailers who know.

As showing the demand for records, Charles W. Kalder & Co., Inc., agents for the Okeh record in Michigan, Indiana and Ohio, have just put in a full line of the new lateral cut Okeh records, and, according to Stewart Lyon, local manager, the company can't begin to supply the demand. "The demand for the new lateral cuts," he declared, "is far beyond the output, and business in general is wonderful." The company occupies part of the first floor of the Klingman Retail Furniture Co.'s building at Division avenue and Fountain street and handles accessories, records and complete machines.

A part of the space occupied by this company now has been let to the General Phonograph Co., which is installing a complete line of motors and which will give Grand Rapids something it never before has had—a service man. This establishment is in charge of A. W. Fritzsche, who comes here from Cleveland, O.

The People's Trading Co. now is handling the Flottorp machine, made by the Flottorp Manufacturing Co., and also the Pathé line.

AMERICAN

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

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

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

American Phonograph Co.

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



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



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



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



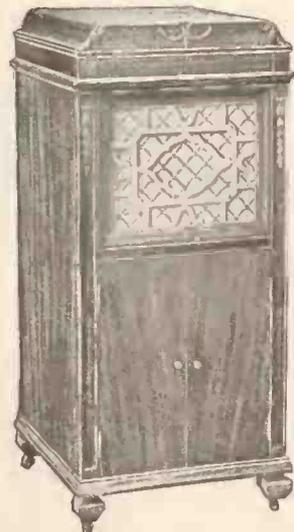
No. 10
 Height—48 in.
 Width—20½ in.
 Depth—22 in.



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



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



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

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 VISION

Devoted to the Interest of the Educational
Work Being Conducted by the Talking
Machine Dealers and Jobbers

The educational department of the Victor Talking Machine Co. has announced the publication of a new booklet entitled, "The Victrola in Americanization." This book is designed as a handbook for schools, clubs, community centers and all organizations engaged in Americanization work, and it explains the great force for good that music can be in this movement, amplifying the most important avenues through which Americanization may be carried on. This booklet is an addition to the Victor Co.'s already generous free service to the advancement of education. The spirit in which this pamphlet is issued is best stated in its foreword: "It is then with a sense of rendering a distinct service to a great national cause that we send out this little brochure in the same spirit with which we turned almost our entire plant into war work in the hour of our country's need, and we sincerely hope that it may contribute a mite to the needs of these reconstruction days."

Two genuine American Indian dance music records for schools are issued by the educational department of the Columbia Graphophone

Co., viz.: The War Dance and the Deer Dance. The War Dance music is taken from the Cheyenne Indians. The drum, through the first sixteen measures, calls the dancers into the circle. A single voice gives out a dance called Theme, then other voices join as it is repeated. The throbbing, impelling drum rhythm sweeps the dancers into a frenzy of movement, fantastic gesture and expressions of wild exultation. The Deer Dance music is used as a part of the annual memorial service of the Rogue River Indians for those of their number who have passed away. It begins with a statement made by the chief singer, a response by the assembled company, a commemorative narrative by the chief, then the dance. The music expresses the repressed emotion and lofty dignity in a dramatic incident in the lives of this people.

Miss Margaret M. Streeter, assisted by Miss Donzella Cross, both of the educational department of the Victor Co., conducted a course in the teaching of music appreciation to the music supervisors of the State of Utah, preparatory to their doing Summer school work this Summer. Miss Streeter has also trained ten assistants to carry on the music phase of the great Utah State drive for the advancement of education.

One of the most fascinating and instructive records ever made for children, as well as grown-ups, is a record made by Howard R. Garis, of "Uncle Wiggily" fame, and Edward

Avis, who is probably the most perfect imitator of bird songs before the public. This record is issued by the educational department of the Columbia Graphophone Co. and contains the familiar bird calls of the robin, whip-poor-will, Baltimore oriole and chewink. A lonesome cricket joins the party.

David Walsh and Mrs. Henrietta Heaton, both of the Victor educational staff, co-operated in a parochial school drive conducted by the Landay (Victor jobbers) educational department in New York City during the month of January and first part of February. The message carried to these schools resulted in a number of individual sales and increased interest in the educational work carried on in the schools throughout the country. The program used in the parochial schools was the official Landay program for Music Week.

One hundred and fifty school type Grafonolas and 6,000 records were recently shipped to Siberia for the education and recreation of our American soldiers and workers in that far-off frozen land. This order evidences the great place music plays in the lives of all, rich, poor, high, low, in the centers of culture or in the outlying, barren portions of the globe.

On February 2 Mrs. Henrietta Heaton, of the Victor educational department, spoke before a conference of the music supervisors of Union County, New Jersey, at Cranford, N. J. The supervisors of Elizabeth, New Brunswick and other cities were also present. Mrs. Heaton's subject was "Music Appreciation."

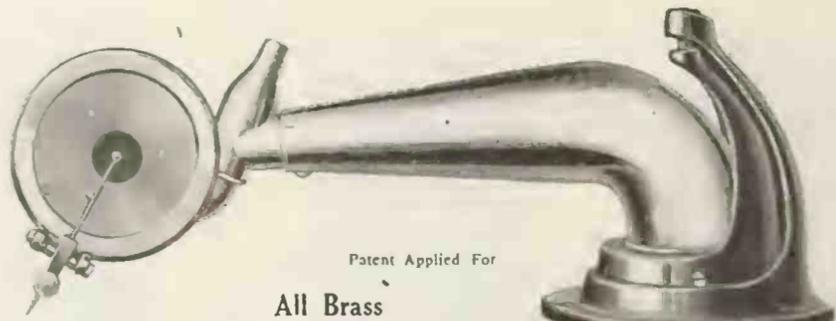
The practical value of the Grafonola in education is not confined to America alone, for very recently a Columbia school type Grafonola with an assortment of the finest records were ordered for one of the higher schools of education at Kobe, Japan. This desire on the part of the Japanese to give music a distinctive place in their school work shows that the Oriental mind is keen to adopt any educational methods that have proved practical in this country. It is likewise evidence of their knowledge of the great demand in America for the Columbia school type Grafonola and educational records.

The J. W. Jenkins' Sons Music Co., Victor wholesalers of Kansas City, Mo., have announced the opening of an educational department under the direction of Miss Leah Allom, formerly of Schmelzer Arms Co.

In the February issue of the Record Review, an educational publication of the Columbia Graphophone Co., there is a novel enterprise addressed to the music supervisors of the country which should be of great value. Types of music have been chosen and graded to suit the needs of children according to the stage of education. Certain pedagogical questions are asked about each selection which the music

NOW FOR 1920

Unrivalled playing qualities, plus a neatness of design and superior workmanship throughout, are the most exacting specifications that can be applied to a Universal Tone Arm.



Patent Applied For
All Brass
Ball-Bearing Base
Presto Universal Tone Arm

No. 11

Our all-brass Universal Tone Arm No. 11 meets just such rigid specifications. Let us convince you how and why.

Presto Phono Parts Corporation

124-132 Pearl Street

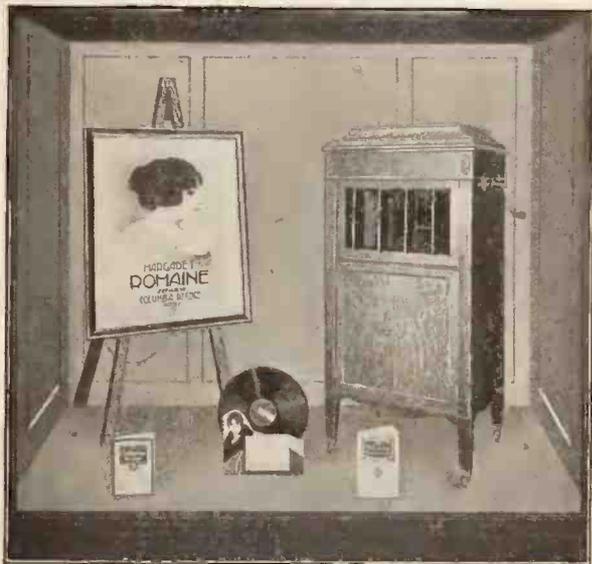
BROOKLYN, N. Y.

supervisors are requested to give in the form of a test. They are then to choose the most representative answers and send them to the educational department of the Columbia Graphophone Co., who in turn will summarize the answers and reprint them. In this way an attempt is made to establish a standard of music appreciation for the public schools.

Miss Mabel Rich, of the Victor educational department, is co-operating with State authorities in a series of county and State normal school drives in Maine. Miss Rich is meeting the rigors of this section of the country with the pluck and heroism of a genuine Arctic explorer, encountering below zero temperature.

EFFECTIVE ARTIST DISPLAY

A special artist window display featuring Margaret Romaine, one of the Columbia Graphophone Co's new exclusive artists, has just been prepared by the Dealer Service department of the Columbia Co. The window arrangement is highly artistic and yet is very easy to make.



Margaret Romaine Window

Only two pieces of material are used, the poster itself, and a cut-out from the March window trim. This window tells the Romaine story in a way which will assist the dealers in disposing of Romaine records to advantage, especially as the poster is multi-colored and most artistic.

ANTICIPATED "DARDANELLA" CRAZE

The popularity of "Dardanella" was anticipated by the Pathé Frères Phonograph Co., which company was among the first to issue a "Dardanella" record. During January, "Dardanella" records were produced three ways by this company, enabling the Pathé dealers to cater to the individual tastes of his customers. "Dardanella" is now being produced by Joseph Samuel's Orchestra. Another record of this popular hit is a vocal duet by Campbell & Burr; and a third, which will appeal to lovers of Jazz, is recorded by the Tuxedo Syneopators.

PRICE INCREASE ON OKEH RECORDS

General Phonograph Corp. Announces Price Will Be \$1.00 After February 1

The General Phonograph Corp., New York, manufacturers of Okeh records, announced last week that beginning on February 1st, the standard retail price of these records will be \$1.00. An announcement to the trade to this effect was sent out by the sales department.

In this letter the company pointed out the many reasons that necessitated this advance in price; the prime reason being the fact that the cost of raw materials incidental to record manufacture has increased tremendously during the past year. Added to this is the increased cost of labor, which has also advanced rapidly.

In this letter the company emphasized that at a price of \$1.00 for records the increase over pre-war prices is very much smaller than the increase in practically every other line of merchandise. In conclusion the company expresses its entire confidence in the ability of its jobbers and dealers to sell every Okeh record that can be produced, and feels sure that the co-operation of the trade will be sincere and hearty, especially as the new price will mean larger sales totals.

A new music department has been added by the Goldberg department store, Antigo, Wis.

OPEROLLO PLANS FOR 1920

Expansion of Company's Offices in Detroit and Enlargement of Output Decided Upon

DETROIT, MICH., February 9.—A meeting of the directors of the Operollo Talking Machine Co. was held here to-day, at which plans were made for the new year. Some comprehensive developments were decided upon and arrangements made for enlarging the company's business in every direction. One of the first moves in this expansion is to be the enlargement of the company's offices in the Colton Building, and President Arthur Siewersky says that the company will be in the new quarters in a very short time.

Mr. Siewersky also indicated that some fine new styles would be a part of the 1920 Operollo line, but no definite announcement concerning this has yet been made to the trade. Secretary Woodle was the representative of the company at the National Music Show which was held in New York last week.

The Operollo Co. is also planning to do a large business during the coming season in its Lyric record department. The rapid growth of the Operollo Co.'s business in this department of its activities has been phenomenal and therefore unusual efforts are being directed at this time to making the big preparations that it is expected will be required during the next twelve months.

Wagner Phonograph Co.

139 EAST FIFTY-FOURTH STREET

NEW YORK CITY

Offers to the Trade:

MOTORS; double and triple Spring, any standard make. **Tone arms, Sound boxes, Springs, Needles and Cabinets (any size).**
SPECIAL: 12-inch green Felt, good quality, \$10 per hundred.
Large selections in standard make RECORDS, brand new

FOR SALE

Best steel needles, loud and soft, 100 in a package..... 30c per 1000
 Mahogany complete table machines..... \$4.50 up
 Genuine mahogany piano finish cover machines, 17" x 18" x 14". Double-spring motor, 12-inch turntable, universal tone-arm..... \$15.00
 Motors, single and double spring, with 10 and 12-inch turntable, \$2.00 up. Six different styles of universal tone-arms..... \$1.50 up
 Also eight different models of floor cabinets or complete machines at very low prices. 10-inch 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 East 10th Street

New York City

BROADENS TONOFONE ACTIVITIES

Plans Made for Greater Publicity and Distributions in East—Outlook for 1920 Promising

CHICAGO, ILL., February 9.—A deal has just been consummated whereby Emerson International, Inc., are to act as foreign and Eastern representatives for Tonofone needles, manufactured by the R. C. Wade Co., of this city.

Congratulations are in order on making this arrangement, as it gives Tonofone a greater representation, not only in the Eastern field but the foreign markets as well. By this plan the manufacturers will from now on be able to render exceptional service to Tonofone dealers.

The R. C. Wade Co., for the benefit of their dealers, have closed a contract for quarter page advertisements to appear in the programs of ten of the leading New York theatres. This contract covers a period of forty weeks, and the text matter of these advertisements

will be changed from time to time. This medium of advertising will eventually reach practically all talking machine users over a very wide field, as it is well known that out-of-town visitors to New York are always likely to take in a show, and it is characteristic of them to preserve their programs as souvenirs.

In their advertisements to the trade this month the R. C. Wade Co. are featuring their new five-colored embossed display card. All dealers are cordially invited to write in for their supply of these cards to be used for window and counter display.

The R. C. Wade Co. report a very promising outlook for 1920 business, and a number of their distributors have already placed their orders for a minimum year's supply.

The N. E. Aumick Music Co. has opened a new store at North Fair Oaks avenue and Villa street, Pasadena, Cal., where a complete line of pianos and talking machines will be carried.

INCREASE CAPITAL STOCK

As mentioned in the January issue of The World, the name of the Sonora Phonograph Sales Co. has been officially changed to the Sonora Phonograph Co. Coincident with the announcement of the new name, it was stated this week that the company's capital had been increased from \$6,000,000 to \$7,250,000. An issue of \$1,000,000 in preferred stock was announced, and this issue was underwritten by Hayden, Stone & Co., one of the leading downtown banking houses. The issue was subscribed many times over, and, in fact, was closed within two days after the first announcement was made.

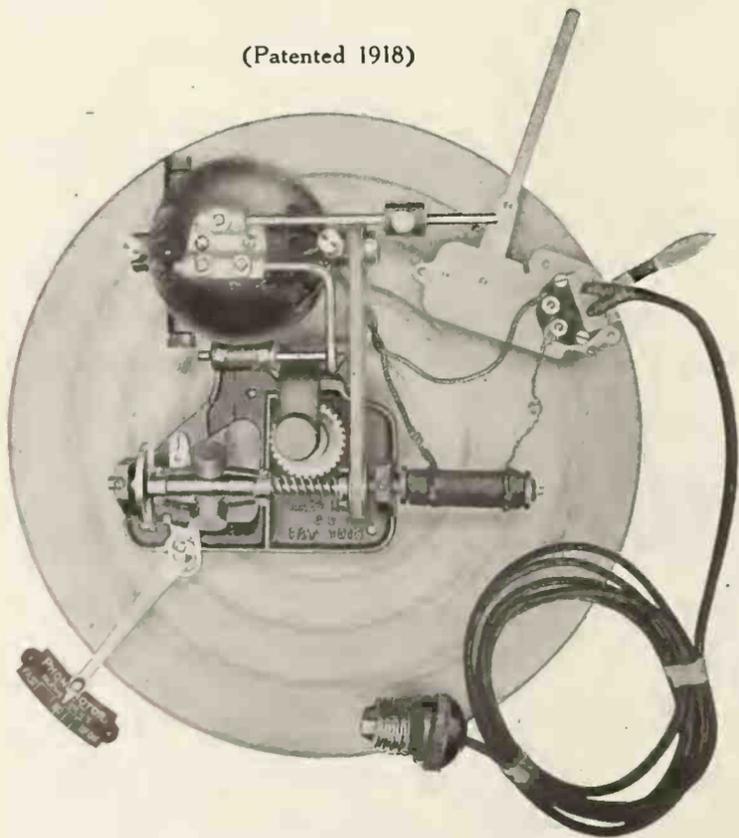
C. H. Moore, Jr., has organized the Moore Phonograph Co., in Tacoma, Wash., and has secured the exclusive agency for the Mandel phonograph, manufactured in Chicago, for that city. The company has opened showrooms at 1145 Broadway.

THE PHONOMOTOR

Trade Mark Registered U. S. Pat. Office

The first and most perfect electrical equipment for the
Phonograph

(Patented 1918)



INTERCHANGEABLE **STANDARD**
SIMPLE **UNIVERSAL**

110-20 A. C. or D. C.: also adapted for 220 V.

Silent Absolutely **Regulation Perfect**
Everlasting **Guaranteed**

Patented in United States and Canada

AUTOMATIC STOPS

supplied on all Phonomotors and Spring Motors, an approved, reliable stop,

THE PHONOSTOP

Supplied the Trade

Discard your old Spring Motor. Have our representative install a Phonomotor in your Phonograph

G. CLAY COX

Write for Quantity Prices Now

73 State Street, Rochester, N. Y.



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.



Crafts

Superiority



MODEL "A"

Mahogany or Oak

17" wide; 19" deep; 42" high

This is an exceedingly artistic
model, built to meet a popular de-
mand. Nickel-Plated Hardware is
used throughout, and the shelf for
Albums is made of five-ply veneer.

is recognized by progressive, discriminating deal-
ers in high-class musical instruments.

Dealers making progress by offering only stand-
ard merchandise are constantly re-ordering
CRAFTS Phonographs because the CRAFTS
Phonograph is one of the very few new Phono-
graphs which is truly a standard from every
point of view. Musically, mechanically and
commercially, the CRAFTS Phonograph is with-
out a superior.



MODEL "B"—CLOSED

Mahogany, Walnut or Oak
18" wide; 20" deep; 43¾" high

The many Music Dealers who at-
tended the Annual Convention and
National Music Show in New York
City last week at once recognized
CRAFTS superiority and were ex-
travagant in their praise of the full
line of CRAFTS Phonographs. A
number of the foremost Music
Merchants in America departed
from "the beaten path" and placed
orders for CRAFTS Phonographs,
for immediate delivery and future
requirements. This is the best
evidence of CRAFTS Superiority.

"Talk with CRAFTS!"

A. J. CRAFTS PIANO CO.

Manufacturers

RICHMOND

VIRGINIA



MODEL "C"—CLOSED

Mahogany, Walnut or Oak
22¾" wide; 24½" deep; 46¾" high

GRAND OPERA STARS HELP PORTLAND RECORD TRADE

Leading Stores Tell of Enormous Demand Owing to Visit of San Carlos Grand Opera Co.—J. L. Loder to San Francisco—Portland Puritan Headquarters—Teachers Praise Music Value

PORTLAND, ORE., February 6.—It seems as though there is always something to stimulate trade. Christmas is over, the proverbially dull January at hand, when along comes the San Carlo Grand Opera Co., and presto! change! Everybody gets wide awake and sits up and takes notice. Grand opera records are the thing at present, and happy the record department that is well supplied with the particular records of the popular operas desired. The whole city is alive with music. We not only have grand opera sung by good artists, but the wonderful Jascha Heifetz is also with us.

The talking machine department of Lipman, Wolfe & Co. has been featuring grand opera records during the week by giving recitals in their demonstration rooms of the operas that are being given. Each day the opera selections are played that will be given in the municipal auditorium in the evening. It is surprising to notice the different types of people who are buying opera records. In one place an Italian, poorly dressed, listened to records of the operas that were to be given during the week and showed a careful and discriminating musical judgment in his selections. He bought a dozen of the best and most expensive records.

James L. Loder, who has been an important factor in the talking machine business here as manager of the phonograph department of the Bush & Lane Piano Co. for about two years, has gone to San Francisco, where he has taken charge of the Sonora Phonograph Shop of that city. His place in the local house has been taken by E. C. Johnston, of San Francisco. Mr. Loder is an ardent admirer and booster of the Sonora and will no doubt fill his present position most acceptably. Mrs. Loder invited all the Bush & Lane employes, also Paul B. Norris, manager of the talking machine department of

the Wiley B. Allen Co., to a farewell party at the Loder residence before Mr. Loder's departure.

Carolina Lazzari, the great contralto, gave a concert in Portland recently and made a tremendous hit. She visited the Reed-French phonograph department while here. The Reed-French Co., which has the most complete stock of Edison machines in the city, featured her records and they have been selling rapidly.

Thomas J. Hefton, coast representative of the Puritan factory, will make Portland his headquarters. His field comprises California, Oregon, Washington, Idaho and the western part of Montana. The first carload of Puritans is due here and a large and complete stock will be carried. Mr. Hefton's headquarters will be at the establishment of the McCormick Music Co. A full stock of repair parts will be carried, a shop of the most modern kind will be prepared to do all kinds of work connected with a phonograph.

At the McCormick Music House your correspondent found a very materially increased activity in the talking machine department. This is a large and well arranged department, but all booths were crowded and an anxious crowd awaiting their turns.

Miss Jessie Meighen visited Seattle recently and was delighted with the handsome talking machine houses in that city. Miss Meighen, who was formerly with the Hyatt Talking Machine Co., leaving there on account of ill health, has fully recovered and is now a valuable help in the talking machine department of the Reed-French Co.

Donald Smith, a well-known talking machine salesman, who has been with the Meier & Frank Co., has given up his position and gone to the Oregon Agricultural College in Corvallis.

Ten new record rooms have been installed in the talking machine department of Lipman, Wolfe & Co. These rooms are fresh air rooms, with windows opening on the street.

The Bush & Lane Piano Co. gave its annual banquet at the Multnomah Hotel recently. As usual, this was a very successful affair and was attended by about forty-five Bush & Lane people, all departments being well represented.

Edison machines are coming in fine at Oregon Eilers and there is a good supply of records on hand. The new phonograph department presents a most attractive appearance. It is well lighted, has white enameled woodwork and handsome furnishings. Miss Acevia Bennett, in charge of the department, says that while sales are not as great as they were a month ago, a fair average is maintained and a fine Spring trade is confidently expected.

Mrs. Martha Smith has joined the talking machine force of Lipman, Wolfe & Co.

The Masterpiece Phonograph Co. has moved to 417 Washington street. This is only a temporary location, as a downtown store will soon be at their disposal.

Another carload of Cheneys has just been received by the G. F. Johnson Piano Co. Mr. Johnson went to New York to attend the Music Show.

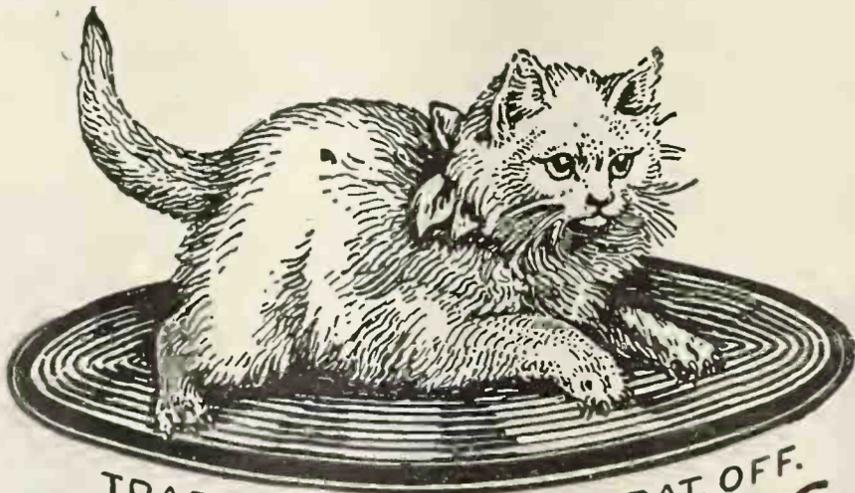
"Our record department has been more than satisfactory," said Mr. Van Dyke of Foley & Van Dyke, "but we could double our sales if we could get more Victor records."

Hundreds of "Bubble Books" are being sold, children's records are going very fast, the Columbia ones being especially in demand.

INSTALL LARGER VICTOR SECTION

The Davidson Co., of Waterloo, Ia., have moved their Victor department to the front of the store and have given it a space of 20 feet by 78 feet. Two additional booths have been erected and an additional sales girl placed in the department.

LYRIC LATERAL RECORDS



TRADE MARK REG. U.S. PAT. OFF.
NEVER SCRATCHES

A MOST COMPLETE CATALOG OF QUALITY
LATERAL RECORDS

3 ways "DARDANELLA" 3 ways

- | | | |
|------|--|--------------------------------|
| 4211 | { "Dardanella"
"Blues My Naughty Sweetie Gives To Me" } | Jazzarimba Orchestra |
| 4214 | { "Dardanella"
"When My Baby Smiles At Me" } | Geo. Green's Novelty Orchestra |
| 4216 | { "Dardanella"
"Patches," introducing "Please" } | Ruby Wiedoeft's Palace Trio |

PHONE CO. OF AMERICA, 117 Mechanic St., Newark, N. J.

TO OPEN CANADIAN FACTORY

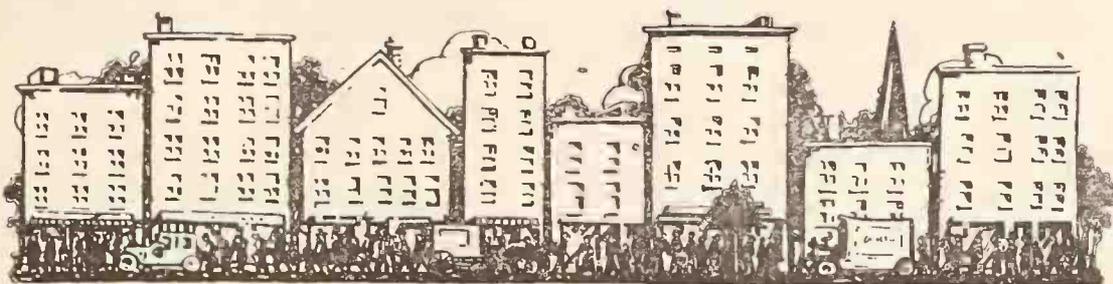
H. A. Carroll, sales manager of the Cherington Mfg. Co., Waukegan, Ill., announced this week the opening of a Canadian factory at Montreal, Canada, under the management of Arthur K. Kempton. Mr. Kempton is well known in the Canadian trade, and he is making plans for an energetic campaign in behalf of the "Ironclad" enclosed motor and the new tone arm recently introduced by the Cherington Mfg. Co.

Mr. Carroll also announced the appointment of D. R. Doctorow as Eastern representative, with headquarters at 51 East Forty-second street, New York. Mr. Doctorow is well known in the talking machine trade, and his past experience will undoubtedly enable him to build up a profitable business for the Cherington products in the East.

CLOSED A GREAT JANUARY TRADE

The books of the Phoenix Trading Co., of New York City, show January as being the greatest month in the history of this company. The list of accessory houses which this firm represents is a roster of firms whose name and reputation need no introduction to the trade. The Phoenix Trade Co. has lately taken on a new record album known as the Presto-File, which is highly spoken of. A heavy demand is also reported for All-In-One reproducers.

N. C. Bennett, who is doing business temporarily in the Post Office Building at Portchester, N. Y., intends to open a new store on Main street. He handles the New Edison.



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.

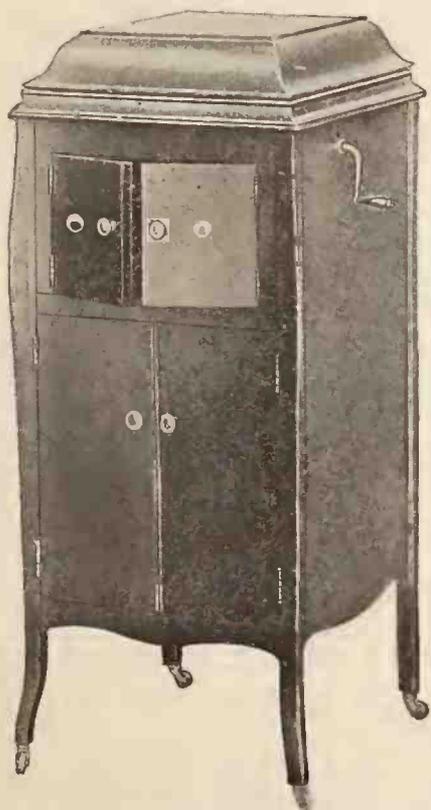
Originators of Window Advertising
for Phonograph Manufacturers

CHICAGO
332 S. Michigan Ave.

Complete - Talking - Machine

\$55.00

RETAIL VALUE \$110.00



MAHOGANY AND OAK FINISH

Height 45" Depth 20" Width 19"

SUPERIOR double-spring motor and tone arm

OUR GUARANTEE Send us \$55.00 for Sample Machine; if not satisfactory return machine and we will refund your money.

WHEN buying beware of cheaply constructed machines.

ROSS TALKING MACHINE CO.
22nd ST. and GLENWOOD AVE.
PHILADELPHIA, PA.

EXCEL CO. PLANTS ENLARGED

The Excel Cabinet Co., manufacturers of the Excel line of talking machines, have in the past several months increased the capacity of their factories at Benton Harbor, Mich., Holland, Mich., and Chicago, Ill. They announce that they are now prepared to add to their list of dealers, and have formed plans to give their trade the greatest co-operation during the season 1920. From the executive offices of the firm, 136-140 West Twenty-third street, New York, voluminous advertising matter is now being sent to the trade, and arrangements for publicity on a large scale are being made. The firm is featuring nine styles of machines, and these are produced in both mahogany and oak.

Harry Boxberger has opened an exclusive phonograph repair shop in Fort Wayne, Ind.

FEATURED ATTRACTIVE WINDOW

P. W. Simon, prominent Victor merchant of Uniontown, Pa., recently used a very unique window featuring the song "Bye-Lo," which is sung by Burr and Campbell, well-known Victor artists. In this window a large negro mammy appeared rocking a cradle in which a little pickaninny was sleeping. The cradle was kept in motion by an electric motor. A sign appeared in the window, which read, "Come in and hear 'Bye-Lo' and 'Lullaby' sung."

NOW COLLINGS & CO.

Announcement was made early this month by the Collings & Price Co., Newark, N. J., Victor distributors, that the firm has changed its name and in the future will be known as Collings & Co.

The Picture Talks and Sings and Plays



Uncle Sam 35c



Mocking Bird 35c



Talking Parrot 35c

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 BOOK COMPANY, 95 King St., East, Toronto, Canada

OHIO TALKING MACHINE CO.
27 Taylor Arcade
CLEVELAND, OHIO

TALKING BOOK CORP., (Western Division)
608 South Dearborn Street
CHICAGO, ILL.

(Exclusive Export Distrib.)
EMERSON INTERNATIONAL, Inc.
180 Broadway
NEW YORK CITY

DIRECT FACTORY PRICE—JUST MENTION THE QUANTITY

**MOTORS
TONE ARMS
REPRODUCERS**

CASTINGS
Grey Iron
and Brass for

**TURNABLES
MOTOR FRAMES
TONE ARMS
HORNS and THROATS**

**Stylus Bars
Screw Machine Parts
Talking Machine Hardware**

Direct Quantity Importations On

**JEWEL and STEEL (Bulk or Packed)
PHONOGRAPH NEEDLES
GENUINE RUBY BENGAL MICA**

**EASTERN REPRESENTATIVE
CHERINGTON MFG. CO.
IRONCLAD MOTORS**

D. R. DOCTOROW

*Vanderbilt Ave. Bldg.
51 East 42nd St., New York
Tel. Vanderbilt 5462*

ANOTHER BIRTHDAY FOR EDISON

Great Inventor Celebrates Passing of Seventy-third Milestone of Life—Declares Against Short Working Hours—Greetings Galore

Thomas A. Edison celebrated his seventy-third birthday on February 11 in his customary manner by doing a hard day's work at the Edison laboratories at West Orange. He took an hour off, however, to attend a luncheon in his honor at the Edison works by the Edison Pioneers, an organization composed of his associates at Menlo Park and in New York prior to 1885, and later reviewed a parade by employes of the Edison plant, headed by their band.

In recognition of Mr. Edison's generous, untiring and patriotic services in the World War the citizens of Orange honored their distinguished fellow-townsmen in response to a proclamation of Mayor Lord by flying flags and decorating buildings throughout the city. In the evening Mr. and Mrs. Edison and their son, Charles, were guests at a ball given in the Orange Armory by the Thomas A. Edison Association.

"I'm glad that the eight-hour day had not been invented when I was a young man," Mr. Edison says. "On my birthdays I like to turn for a moment and look backward over the road I have traveled. To-day I am wondering what would have happened to me by now if fifty years ago some fluent talker had converted me to the theory of the eight-hour day and convinced me that it was not fair to my fellow workers to put forth my best efforts in my work.

"This country would not amount to as much as it does if the young men of fifty years ago had been afraid that they might earn more than they were paid. There were some shirkers in those days, to be sure, but they didn't boast of it. The shirker tried to conceal or excuse his shiftlessness and lack of ambition.

"I am not against the eight-hour day or any other thing that protects labor from exploitation at the hands of ruthless employers, but it makes me sad to see young Americans shackle their abilities by blindly conforming to rules which force the industrious man to keep in step with the shirker. If these rules are carried to their

logical conclusion, it would seem that they are likely to establish a rigid system of vocational classes which will make it difficult for the workingman to improve his condition and station in life by his own efforts."

Letters and telegrams of greeting were read and handed to Mr. Edison from all parts of the country, including tributes sent by President Wilson and Secretary Daniels.

IMPORTANT SALES MEETING

Columbia Dealers and Sales Staffs of Three Branches Convene at Baltimore—Important Addresses by G. W. Hopkins and Executives

BALTIMORE, Md., February 5.—An important meeting of Columbia dealers took place recently at the Southern Hotel, when the Columbia dealers in this territory, together with the members of the Columbia sales staffs in Philadelphia, Atlanta and Baltimore, gathered to welcome a number of executives from the Columbia Graphophone Co.'s New York offices. Wm. S. Parks, manager of the Baltimore branch, presided at the meeting, which was a signal success from start to finish.

Addresses were made by Geo. W. Hopkins, general sales manager of the Columbia Graphophone Co.; O. F. Benz, of the general sales department; R. F. Bolton, manager of the international record department; H. L. Tuers, manager of the Dealer Service department; Lambert Friedl, manager of the New York wholesale branch, and N. J. Wilcox, manager of the Philadelphia wholesale branch.

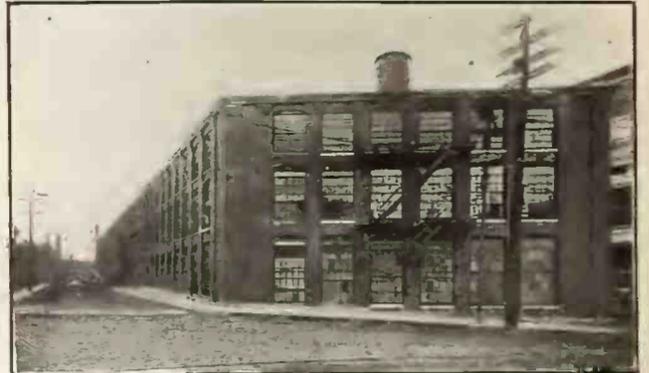
Mr. Hopkins presented amazing figures indicating the tremendous advertising campaign that the company has planned for the coming year. He used lantern slides to illustrate some of the outstanding features of this advertising, and stated that the company's advertising division will spend twice as much money this year as last, and showed just how this advertising will be increased in newspapers, magazines and farm journals. The addresses by the other members of the executive force were enthusiastically received by the dealers and the salesmen and the theme of "service to the public during 1920" was the slogan of the meeting.

BIG NEW MOTOR PLANT RUNNING

Efficiency Electric Corp., of Lowell, Mass., Has a Most Commodious and Well-equipped Plant—Shipments to Be Made Shortly

The Efficiency Electric Corp., manufacturers of a new electric talking machine motor, announce that their large new factory in Lowell, Mass., is now in active operation and that it will be possible at an early date to make quantity shipments.

The company's plant in Lowell has a floor space of approximately 2,000,000 square feet and is well equipped to take care of any possible volume of business during the new year. The



Plant of the Efficiency Motor Corp.

location of the plant is excellent for shipping purposes and it is said that plenty of labor has been found available.

All the company's motors are thoroughly tested before being shipped and the driven switch and automatic control, etc., are enclosed in a dust-proof case sealed with the mark of the manufacturer. If the seal remains unbroken the company guarantees the motor for a period of two years. The motor is simple in construction and noiseless in operation.

The company states that they will shortly be in a position to announce the names of several large manufacturers who have contracted to use their motors in large quantities in the future.

BUILDING UP STRONG ORGANIZATION

Rapid strides have been made in the progress of the M. M. Roemer Sales Corp., Metropolitan Vitanola distributor, and also distributor of Okeh records. M. M. Roemer, president of the company, announces that H. E. Fendler has been appointed general sales manager of the company and plans are already in operation whereby the sales staff of this company will be increased by fifteen new phonograph and record salesmen. Mr. Roemer reports that they have found business exceptionally good and that a steadily increasing number of dealers are taking on the Vitanola line in their territory. Production at the Vitanola factory is steadily increasing and the Roemer establishment reports that its share of this production is about 90 per cent of the demand upon them, which is a marked improvement over former months. Mr. Roemer feels that every indication points to a very bright and profitable future and with the greatly increased sales organization this company will be well equipped to make 1920 eclipse all records.

KESNER & JERLAW PROGRESS

Kesner & Jerlaw, manufacturers of talking machines until early in March will have a display of their goods in specially arranged rooms in the Pennsylvania Hotel, New York. This will be followed by an exhibit in Grand Rapids, Mich., in June.

The Kesner & Jerlaw line is most complete, carrying supplies of both table and cabinet models. These are produced in both mahogany and oak finish on order.

About 100 superintendents and department heads of Thomas A. Edison, Inc., made up a theatre party at the Winter Garden on Monday evening of last week, to witness the performance of "The Passing Show of 1919."



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




THE PROMISE—*fulfilled*

The Efficiency Electric Corporation promised in addition to other unique features an electric phonograph motor which would maintain constant turntable speed regardless of line current variations.

The promise was fulfilled

You saw the Efficiency Motor at the Music Show—you watched the tests for endurance and unvarying speed—you saw the current change from 70 volts to 140 volts while the machine was playing, without the slightest change in record tone.

The Efficiency Electric Motor is the only performer of this feat. If you were not fortunate enough to have witnessed this performance—if you would like to have a demonstration at your factory—simply write us to that effect.

Remember—

the Efficiency Electric Motor maintains constant turntable speed regardless of the line current variations.

The Efficiency Motor operates in absolute silence.

The Efficiency Motor is no larger than an ordinary spring motor—it is sealed in a dust proof (fool proof) case and will need no adjustment or repair for years. It is shipped from our factory ready for installation in your cabinet as standard equipment. It is guaranteed for two years if the seals are not broken.

The Efficiency Motor operates on either alternating or direct current, any cycle.

Deliveries 60 to 90 days after order is placed.

Our factory has unlimited production facilities which combine to insure a quality product. We can keep our promise to the manufacturer and deliver the required quantity in the required time.

Write for further details

EFFICIENCY ELECTRIC CORP.

Factory
Lowell, Mass.

Experimental Laboratories
124 White 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 are therefore assured.

DIFFERENT MODELS

Mermod Freres motors comprise several types—single and double spring worm and pinion-gear drive, the very latest and scientific method of construction.

CONSULT US

Before placing your orders elsewhere consult us as to prices and terms of trading. We are out for quick shipments and prompt delivery direct from the factory to the buyer.

SPECIAL TERMS TO JOBBERS

Within the near future it is proposed to establish
A CENTRAL DISTRIBUTING DEPOT IN NEW YORK
 Meanwhile trade inquiries should be directed to

THE STERNO MANUFACTURING CO.
 19 CITY ROAD LONDON, E. C. ENGLAND

VICTOR JOBBERS IN NEW YORK

During Music Show Week L. C. Wiswell Announced Convention Dates as June 28 to 30

During Convention and Music Show Week in New York City, L. C. Wiswell, chairman of the arrangement committee of the National Association of Talking Machine Jobbers, confirmed the dates for the 1920 convention as being June 28, 29, and 30, at Atlantic City. The feature of the music industry gathering of this year was the fine representation of Victor wholesalers. Those present included George E. Mickel, Will Mickel, George Mairs, A. A. Trostler, L. C. Wiswell, Clarence Campbell, Jack Fisher, I. Son Cohen, W. J. Walz, E. H. Droop, Carl Droop, C. K. Bennett, Andrew McCarthy and, of course, all of the New York City Victor wholesalers.

THE STARR CO. IN CANADA

The Starr Phonograph Co. of Canada, London, Ont., have located their offices in the Ackerman Building, Regina, Sask., and will start distributing for the four Western provinces from this point at once. L. L. Merrill, general manager for the company in the West, is expecting shipments from the manufacturing plant any day now and will soon be in a position to supply the trade.

MOVE TO LARGER QUARTERS

PHILADELPHIA, PA., February 9.—The Philadelphia Talking Machine Co., which handles the Victor, Edison, Columbia and Sonora lines of talking machines and phonographs, together with a line of pianos and player-pianos, has moved to new quarters at 809-11 Chestnut street. Until the first of the month the company was located at 412 Market street, and before that time the store was situated at 900 North Franklin street. The company's business grew so rapidly at 412 Market street that it was found imperative to lease new quarters, and in its present home at 809 Chestnut street ample facilities are afforded to give the public efficient service.

MACHINE ATTRACTED ATTENTION

Among the many machines displayed in the booth of the General Phonograph Corp. at the Music Show were two "Forrest" machines which attracted the attention of the dealers and the public. These machines are distinctive in cabinet appearance, and also embody a number of important mechanical features which were invented by Edwin Forrest. Mr. Forrest is one of the veterans of the talking machine industry, and his machines have been enthusiastically commended by well-known musicians and members of the trade. Mr. Forrest expects to announce in the near future his plans for manufacturing and merchandising his machines.

CARUSO TO VISIT PITTSBURGH

PITTSBURGH, PA., February 9.—One of the big musical events scheduled for the near future in this city is the appearance of Enrico Caruso at the Syria Mosque on February 28. He will be brought to Pittsburgh through the efforts of the Standard Talking Machine Co., who posted the necessary guarantee, which, incidentally, was a most substantial one. The seats for the concert will be distributed through the medium of Victor dealers.

MAIN SPRINGS

3/4 inch 35c.; 7/8 inch 37c
1 inch for Victor 50c.
1 inch for Columbia 50c.
1 1/4 inch for Victor 65c.

Authorized distributors for Heineman and Meisselbach motors

EVERYBODY'S, 38 No. 8th St., PHILADELPHIA



HENRY BURR



ALBERT CAMPBELL



JOHN MEYERS

1920 - 1921

Peerless Record Makers

In Concert and Entertainment

A live attraction for live dealers and jobbers

BOOSTS BUSINESS
BUILDS PRESTIGE
PAYS ITS OWN WAY

Bookings now for season 1920-1921
(A few dates available for Spring 1920)



BILLY MURRAY



FRED VAN EPS



FRANK CROXTON



MONROE SILVER



FRANK BANTA

For particulars address

P. W. SIMON, Manager

1604 Broadway New York City

IMPORTANT CHANGE IN WATERBURY

WATERBURY, CONN., February 9.—It has just been announced that the Fulton, Driggs & Smith Co. will hereafter be known as "McCoy's, Inc., House of Music." This will not only apply to their establishment at 158-162 Grand street, this city, but also to the store which they will open at 87-89-91 Asylum street, Hartford, Conn. The McCoy house handles the Victor and Edison line, as well as pianos.

PORT RE-ARRANGES STORE

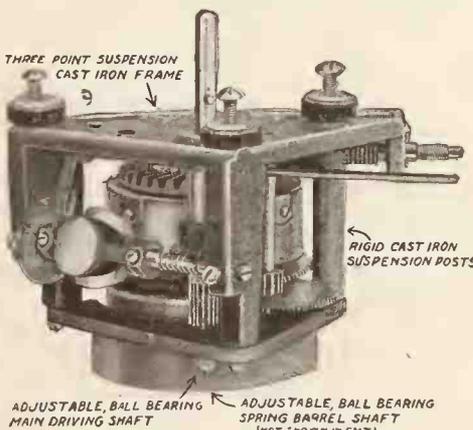
Glenn A. Port of Vinton, Ia., who formerly conducted a Victor agency in the rear of his jewelry store, has purchased the store adjoining his present store and established an exclusive Victor store. There are two booths 9 feet by 11 feet, finished in cream with a modern record rack and service counter to match,

and the whole store is covered with heavy padded green velvet carpet. The booths are connected with a large arch, the center of which contains a hand carved reproduction of the Victor trade-mark in wood. The equipment was installed at a cost of \$3,000.00.

NEW JOBBING HOUSE IN CLEVELAND

Kennedy-Green Co. to Act as Jobbers for Okeh Records and Also for Machines

CLEVELAND, O., February 9.—The latest concern to enter the talking machine jobbing field in this city is the Kennedy-Green Co., who have arranged to open attractive warerooms at 1865 Prospect avenue about March 1. The new concern will act as jobbers for Okeh records and also for the new Grandee phonograph. C. H. Kennedy, head of the company, is well-known, being formerly with the Columbia Co. here.



WONDER D. S. MOTOR NO. W2

Single Spring Motors \$3.50 up.

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

C. M. GOLDSTEIN
Consulting Engineer

20 Years' European and U. S. Experience
5 Years with Columbia Graphophone Co.

Raw Materials
Recording

Record Manufacture

Talking Machines and Parts

Patent Information

Strictly confidential advice. A-1 references.

Room 1621
111 Broadway
New York

mark in full colors. The interior is lighted by twenty-five-watt lamps, outlets being made to a weather-proof junction box. Equipment includes irons, wall eyes, brace chains and S hooks, or, in the case of stone or concrete walls, expansion bolts.

The smaller sign is horizontal, seven feet long, and sells for \$100 list. It differs from the other only in dimensions, the word "Victrola" being spelled horizontally.

Both signs may be equipped with flashers, spelling out "Victrola" one letter at a time, darkening and then flashing the whole word at once. They can also be equipped with an automatic time switch, which automatically lights and turns off the sign at a given time.

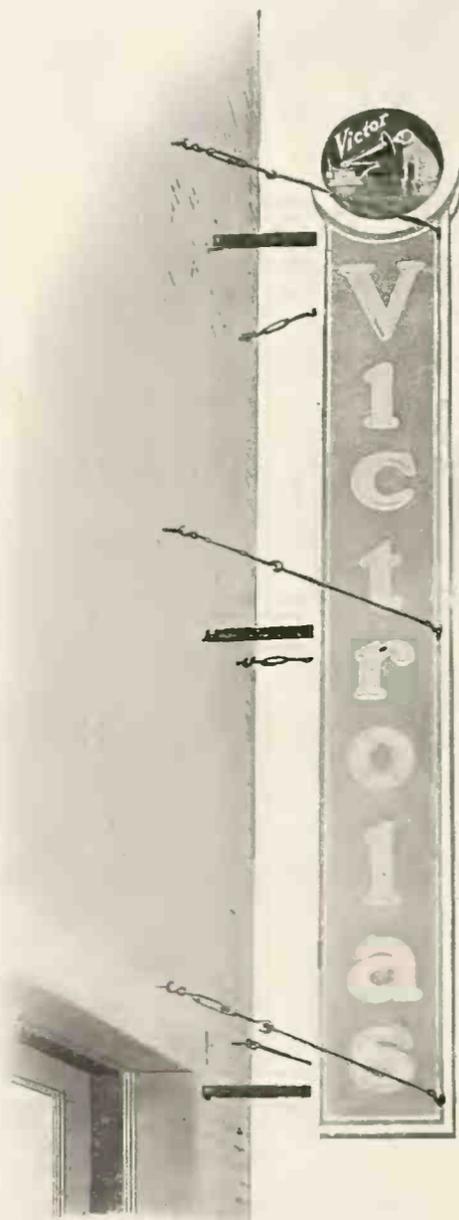
The signs have been designed to conform with the building laws of the great majority of cities. Each is inspected and bears the seal

NEW VICTROLA ELECTRIC SIGNS

Two Striking Designs for the Use of Dealers Which Were Recently Introduced to the Trade Should Make a Wide Appeal

The Victor Talking Machine Co. has just announced two new types of electric signs for Victor dealers. By standardizing construction, manufacturing the signs in quantities and absorbing some of the cost, the company has been

The larger of the signs is vertical, twelve feet high, and the price quoted is \$110. The word "Victrola" is arranged vertically, the capital "V"



Vertical Victor Sign, No. 3

able to offer these signs at minimum prices. Operating cost, it is announced, has been reduced to a minimum by so arranging the lighting system that the maximum of brilliancy is secured from each electric bulb. The signs are of heavy metal. The letters are of the "oplex" type of raised, pressed glass, of a milky-white color, standing out against a deep green background. The signs are effective by day or night.



Horizontal Victrola Electric Sign, No. 4

being fifteen inches in height and the other letters, in minuscule, eight and one-half inches high. There is a circular top pan twenty-one inches in diameter, bearing the Victor trade-

of the National Fire Underwriters' Association. Full directions for putting up accompany each sign. Shipment is made from Buffalo, N. Y., direct to destination.

WILL HANDLE THE MOTROLA

L. A. Schwarz has just returned from a Southern trip in which he reports heavy orders were developed for the Jones-Motrola line which he carries. He also reports that he was successful in closing a number of new dealers to carry this electrical winding device. Among these new Jones-Motrola dealers were Ansell, Bishop & Turner, of Washington, D. C., who have taken on the Jones-Motrola in a large way, also Snellenburg's Department Store, of Philadelphia. While in Richmond, Va., Mr. Schwarz made arrangements with C. B. Haynes, Edison distributor of that state, whereby they will distribute in a wholesale capacity New England Perfection tone arms and reproducers.

A NEW STORE IN HALIFAX

A. L. Cleveland has opened a modern and attractive music store at 173 Gottingent street, Halifax, N. S., where he is handling Regina phonographs, Okeh records, mechanical orchestras and other musical products.

The Playola Talking Machine Co., of Milwaukee, has been incorporated with capital stock of \$60,000.

OGDEN CO. SPEEDS PRODUCTION

Equipment Increased and Prompt Shipments Thus Be Insured—To Make K. D. Cabinet

LYNCHBURG, VA., February 6.—The Ogden Sectional Cabinet Co., Inc., has speeded up production to the point where they expect to be able in a short time to ship orders within twenty-four hours after receipts. During 1919, this firm greatly increased its facilities. A large number of duplicate high speed woodworking machines, larger motors and a new dry kiln have been installed. Every effort is being made to accumulate a surplus stock, to allow for immediate delivery. Prompt shipment has been the ambition of this firm for the last two years, but the demand has seemed to keep continuously ahead of the production up to the present time.

With the addition of machinery and manufacturing facilities, this company will begin shortly to manufacture a K. D. Cabinet especially adapted for export in the far Western trade, which was designed more than a year ago, but not produced until greater manufacturing facilities were available. This cabinet is expected to save more than one-half the freight charges in America and three-fourths of the freight charges for export, due to a lower classification and smaller bulk.

The Cenola Talking Machine Co., Boston, Mass., has been incorporated with capital stock of \$50,000, by William B. Gulliver, Alfred A. Tutin and James H. Burns, all of Boston.

B. H. Kirby has arranged to handle both the Pathé and Brunswick lines of phonographs in Greensburg, Ind.

G O L D of **Tone Arms, Sound Boxes and Phonograph Parts**
PLATING **OUR SPECIALTY**

PRICES QUOTED ON REQUEST

Cliff Manufacturing Works, Inc.

20-22 JACOB STREET
NEW YORK CITY

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.

MANUFACTURER of nationally advertised phonograph will consider application from salesmen with a proven record for getting results; commission basis, with drawing account; possibilities, \$10,000 a year. Address 241 East Water St., Milwaukee, Wis.

EXECUTIVE of long experience in phonograph manufacturing, (expert mechanic, having a thorough knowledge of cabinets, motors, tone arms, sound boxes and accessories), desires to connect with a reliable concern. "Box 755," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—By a well known Chicago manufacturer, experienced salesmen to visit the wholesale trade. Excellent opportunity for the right men. Liberal proposition. Address with full details to "Box 756," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Thoroughly experienced wholesale phonograph salesman by large independent New York manufacturers of high grade machines. Give full particulars as to past experience, territory covered, age, married or single, and remuneration desired. Replies will be treated in strictest confidence. Address "Opportunity," The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—Several good salesmen to carry our high grade line of Stein-Burn Machines and Lyric Lateral Cut Records for the following territories: Metropolitan District, New York State, New Jersey, Virginia, North Carolina, Maryland and Washington, D. C. Liberal commissions and advances on sales. Only first-class men need apply. Address A. M. Drucker, 140 West 23rd St., New York City.

WANTED—Three young men who know the business and can sell talking machines and records to foreigners. Good future for live wires. All applications received and kept strictly confidential. Address International Phonograph Co., 101 Essex St., New York City.

WANTED—Phonograph salesman to sell to country trade. Salary and commission. Selzer Music Co., Traer, Iowa.

WANTED—A buyer and office manager, preferably party also able to interest himself financially in a progressive wholesale phonograph and supply distributor. "Box 743," care The Talking Machine World, 373 Fourth Ave., New York City.

EXECUTIVE sales manager open for proposition—**WHAT I WANT**—A position as sales manager with growing firm dealing in high-class talking machine products. Retail preferred. **WHAT I OFFER**—The knowledge gained by a technical institute education, six years as a retail sales manager with some of the largest talking machine departments in this country. My knowledge of the business is backed by broad experience in salesmanship, purchasing, systematizing, office detail, advertising and management of help. Age 28, married, salary commensurate with services. What have you to offer? "Box 751," care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED—A man with long experience in the talking machine business, who is capable of manufacturing and marketing a new, improved talking machine, a man with some capital to invest preferred. Wonderful opportunity to the right man. Address "F. E. 5," care The Talking Machine World, 209 S. State St., Chicago, Ill.

WANTED—A man who is thoroughly experienced in the accessory and parts business to take charge of a new department that will be opened by a well known manufacturer in Chicago. This man must have a thorough knowledge of the business and be able to organize and develop a department that will be a success. Liberal proposition, comprising a salary and a profit-sharing system for the right man. Address, with full particulars, "Box 744," care The Talking Machine World, 373 Fourth Ave., New York City.

WE desire the services of a well experienced superintendent for our new talking machine factory in Charlottesville. One who is willing to take an interest in this plant preferred. Must be able to supervise all cabinet work and understand motors thoroughly. Write "Box 328," Charlottesville, Va.

WANTED—Several good salesmen to carry our high grade line of talking machines through all States west of the Mississippi except California. Also want salesmen for all States east of the Mississippi except New England, Michigan and New York State. Also want good men for New York City. Very liberal commissions. Prompt shipments and advances on accepted orders. Excel Cabinet Co., 136 West 23rd St., New York City.

POSITION WANTED—Young man, has years of mechanical experience in every branch of the talking machine line, also am able to sell. Address Box 727, care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY WANTED—A well-known executive and sales manager in the talking machine industry, who has placed several high-class talking machines on the market will consider a new opportunity. His highly trained knowledge will be valuable in making known and marketing some other line of talking machine. Address Box 745, care The Talking Machine World, 373 Fourth Ave., N. Y.

SITUATION WANTED—Expert repairman, 15 years' experience, all makes; desires position with a reliable concern. Address Box 748, care The Talking Machine World, 373 Fourth Ave., New York City.

YOUNG man, age 23, who for the past five years has repaired, sold and managed credit and collection departments of large Victrola shops in New York City, desires position with either wholesale or retail house; will go anywhere in the States. At present I am assisting the manager of a Victrola department in one of New York's largest department stores. Address David Shaw, care I. Sorcher, 456 53rd St., Brooklyn, N. Y.

POSITION WANTED—As wholesale man for an established factory that expects to continue making phonographs. Have had many years' experience in selling both retail and wholesale. Correspond with me for further particulars. Address J. R. Penn, 804 W. Chestnut St., Mount Vernon, O.

FOR QUICK SALE AT A SACRIFICE

A Positive Saving of 50% Guaranteed

500 Phonographs Complete

In Genuine Mahogany and Oak
STAND 52 Inches High

Equipped with Heineman No. 77
Motors and No. 11 Tone Arms.
Prices and illustrations on application.

Write or Wire

The H. Victor Phonograph Co.
6129 Page Avenue, St. Louis, Mo.

(Continued on page 218)

DELIVERY ENVELOPES

At \$4.70 per 1,000
While 50,000 Will Last
Write to-day for free samples. Address
Box No. 750, Care The Talking Machine
World, 373 Fourth Ave., New York City.

FOR SALE

Exclusive Victor store, only one in town of 6,000; much larger population in the summer; good Red seal trade and excellent place for the right party. Address Box 752, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

Factory manufacturing phonographs or cabinets, or which is equipped to manufacture same. Would consider contract in quantity lots or purchase of plant. Address "F. E. 1," care The Talking Machine World, 209 S. State St., Chicago, Ill.

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 1/4	in. x 0.22 x 17 ft., Victor new style	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
1	in. x 0.20 x 13 ft., Victor new style	Each	0.50
7/8	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 1/8	in., new Victor No. 2, very best.	Each	0.18
1	31/32 in., for Sonora	Each	0.20
2	3/16 in., for Columbia No. 6	Each	0.25
2	9/16 in., for Pathe or Brunswick	Each	0.45

SAPPHIRES

Pathe, very best loud tone, genuine,	Each	0.27
Pathe, soft tone	Each	0.27
Edison, very best, medium tone	Each	0.27
Edison, very best, loud tone	Each	0.27
Edison, genuine diamond	Each	2.50

STEEL NEEDLES

AMERICAN MADE extra loud, loud, medium and soft needles	Per 1,000	0.60
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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

MOTORS

Distributors for Heineman and Meisselbach Motors. Best Prices. Immediate Deliveries.

STONE ARMS

No. K with sound box	Each	\$3.25
No. E with sound box, very loud and clear,	Each	\$6.00

LID SUPPORTS

Automatic	Each	0.30
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NEEDLE CUPS

Highly nickel plated	Per 100	\$2.00
Covers for cups	Per 100	\$1.00

REPAIR PARTS

Columbia driving shaft, No. 1177S	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.

WORLD CLASSIFIED ADVERTISEMENTS

(Continued from page 217)

SUPERINTENDENT

FOR

PHONOGRAPH CABINET FACTORY

We need a man who knows all phases of phonograph construction and can impart that knowledge to the help usually employed in a cabinet plant, to the end that a personnel of 300 will work as a unit and produce a phonograph second to none.

All the assistance necessary to accomplish the above will be freely given by a long established concern employing almost 1,000 men.

The position is excellent because we will pay the proper man a good salary to start and can assure him an opportunity to grow because of our continued growth in the past and splendid prospects for the future.

If you feel yourself qualified to hold the above position, write us fully regarding your past experience. Your correspondence will be treated confidentially. Address Box 753, care The Talking Machine World, 373 Fourth Ave., New York City.

**TO ANY DEALER
STANDARD RECORDS
WHOLESALE**

Records, ten-inch and twelve-inch, including grand opera selections, popular songs, bands, dance numbers. Fresh stock assorted in lots of 30 at 20%, 50 at 25% and lots of 100 at 30%. Terms cash with order. Address: Swartz Record Service, Dept. T, 23 E. Van Buren St., Chicago, Ill.

A NEW MACHINE

\$100,000.00 capital wanted to market a new phonograph, the tone of which is far superior to any now on the market, something entirely new and substantial. Wonderful possibilities for a large business. It is now being sold and possibilities already proven. All it needs is more capital. Address "F. E. 6," care The Talking Machine World, 209 S. State St., Chicago, Ill.

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.

RECORDS WANTED

I am in the market for old records of standard makes, regardless of their age. Must be clean stock; not second hand. All types of records wanted. Address Box 758, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

500 complete machines 46" high, equipped with highest class motors, tone arms, etc. Immediate deliveries. An exceptional bargain. Address Box 757, care The Talking Machine World, 373 Fourth Ave., New York City.

**SALES EXECUTIVE
OPEN FOR PROPOSITION**

Thoroughly conversant with all phases of the phonograph and record business. At present director and manager of sales of an important New York State Corporation in the trade.

Age, 32; married.

Will consider any high class sales proposition or will open a New York office and direct the sales activities (in the east) for any responsible organization.

Excellent trade connections and am prepared to make satisfactory guarantees to the right concern.

References and credentials will stand the acid test.

Address "Executive," Box 746, care The Talking Machine World, 373 Fourth Ave., New York City.

WANTED

We want to buy job lots of *Needles, Motors, Turntables, Springs, Cabinets*, equipped or unequipped; in fact, all parts for Talking Machines.

Tell us what you have

United Phonograph Company
107 East 10th St. New York City

WANTED—PACIFIC COAST AGENCY

For high grade phonographs, on salary and commission, or commission with small drawing account, by high grade man fully experienced in every detail, from manufacturing complete machines, experimental engineer, selling to trade, establishing agencies, handling salesmen, etc. For particulars of experience quickly communicate by telephone with M. B. C., 4897 Vanderbilt, or write to applicant, Mr. Willard E. Cleveland, 340 West Broadway, Glendale, California.

FOR SALE

Talking machine demonstration booths, sound proof, plate glass and mahogany. Four in all, size 6'x9', together with other fixtures of a talking machine department. Address.

SEAVER BROS.,
5216 Third Ave., Brooklyn, N. Y.

INCREASES SALES STAFF

L. M. Cole, general sales manager of the Iroquois Sales Corp., Buffalo, N. Y., was a visitor to New York this week, and in a chat with The World announced the appointment of Harry H. Dahl as a member of the company's traveling staff. Mr. Cole states that business conditions in Buffalo territory are excellent and that the demand for Okeh records is far beyond expectations. In fact, he is sell-

ing every Okeh record that he receives and during his New York visit he placed large orders with the General Phonograph Corp. and made an urgent appeal for larger record shipments.

The Beacon Phonograph Co., Inc., has been chartered in Wilmington, Del., with capital stock of \$500,000, to manufacture phonographs. The incorporators are M. L. Horty, S. L. Mackey and M. C. Kelly.

FOR SALE

Phonograph records, Victor, Columbia, Emerson (brand new). A very fine assortment of vocal and instrumental selections. Particulars given upon request.

I. DECKINGER

3064 Albany-Crescent Ave.
New York, N. Y.

FOR SALE

Music business in central Pennsylvania in town of 40,000 population. More than 40,000 additional in surrounding territory. Hold Columbia contract and doing fine business. Unusual opportunity for some one. Good reason for selling. Address Box 749, care The Talking Machine World, 373 Fourth Ave., New York City.

OPPORTUNITY

An especially attractive and desirable phonograph department in a large department store in an eastern city can be had by an energetic and responsible party who wants a good paying investment. Best of references will be required. Address Box 747, care The Talking Machine World, 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, Del., Main Office, 2616 N. 11th St., Philadelphia, Pa.

CABINETS WANTED

Open for a quantity of large cabinets, manufacturers who can supply large quantity only need answer. Address, Box 754, care The Talking Machine World, 373 Fourth Ave., New York City.

FOR SALE

How much will you give for Edison Blue Amberol Records? We have about 1,500 in original boxes, also 4 record cabinets. We have some as late as September, 1919. Closing out our entire stock. Address Price Phonograph Co., 440 Evergreen 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.

"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

DORAN CO.
44 MICHIGAN AVE.
DETROIT

HURTEAU, WILLIAMS & CO.
MONTREAL — OTTAWA

Kunkel Piano Co.
BALTIMORE

THE PHONOGRAPH CO.
1240 HURON ROAD (1st & 2nd Aves.)
CLEVELAND

WALTER D. MOSES & CO.
Oldest Music House in VA and NC
103 E. BROAD STREET
RICHMOND, VA.

J. E. STRATFORD
AUGUSTA, GA.

FROM OUR EUROPEAN HEADQUARTERS

2 GRESHAM BUILDING, BASINGHALL STREET E. C., LONDON, W. LIONEL STURDY, MANAGER

New Year Has Opened With a Boom—Record Factories Maintaining Night Shifts—Why Record Prices Must Increase—Dinner of Federated Board of Music Industries—Mr. and Mrs. Sterling Entertained—The World Complimented—Something New in Gramophone Production—"Perfect Points" Introduced—Directory of British Music Trades—Some Coming Exhibitions of Interest—Period Models Win Trade Favor—News of the Month

LONDON, E. C., February 3.—Now in full swing. 1920 bids fair to achieve something like a boom year from the viewpoint of commerce. General trade conditions are excellent. Expansion is the keynote all along the line. In the gramophone sphere of industrial activity, satisfactory reports reach me from all quarters. Sales of instruments and records are wonderfully good. The expected after-Xmas slump lasted but a few days. In reality it did not exist. Indeed, manufacturers, factors and dealers everywhere would seem to be just as busy as during the palmy days of December last. Money, or at any rate, paper money is abundant. The working classes and the masses generally are enjoying good and ever-increasing wages. This state of things reflects favorably on other classes. There is money to spend, and it is being spent freely. A fair share of it accrues to the gramophone dealers, many among whom are enjoying a new lease of trading life.

Record factories still maintain night shifts, "pressing" as quickly as conditions and facilities permit. Yet there is a great shortage. Hundreds of thousands behind orders is the report of one record manufacturer. And though energetic action is ripe on all sides to increase out-

put by extensions of plant and erection of new buildings, no material result can be expected until next season, by which time, in my opinion, business will have so proportionately increased as to leave us apparently in the same unfortunate position of being unable adequately to meet the huge demand. However, all things must evolve and I am not without hope that record pressing facilities will have so far improved as to throw into vivid relief a better or more general realization of the vast and profitable gramophone trade fields as yet unexplored by British investors. We have scarcely touched the fringe of the gramophone business on this side. In no other direction is there more profitable scope for trade exploitation. Apart from the urgent need of more record factories, there is a fortune awaiting the manufacturer of motors. It must be on the lines of mass production at competitive prices. Given that and efficient mechanism, the whole British market would be in the hands of any fair-trading concern, and gladly, too. The Gramophone Co. apart, the trade is dependent for at least 90 per cent of its motor supplies on Switzerland and America. And because of this, many buyers will be forced to purchase German goods, which are now coming along slowly, or restrict their trade activity. All the resources of Great Britain considered, the position is nothing less than deplorable. For over twelve months a few British firms have been engaged upon gramophone motor production. Orders and encouragement have been generous. The trade has supported them all along the line. With what result? This, a few hundred of motors weekly, many of which do not compare favorably with the foreign article. For these firms, one can

easily find excuses. Their difficulties have been many and great. But having recognized that, I still think there is justification for expecting better service after all this time. The patience of the trade is nearly exhausted, and if output and efficiency are not soon improved, German motors will again secure a good footing here.

Logical Reasons for Increase in Price of Records

Record buyers are prone to severely criticize the present cost of records on the ground, mainly, that if it is necessary to charge more, quality-value should increase in proportion. Many took up this standpoint when the leading 10-inch makes were increased from 2s. 6d. to 3s. each. There must be a peg upon which to fix a complaint, and in the absence of definite reasons uninformed criticism of the above nature is perhaps to be expected. It is a form of objection which the average dealer is inadequately equipped to deal with. Beyond generalization, record manufacturers fail to satisfy the dealer, not as to the necessity but as to the actual cause of meteoric record prices.

There is no case whatever for claiming or expecting better quality coincident with increased retail prices. It is really the latter consideration that permits record manufacturers to maintain a standard of quality. To continue manufacturing on an economic basis without increasing prices commensurate with the higher cost of all raw materials and recording expenses would mean only one thing—inferior material and inferior artists, etc.

An interesting light is thrown upon the situation by a recent article in the London "Music Trades Review." Discussing the reasons why gramophone records go up in price, it says (in

(Continued on page 220)



"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-Akti-eselskab, Frihavnen, Copenhagen.

FRANCE: Cie. Française du Gramophone, 115 Boulevard Richard Lenoir, Place de la République, Paris.

SPAIN: Compañía del Gramófono, 56-58 Balmes, Barcelona.

SWEDEN: Skandinaviska Grammophon-Aktiebolaget, Drottning Gatan No. 47, Stockholm.

RUSSIA: The Gramophone Co., Ltd., 45, Nevsky Prospect, Petrograd (Petersburg); No. 1 Solyanka, Solyanoi Dvor, Moscow; 9, Golovinsky Prospect, Tiflis; Nowy-Swiat 30, Warsaw; 11 Michailovskaya Ulitsa, Baku.

INDIA: The Gramophone Co., Ltd., 139, Bal-laghatta Road, Calcutta; 7, Bell Lane, Fort, Bombay.

Great Britain :

The Gramophone Company, Ltd.

HAYES - MIDDLESEX - ENGLAND

Agencies

AUSTRALIA: S. Hoffnung & Co., Ltd., Sole Concessionaries of The Gramophone Company, Limited, 163, Pitt Street, Sydney.

NEW ZEALAND: Gramophonum, Ltd., 118-120 Victoria Street, Wellington.

SOUTH AFRICA: Darter & Sons, Post Box 174, Capetown; Mackay Bros., Post Box 251, Johannesburg; Mackay Bros. & McMahon, Post Box 419, Durban; Ivan H. Haarbarger, Post Box 105, Bloemfontein; Franz Moeller, Post Box 108, East London; B. J. Ewins & Co., Post Box 86, Queens-town; Handel House, Kimberley; Laurence & Cope, Post Box 132, Bulawayo; The Argus Co., Salisbury.

EAST AFRICA: Bayley & Co., Lourenso Marques.

HOLLAND: American Import Co., 22a, Amsterd Veerkade, The Hague.

ITALY: A. Bossi & Co., Via Orefici 2, Milan.

EGYPT (Also for the Soudan, Greece and the Ottoman Empire): K. Fr. Vogel, Post Box 414, Alexandria.

EDISON BELL


WINNER
 TRADE MARK
GRAMOPHONE RECORDS
CABLE
"PHONOKINO,
LONDON"

ARE THE GREATEST VALUE FOR MONEY PRODUCED IN GREAT BRITAIN

TEN INCH

DOUBLE SIDED

NEEDLE CUT

PLAY ON ALL GRAMOPHONES

Catalogue contains 4000 Titles by the Premier Artistes, Instrumentalists, Orchestras and Bands
of the British Empire

DEALERS PREPARED TO DO BUSINESS ARE INVITED TO COMMUNICATE WITH

Proprietors and Manufacturers, **J. E. HOUGH, Ltd., 62 Glengall Road, London, S. E. 15, England**

FROM OUR LONDON HEADQUARTERS—(Continued from page 219)

part): "Cutting out all mention of the increased value of labor, transit costs, packing materials, lighting, overhead charges, etc., shellac is still soaring upward in price. Of this important record ingredient there is a great shortage. World buyers are keenly competing for supplies against one another, to all of which the markets, as may be expected, are very sensitive. From the pre-war figure of £50 to £60 per ton, shellac is now up to £825 per ton, according to market quotation at time of writing. Yet another important expense which has affected manufacturing costs is the substantial extra fees demanded by artists and quite recently by the instrumentalists and orchestral organizations through their union. Without going into details we are in a position to state that these demands have been met by record manufacturers to the satisfaction of the union and its members. With this information, dealers are in a position better to understand and pass on to their customers the solid reasons why gramophone records today cost more." This well-informed journal then goes on to deplore its own prediction that record prices may be subject to further revision within the not very distant future! I would add that the National Orchestral Association, which includes most members of all the theatre orchestras, has recently secured increased pay for its members. These terms represent a compromise and within 12 months or less may be subject to revision in favor of the men. Theatre orchestras being responsible for a good deal of recording, it will be gathered that any further demands would represent another pebble thrown in the waters of the ever-widening circle of increasing costs, and may indirectly affect the pockets of record buyers.

Pros and Cons on Record Exchange Library

The above subject has recently come to the fore in a manner which calls for reference. Commenting upon a suggestion for the formation of

a record lending library, a scribe in the "Daily Telegraph" avows it an excellent idea, but doubts its success in practice. He avows that the average gramophonist is "woefully ignorant of the delicacy of the record—that not a single 'lent' record would be worth using after it had passed through three or four pairs of hands," and goes on to say that "the life of a record with most careful treatment cannot be very long—it is unreasonable to believe that all owners of gramophones are even approximately careful of their own possessions," etc.

To much of the foregoing exception may be taken on the ground that the number of gramophone exchange libraries by their very success in trading along these lines give the lie direct to such reasoning. On the other hand it is a fact that "exchange" trading has suffered considerably adverse results financially by the rough handling records have undergone at the hands of some users. I sought the opinion of a prominent London trader who specializes in exchange records. He said: "It all depends on the class of user. Broadly, my experience of record exchanges is that the user is very careful of other people's property. It is no uncommon thing for some of the records, especially vocal which wear longer than instrumental, to be under constant exchange for six months and more. In time, of course, we have to withdraw them, or more often sell at half price. My record exchange library is a complete success and I tell you one secret of it is to refuse exchange facilities to careless users."

General Items of Trade Interest

The "His Master's Voice" prosperity is a byword in trade circles. The company's sales manager, W. W. Manson, tells me that, despite a big and increasing output of instruments and records, it is impossible to keep up with the demand. A reflection of this highly satisfactory condition of things is found in the fact that "His

Master's Voice" shares (at the time of writing) are quoted at 37/6, representing a substantial rise within the last few weeks.

A gramophone innovation of interest is that introduced by the Gramophone Exchange, this city. It consists of large cabinets of Jacobean and Sheraton period models, beautifully made, but without any gramophone mechanism or equipment. The bottom part is given over to a good roomy cupboard for record filing, above which (inside) is a shelf upon which an ordinary hornless gramophone is placed, the front part of which fits close up to an opening in the front of the cabinet. The whole can be closed in when playing. It is just as effective as if the cabinet was complete in itself, and has this advantage that the gramophone can be lifted out for use in the garden, or any other room, without shifting the big cabinet in which it is housed. A very ingenious and useful idea!

The Bellaphone is a new portable model placed on the English market. It is very compact. The sound resonating chamber is in the lid of the instrument, and gives off a very good delivery. Sir Harry Lauder's testimony is of the highest praise. The sound box is of the Diaphone class, the invention of our old friend, T. K. Barnard.

Jake Graham, the great unknown, as he humorously describes himself, through one of our most enterprising gramophone traders, informs me that he has retired from the Liverpool business and plans to open up in London shortly. The location will probably be in the West End. Mr. Graham simply radiates success, so that on this score one has no reservation in regard to his new venture.

One thousand tons of German goods, including musical instruments, were recently unloaded at Leith. And more are coming!

206 Miles of Catalog

Most attractive recordings are regularly issued

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.

FROM OUR LONDON HEADQUARTERS
(Continued from page 220)

by the British Zonophone Co., Ltd. Up-to-date and good class titles by reputable artists, records that make a very wide appeal. Backed by prolific advertising and publicity matter, Zonos are the biggest selling records of their class. An idea of the measure of their popularity is found in the amount of paper used in the production of a single edition of the Zonophone catalog. It amounts to sixteen tons. And, according to "The Voice," the inside pages, if laid in a continuous pathway 2 feet 6 inches wide, would stream from Hayes to Harrogate, 206 miles. Eight miles of wire is used in the stitching. Stacked flat, one on the other, would reach to a column a mile high. An interesting catalog, to be sure!

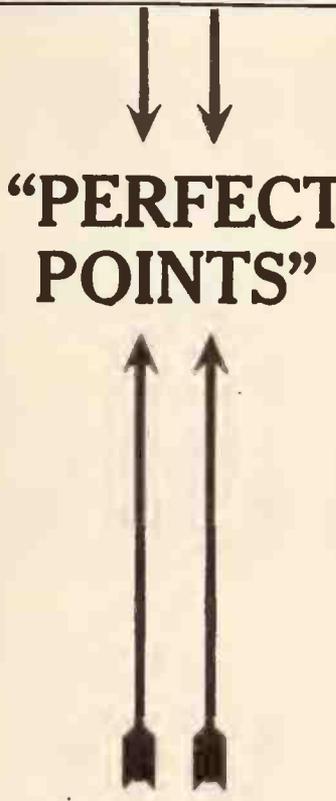
Dinner of Federated Board of Music Industries

At the Connaught Rooms, January 30, the inaugural dinner of the Federated Board took place. It marked the commencement of real activity in the progressive encouragement and development of British music through and by the medium of British products and talent throughout the British Empire. All shades of musical thought and opinion have combined in circumstances of the highest possible promise that this concerted movement will quickly awaken a substantial interest in the cause of British music among the people. The Federated Board is out to accomplish a great work. It must avoid anything in the nature of party interests and work whole-heartedly and unitedly to one single purpose. Given that, I am one of those who believe in the ultimate success of its high ideals. True and enthusiastic men, prominent in trade, the profession, and the art, are behind the movement. To the first chairman, Alexander Dow, is undoubtedly due much of the success attendant upon the formation of the Federated Board, and under his enthusiastic leadership and propulsion, it will progress forward to its goal like a snowball—gathering adherents and financial support all the time.

The following list of guests who accepted invitations to the inaugural dinner testifies to the importance attached to the movement: The Lord Mayor of London, Viscount Burnham; Lord Howard de Walden, Sir A. Mackenzie, Sir Charles Stanford, Sir Frederick Bridge, Sir F. H. Cowan, Sir S. Waring, Dr. H. P. Allen, Dr. A. Eaglefield Hull, Dr. A. Somervill, Robin H. Legge, Granville Bantock, Gordon Selfridge, H. Plunkett Greene and many other lights of the musical world. Many of the musical critics of the leading dailies and weeklies were present.

Banquet to Mr. and Mrs. Louis Sterling

Very great success attended this pleasing ceremony on January 2 at Frascati's Restaurant, London. It was given by a few personal friends of Mr. and Mrs. Sterling in celebration of their marriage. Sir George Croydon Marks, C. B. E., M. P., occupied the chair. He was accompanied by Lady Marks, and supported by gentlemen well known in Gramophone trade cir-



"PERFECT POINTS"

BRITAIN'S BEST
Gramophone Needle
(Guaranteed made from High Carbon Steel)

IS MADE BY

W. R. STEEL, of REDDITCH,
Head Office and Works—QUEEN ST.

Scientifically pointed, Hardened and Tempered on the latest up-to-date machinery and plant by skilled craftsmen only.

RESULT:
A FIRST QUALITY NEEDLE far ahead of anything of pre-war quality
INQUIRIES SOLICITED
Special Quotations for Quantities

Manufacturer of all Kinds of Sewing Needles

cles. Indeed, it was a great trade affair. The opportunity was gladly accepted by prominent members of the trade to pay homage to one whom all honor and esteem. The popularity of the Columbia chief is equally high among all sections of the trade, and the cordial welcome they received will long be cherished in the hearts of Mr. and Mrs. Louis Sterling. Quite a brilliant little ceremony was the reception, at which all took part in offering personal congratulations to the obviously happy couple.

After an excellent dinner came the usual toasts and speeches.

Mr. Sterling being an American citizen, by special request of the chairman the toast of The King was coupled with that of the President of the United States. The Chairman next proposed "Our Guests." In felicitous terms he referred to his long association (some fourteen years) with Mr. Sterling—Sterling by name and nature—a man who always runs straight in all his thoughts and dealings. (Cheers.) It was his pleasure to meet the happy couple in America, and here Sir George made amusing reference to his failure at playing gooseberry. He was sure that all would wish them every joy throughout life, and proffered to them his most sincere wishes for their future happiness and prosperity. In presenting on behalf of the guests a beautiful diamond brooch to Mrs. Sterling, the chairman made happy play upon their scintillations in that every flash should be to her a reminder of their friendship. (Much ap-

plause.) He next had the pleasure of presenting to Mr. Sterling a magnificent gold timepiece, with his monogram thereon—a useful article that would serve as a continuous reminder of time and engagements, etc. Following the conclusion of the chairman's speech, the audience rose as one man and to the accompaniment of musical honors cheered as seldom a man has been cheered before. Obviously moved to the very depths of his heart, Louis, as Mr. Sterling is affectionately known to his friends present, said he could not tell them how happy he felt and how very proud he was that so many friends from all parts of the country had come together that evening to express their congratulations and friendship in such a hearty manner. He had been in the talking machine trade some seventeen years. When he arrived in this country he had no friends and was much touched by the knowledge that he could count upon such a multitude of friends. He thanked them all.

When the applause subsided, the guests had the pleasure of listening to a pretty little speech from Mrs. Sterling, who said that she was not quite a stranger to many of them present and their very hearty welcome had helped her to get over any feeling of stage fright. It was all very nice of them and she, too, thanked them—all her friends—for what they had done.

Mr. E. C. Paskell next proposed the health of the ladies (there were quite a number present), to which Mrs. Manson (Miss Mabel Manson)

(Continued on page 222)

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. 1.



YE "POPULAR" RECORDS

Double-Sided
Superb Needle Cut
"Lateral"

LONDON'S LEADING VALUE!!!

"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.** CABLES "Grammavox"
EXPORT DEPT., 18-19 Swallow Street London
Piccadilly, London, England "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 221)

made a humorous and happily phrased reply.

During the evening several artists gave selections from their repertoire. It speaks volumes for the strength of their friendship for Mr. Sterling that, notwithstanding their engagements, such eminent artists as Tom Burke, the great operatic tenor; William Murdoch (pianist); the great George Robey, Thomas Jackson, Fred Duprez, Annie Rees and Fred Douglas had found time to squeeze in a turn at Frascati's.

The beautifully designed menu card bore two quotations appropriate to the occasion (A) "Look down, you gods, and on this couple drop a blessed crown"—(Shakespeare), and (B) "Sterling—genuine; of excellent quality—vide any dictionary." Therein do we find expressed a little of the thoughts and spirit of the guests and of the occasion. It will live long in the hearts of Mr. and Mrs. Louis Sterling, to whom The World tenders its sincere congratulations and best wishes.

Redditch Gramophone Needles

A new comer to our columns this month is Messrs. W. R. Steel, of the Queen street works, Redditch. Here, all kinds of needles are made—for hatpins, sewing machines and gramophones. Messrs. Steel specialize the lot. The last time I tried one of the hatpin type was in a bus and I found the business end too darned good for close quarters. For this class, Mr. Steel should make guards. Sewing machine needles are not in my line, so we'll get on to the gramophone points. These are made in various types—loud, medium, soft and spear. They are sold under the slogan "Perfect Points," because the steel embodies a very high percentage of carbon, and every process of their manufacture is subject to scrutiny by the Redditch experts. Messrs. Steel make no claim beyond one needle—one record, but after severe test of these needles, I find them good for two or three records at least, especially the pianissimo. In the course of conversation, Mr. Steel stated that owing to the huge demand for "Perfect Points" considerable extensions of the present factories are under way and the most up-to-date machinery (of his own design) installed. The concern is to be registered as a limited liability company.

Registration for General Phonograph Corp.

Plans are under way for the registration here of the above concern as a limited liability company. The matter is in the hands of A. Balcombe, who represents "the motor of quality" and all other lines marketed by this enterprising firm. During the past year Mr. Balcombe has closed a wonderful turnover, in volume and value quite beyond initial expectations. The "motor of quality" is finding allround favor, and it is spoken very highly of by an increasing clientele.

Early in February, I learn, the factory manager of the General Phonograph Corp., Mr. Strong, is due to reach London on a visit of consultation with Mr. Balcombe and trade de-

velopments. In looking over the field here, Mr. Strong will take the opportunity of visiting most of the company's wholesale buyers. He is sure of a good welcome, and will be in a position as a result of his visit to size up the trade difficulties incidental to this market.

Good Opinions of The Talking Machine World

The size and informative contents of The World each month evokes high praise from its subscribers this side, the general opinion being summed up in the oft-repeated remark, "What a wonderful paper it is!" The news and advertisement service is closely followed. It wields an international force and influence second to none throughout the whole gramophone industry. One feels proud to represent such an organ when live men, as instance Mr. Jake Graham, in his own words, describes The World as "his silent partner," or like our Belfast friend, Thos. Edens Osborne, who in the course of a New Year letter of greeting to your correspondent says: "I also trust that The World will continue its phenomenal popularity . . . I cannot help thinking that both factors and dealers should congratulate themselves upon having such a splendid trade organ, which contains so much valuable information concerning the goods they handle. The editors, publishers and owners deserve the thanks of everyone connected with our business for issuing such an excellent monthly budget of news and general information . . . of the greatest utility both as regards buying and selling!"

Such appreciative encouragement will spur to yet higher achievement all engaged in and upon the production of this trade newspaper, making it even more representative of the industry.

British advertisers are also very appreciative of the value of The World, which, as one advertiser recently told me, brings inquiries and orders innumerable from the Colonies and various foreign countries. It's the finest possible confirmation of The World's international circulation, value, and influence!

The Symphona Kestraphone

Anything new in Gramophone production, especially if it marks a stage forward in the progress of mechanical music, is of special importance to the trade. I recently attended a press demonstration in London of what one pressman afterwards described (in the Daily Express newspaper) as a "Super-Gramophone." It has been christened the above name, and is the invention (after ten years' experiment) of Staff Officer Captain Keays, O. B. E., with whom is closely associated Major D. C. Robinson, M. C. These gentlemen plan to float a public company within the near future. In conversation I gathered that both were out and out enthusiasts and intend to leave no stone unturned to successfully develop the Symphona Kestraphone commercially. Several trade experts have heard the instrument and speak very highly of it and, said Major Robinson, orders for over 2,000 have already been offered. Ac-

tual manufacture has not yet commenced, but arrangements made will, it is expected, permit of a progressive output within the near future.

The machine is of the cabinet type, triangular in shape, the whole of the body being devoted to the sound reflecting chamber, or horn. By his method of construction, Captain Keays claims to have eliminated sympathetic vibration, thereby securing actual tone within the limits of the record. The scientific method of jointing and insulation is said to prevent chattering and vibration, while by the use of a certain alloy in the construction of the sound arm and resonance-extension, the inventor claims to have secured a tonal delivery unsurpassed in purity by any kind of gramophone. Having listened to several different record playings, there can be no question, I think, as to the splendid reproducing qualities of this new instrument being designated in terms of the highest praise.

Zonophone Instruments—Price and Demand Up

The British Zonophone Co. has given notice to dealers of an increase in the price of models Nos. 1, 2, 3 and 4. The reason given is the continued advance in the cost of all materials, labor, etc. It is an unfortunate necessity. But the company express confidence that despite the price advance there will be no diminution in the demand for Zonophone instruments—British made throughout, down to the very smallest screws!

Directory and Guide to British Music Trades

The best encyclopedic reference book of the British music trade—The Music Trades' Diary and Yearbook for 1920 (price 1s. 6d.)—is to hand from the publishers, G. D. Ernest & Co., 6 Duke street, Adelphi, London, W. C. 2. Under one cover (size 11" x 8") it comprises (a) Yearbook Section, (b) an officially compiled Directory, and (c) Diary Section—three days to the page.

The yearbook portion contains a mine of information anent British trade activity, copyright laws, patents, trademarks and designs, complete list of H. M. Consuls and official trade representatives abroad, all foreign export and import tariffs as officially verified, the name and address of our various music trade associations and musical societies, and much other important data of inestimable value to American, Colonial and foreign traders.

The Directory Section includes official lists of all the trade associations—pianoforte manu-

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FROM OUR LONDON HEADQUARTERS—(Continued from page 222)

facturers, parts and supplies, gramophone and musical instrument jobbers, and United Kingdom retailers of music and musical instruments, etc. Very useful is the diary portions, three days to the page giving ample space for daily notes of engagements and other items.

The whole is printed on good paper, the contents being well arranged and classified for easy reference. The 1920 Music Trades Diary and Yearbook registers a distinct advance upon previous editions, and I know of no work to which the whole trade has given so hearty a welcome as the one in question. It covers some 200 pages altogether, about half of which is devoted to editorial matter and statistics of the utmost interest and reference value to all engaged in the music industries.

Canadian Industries Exhibition and Other Fairs

Booked for next June, the Royal Agricultural Hall, London, will house an exhibition exclusively devoted to Canadian industrial enterprises. It has the support of the Canadian Trade Commissioner, the Canadian Manufacturers' Association and the Canadian Mission in London. The exhibits will cover a wide range of Canadian products, including pianos, wood-working machinery, steel products, hardware, etc.

A scheme is under way for the opening of a grand British Empire Exhibition during May, 1921. The scheme is estimated to cost something like \$2,500,000, apart from the value of the exhibits. All the Dominions and Crown Colonies will take part, and the exhibition is planned to last at least six months. According to the Daily Chronicle, Sir John Taverner states that "The King is patron of the exhibition, the Duke of Argyll is president, while Lloyd George is president of the Grand Council, with Bonar Law, Walter Long and Sir Auckland Geddes as vice-presidents." This vast Imperial Trade Fair will be located either in Regent's Park or Hyde Park.

The Gramophone Yearbook and Diary 1920

A copy of the above work (price 2/6) is to hand from the Griffin Publicity Co., Red Lion Court, Fleet street, London, E. C. While not the first or only work of its kind appealing to the Gramophone trade, it is the first publication particular to that section of the music industry and as such is sure of a good welcome.

Its contents include many valuable items of

trade reference and one reads with particular interest the "brief review of the genesis and development of the gramophone trade, more particularly as it has shaped its course in this country." This is a carefully written summary of the chief historical trade events, and by it one is enabled to trace the development of voice photography from its inception, beyond the experiments of Edison, stage by stage, to the present day.

The Dictionary of Musical Works, Names and Terms is a very opportune feature, both interesting and useful. It is really a guide to the correct pronunciation of names and many will find it a reliable friend occasionally to consult, if not most all the time! Another section that makes a wide appeal is that devoted to merchants and manufacturers of gramophone goods.

There are many other features of interest, and a mention of the Diary portion, seven days

BRUNSWICK INTRODUCTORY LIST

Attractive Record Supplement Announcing New Brunswick Records Appeared in January

The introductory list of the new Brunswick records which was sent out to the trade last month was a very attractive little book giving a comprehensive survey of the new records and



Cover of Brunswick Record List the new Brunswick artists. The first section of the introductory list was devoted to the exclusive Brunswick artists with a full page picture sketch of each. Among the artists featured were Archer Chamlee, dramatic tenor; Dorothy Jardon, soprano; Max Rosen, violinist, and many others. The first list included all classes of records—classical, popular and dance numbers. The cover design, which can be seen in

to the page, by no means completes all one would like to say about the Gramophone Diary and Yearbook did space permit.

The Crystal Palace Trade Fair Outrivals Leipsic

February 23 to March 5 is the period of a great trade exhibition to be held under the auspice of the Board of Trade at the Crystal Palace, just outside London. It is known as the British Industries Fair, and only products of (mainly) British manufacture may be exhibited. The Crystal Palace is quickly reached by rail from three big London stations and it is a foregone conclusion that many world visitors will transfer their interest thereto instead of visiting the Leipsic Messe, which opens about the same time. The British Industries Fair is this year even larger and more representative of British trade than ever before. About fifty musical instrument firms are exhibiting. These comprise various products of British manufacture, such as pianos, players, organs, violins, gramophones, music strings, parts and accessories—in fact, a representative line of our musical goods.

the photograph, is very artistically designed and the back cover featured the Brunswick record itself, being a reproduction of one of Max Rosen's successes.

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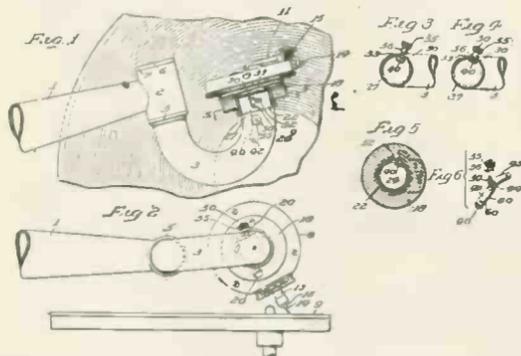
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LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS

WASHINGTON, D. C., February 7.—Talking Machine. Lloyd Y. Squibb, Camden, N. J., assignor to the Victor Talking Machine Co., same place. Patent No. 1,323,726.

Among the principal objects of the invention are to provide new and improved means for attaching the sound box of a talking machine to the sound-conveying means thereof whereby the parts may be readily assembled in operative relation, and as easily separated when desired, and which shall serve to firmly secure the sound box upon the sound conveyor when in operation. Further objects of the invention are to provide new and improved means for attaching a sound box to the sound conveyor of a talking machine which will serve to prevent or nullify any lost motion or play between the assembled parts, which shall be neat and inconspicuous in appearance, which may be readily operated, and which shall be devoid of numerous or intricate parts. A still further object of the invention is to provide means of this nature which are adapted for use in connection with talking machines of the types at present in use without the necessity of material change therein, and which may be so arranged as to maintain the sound box in proper relation with the sound conveyor when positioned thereon in such manner that the stylus or needle will always assume the proper angular relation with the record surface over which it travels.

In the accompanying drawing in which a preferred embodiment of the invention is illustrated, Figure 1 is a top plan view, partially in section, of a portion of a talking machine showing a sound box and a portion of a sound conveyor constructed in accordance with such embodiment of the invention in operative position above a record surface; Fig. 2 a side elevation thereof; Fig. 3 an elevation of the end of a portion of the sound conveyor with the sound box removed; Fig. 4 a similar view with certain of



the parts in a slightly different position; Fig. 5 a transverse section on the line 5—5 in Fig. 1, looking in the direction of the arrows, and Fig. 6 a perspective view of a detail of the device.

Phonograph. Elmer Fletcher and Roscoe L. Wickes, Chicago, Ill., assignors to the Fletcher-Wickes Co., same place. Patent No. 1,322,890.

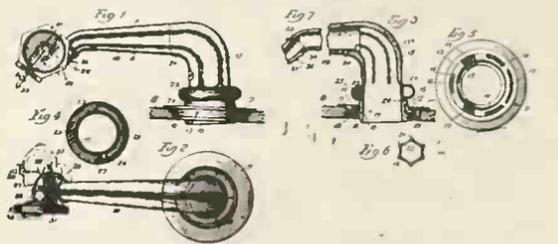
The invention relates to phonographs. One object of the invention is to provide an improved tone arm having walls, whereby the vibration resultant from sound passing therethrough, is materially reduced, it having been found in practice that the tone is clearer when the tone arm is constructed to measurably reduce the vibration in the walls thereof.

In practice, it has been found that the best results are obtained by having the needle exert a certain pressure upon the record, and that records of different manufacture or made by different processes require different pressures for the attainment of the best results. To meet this condition, it has heretofore been proposed to apply a spring with a regulable tension, but this has been found unsatisfactory, because of the impossibility of ascertaining the degree of pressure resulting from a variation in the adjustment of the spring. Another object of the present invention is to provide improved means by which the pressure of the needle on the rec-

ord may be reliably and definitely varied so that a certain pressure may be used for records of one make and another pressure for other makes. This object is attained by providing a weighting which is capable of adjustment to vary the pressure of the needle on the record.

Another object of the invention is to provide an improved rotatable connection between the tone arm and the sound box, whereby the needle is caused to assume the same angle relatively to the record, either when the sound box is in position for the transverse vibration of the needle or when the sound box is positioned for vertical vibration of the needle.

In the drawings: Figure 1 is a side elevation of an instrument embodying the invention. Fig. 2 is a plan. Fig. 3 is a section. Fig. 4 is a



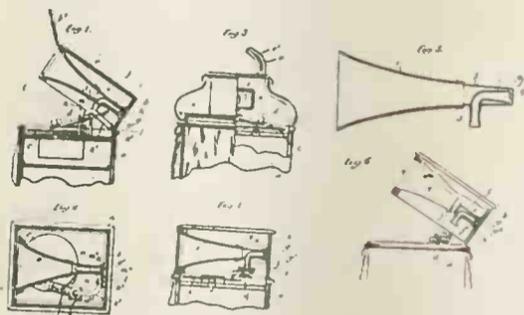
detail section of the adjustable weight-ring. Fig. 5 is a section taken on line 5—5 of Fig. 3. Fig. 6 is a section taken on line 6—6 of Fig. 1. Fig. 7 is a detail section of the connection between the tone arm and the sound box.

Phonograph. Clinton B. Repp, Plainfield, N. J., assignor to Guillermo A. Alonso, New York. Patent No. 1,323,316.

This invention relates to phonographs, and more particularly to the amplifying mechanism thereof.

By the present invention, the aim is to provide an amplifying mechanism for a phonograph in which the horn structure, while being compact, will give to the reproduced sound the desired amplitude, while preserving the clarity and purity of the reproduced tones through the avoidance of development of discordant vibrations in the material of the horn itself. The dimensions of the horn are such that it may be used either as a concealed horn or as an exposed or outside horn, the differences of use requiring no changes in the dimension of the horn. While a horn made in accordance with the invention includes a plurality of independent communicating ducts, the outlets of which are presented in opposite directions, the construction and arrangement thereof are such that there is no interference of the sound waves moving in opposite directions, or no such interference as impair, or tend to impair, the quality of the reproduced sound. A horn made in accordance with the invention may be either fixed or movable with relation to the sound box. Furthermore, the independent ducts, aside from the means for connecting the horn to the sound box, will be contained one within the other so as to insure a compactness of structure and avoid possibility of such a disarrangement of parts as would lead to a loss in the efficiency thereof.

Figure 1 is a vertical section of a phonograph embodying the invention as applied to a con-



cealed horn, the horn being shown raised, with the cover, in full lines and lowered in playing position in dotted lines. Fig. 2 is a horizontal

section thereof through the horn. Fig. 3 is a front view of a modified form of the invention in which the horn bears a fixed relation to the sound box. Fig. 4 is a vertical section thereof. Fig. 5 is a longitudinal section of a horn suitable for use as an exposed or outside horn. Fig. 6 is a view, partially in section of a movable horn in which the inlet is adapted to be automatically connected or disconnected directly with or from a sound box with the movement of the cover carrying the horn.

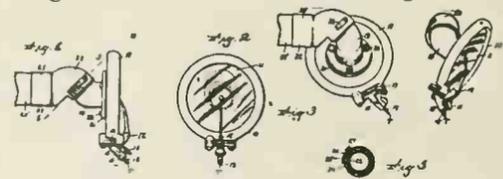
Adjustable Sound Box. Frank L. Capps, Brooklyn, N. Y., assignor to Pathé Frères Phonograph Co., same place. Patent No. 1,324,643.

This invention relates to adjustable sound boxes and more particularly to the provision of a mounting therefor whereby the sound box may be brought into different positions for reproducing different kinds of records, as, for example, it may be used in one position with records having vertical cut grooves and in a different position with records having laterally undulating grooves.

An object of the present invention is to provide such an adjustable sound box which may be adjusted to different positions without substantially changing the position of the stylus or needle upon the record and without substantially affecting the relation between the sound-conveying tube, commonly known as the tone arm, and such stylus or needle. One mode of obtaining this result may consist in mounting the reproducer so that it may be adjustably rotated to swivel upon an axis making an oblique angle with the reproducer diaphragm, and arranging the reproducer stylus or needle holder on the opposite side of the diaphragm, with the axis of its stylus socket or bore making an oblique angle therewith, and said bore and the stylus or needle held therein extending in the same general direction as a prolongation of the axis of the swivel mounting.

Another object of the invention is the provision of novel means for holding the sound box in its adjusted positions.

In said drawing, forming a part of this specification and wherein the same reference numerals are applied to designate the same parts throughout, Figure 1 is a side view of a sound box and connecting means for attaching it to a sound-conveying tube such as a tone arm, said sound box being shown in this figure in the position adapted for the reproduction of records having vertical cut grooves and being equipped with a stylus adapted for such record. Fig. 2 is a front view of the sound box shown in Fig. 1. Fig. 3 is a view similar to Fig. 1, except



that the sound box is turned in position for reproducing records having lateral cut grooves and equipped with a needle for such reproduction. Fig. 4 is a view taken substantially at right angles to Fig. 3, and Fig. 5 is a cross-sectional view taken on the line 5—5, Fig. 1.

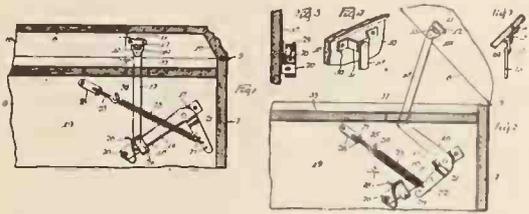
Support for Hinged Covers or Members. Frank E. Levanseler, Chicago, Ill. Patent No. 1,324,600.

This invention relates to certain improvements in means for supporting the hinged lids or covers of phonographs, graphophones, desks, trunks, boxes, pianos, and the like, when raised or turned on their hinges, to any desired elevation or angle, in such a manner that the supporting action or operation of the device will be automatic and of such a character as to securely hold the lids, covers or members in their tilted or raised position against accidental lowering or falling of the same, yet so that, by the proper manipulation of the cover or member and by applying slight downward pressure thereto, it can be easily lowered or closed, in which position it will remain until again lifted.

Figure 1 is a vertical sectional view of a portion of a casing such as a phonograph or graphophone case or a box or trunk with its lid closed,

LATEST PATENTS RELATING TO TALKING MACHINES AND RECORDS—(Continued from page 224)

showing one form of the support in position ready for use. Fig. 2 is a similar view of like parts, showing the cover or lid raised or tilted and illustrating the position the parts of the support will assume. Fig. 3 is a slightly enlarged view partly in section and partly in elevation taken on line 3—3 of Fig. 2, looking in the direction indicated by the arrows. Fig. 4



is a fragmental perspective view of a portion of the lid or cover showing a modification in the means of connecting the supporting link thereto. Fig. 5 is a cross sectional view taken on line 5—5 of Fig. 1 looking in the direction indicated by the arrows.

Support for Hinged Covers or Members.
Frank E. Lcvanseler, Chicago, Ill. Patent No. 1,324,601.

This invention, like the one set forth in an application, Serial Number 288,102, filed April 7, 1919, relates to certain improvements in means for supporting the hinged lids or covers of phonographs, etc., when raised or turned on their hinges, to any desired elevation or angle, in such a manner that the supporting action or operation of the device will be automatic, and of such a character as to securely hold the lids, covers or members in their tilted or raised position, against accidental lowering or falling of the same, yet so that, by the proper manipulation of the cover or member and by applying slight downward or upward pressure thereto, it can be easily lowered or raised, in which position it will remain until again moved by pressure in the desired direction.

Figure 1 is a vertical sectional view of a portion of a casing such as a phonograph or graphophone case or box or trunk with its lid closed, showing one form of the support in position ready for use. Fig. 2 is a similar view of like parts showing the cover or lid raised or tilted and illustrating the position the parts of the support will assume. Fig. 3 is a sectional view taken on line 3—3 of Fig. 1 looking in the direction indicated by the arrows, showing the spring used for locking or retaining the supporting link and lever in their lowered positions.

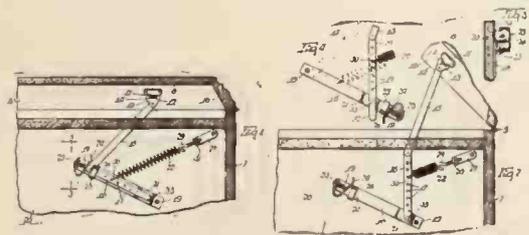


Fig. 4 is a detached view in side elevation of a fragment of the support illustrating a modification therein and showing by continuous lines about the position the parts of the device will assume when the lid or cover is raised, and by dotted lines the position of said parts when the cover and parts are in their lowered position and retained in such position by the spring employed for said purpose.

Supporting Device for Covers or Cabinets.
Louis K. Scotford, Chicago, Ill., assignor to the Cheney Talking Machine Co., same place. Patent No. 1,324,435.

The primary object of this invention is to provide means for holding a cover or door in open position and for permitting the same to close, which may be operated entirely by the movement of the cover or door.

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A further object of the invention is to provide a cabinet, or other container, having a cover, with means for holding the cover open and for permitting it to close, which may be actuated by the movement of the cover in its normal path relatively to the opening which it controls.

A still further object of the invention is to provide a device for holding a cover or door open and for permitting it to close, which will be simple in construction, efficient in operation and convenient in application.

Figure 1 is a perspective view of the upper portion of a talking machine cabinet equipped with the invention. Fig. 2 is an enlarged detail view showing the parts of the retaining mechanism in position to permit the cover to be opened. Fig. 3 is a view similar to Fig. 2 showing the parts in the positions to which they are moved when the cover is lifted slightly beyond its normal open position. Fig. 4 is a similar view showing the parts in position to support the cover in its normal open position.

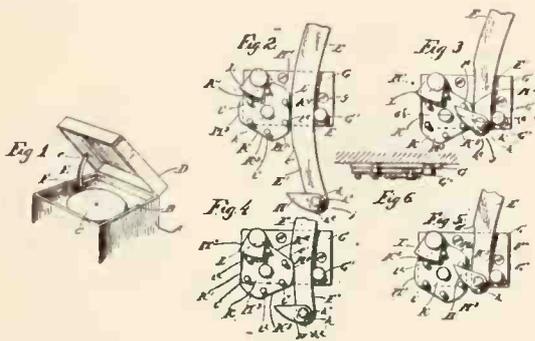


Fig. 5 is a similar view showing the position of the parts when the cover has been lifted beyond open position preparatory to closing it. Fig. 6 is a sectional view on the line 6—6 of Fig. 3.

Sound Box for Sound Reproducing Machines.
Raymond T. Bell, Chicago, Ill., assignor to the Mandel Corp., same place. Patent No. 1,322,997.

This invention relates to improvements in sound boxes for sound reproducing machines and one of the many objects of the invention is to provide an improved construction whereby a very sensitive adjustment of the diaphragm may be obtained and the tonal qualities of the sound box will be improved.

Figure 1 is a front elevation of an improved sound box of this character, constructed in accordance with the principles of this invention.

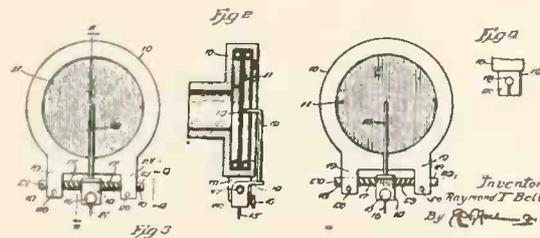


Fig. 2 is a vertical sectional view as taken on line 2—2, Fig. 1. Fig. 3 is a view similar to Fig. 1 of a modified form of the invention. Fig. 4 is a detail view in elevation taken on line 4—4, Fig. 1.

AN APPRECIATION FROM LONDON

The Hoffay talking machine is winning quite a vogue in London. Our English contemporary, "The Music Trades Review," of London, has the following little squib which is of interest under the caption "Mme. Alice Estey's Concert at Metzler's Salon:"

"A charming little concert was given on the afternoon of the 9th inst., at Messrs. Metzler's Salon, by Madame Alice Estey. Her pleasing soprano voice was heard to good advantage in several favorite selections from her repertoire. An appreciative audience also listened with rapt attention to renditions of popular records on the Hoffay air-tight gramophone. The fidelity of these reproductions caused many expressions of delighted surprise."

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of True
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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.

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ADVANCE RECORD BULLETINS FOR MARCH, 1920

COLUMBIA GRAPHOPHONE CO.

- A2846 La Boheme—Musetta Waltz...Margaret Romaine 10
A2847 Lonesome, That's All...Margaret Romaine 10
A2848 A Little Bit o' Honey...Margaret Romaine 10
49686 Vespri Siciliani—Siciliana...Rosa Ponselle 10
A6136 (1) Prelude in E Minor, (2) Prelude in C Minor, (3) Prelude in A Major...Piano solo, Mary Hallock 12
Nocturne in G Major...Piano solo, Mary Hallock 12
A6135 Cortege Du Sardar, Philharmonic Orchestra of New York 12
Turkish March, Philharmonic Orchestra of New York 12
A6135 Rocked in the Cradle of the Deep, José Mardones 12
Asleep in the Deep...José Mardones 12
A2837 Father O'Flynn and Haste to the Wedding, Patrick J. Scanlon 10
Keel-Row and Money Musk...Patrick J. Scanlon 10
A2838 Whistling Rufus...Prince's Orchestra. Incidental whistling...Sybil Sanderson Fagan 10
The Nightingale and the Frogs, Sybil Sanderson Fagan 10
ALWAYS FAVORITE MILITARY MARCHES
A2848 Ben Hur Chariot Race...Prince's Band 10
Under Orders...Prince's Band 10
NOVELTY RECORDS
E4470 Spanish Gypsy Dance. With castanets, Columbia Spanish Orchestra 10
Night of Love. Concert waltz, Spanish Gypsy Orchestra 10
BIRD IMITATIONS
A2832 Bird Calls. Part 1 (Robin and whip-poor-will). Story by Howard R. Garis. Bird imitations by Edward Avis 10
Bird Calls. Part 2 (Oriole, chewink and cricket). Story by Howard R. Garis. Bird imitations by Edward Avis 10
A2849 The Moon Shines on the Moonshine, Bert Williams 10
Somebody...Bert Williams 10
POPULAR SONGS
A6138 In Your Arms...Nora Bayes 12
Just Like a Gypsy...Nora Bayes 10
A2850 When You're Alone...Henry Burr 10
Wait'll You See...Peerless Quartet 10
A2845 Hand in Hand Again...Campbell-Burr 10
My Love Song, My Roses and You, Charles Harrison 10
DANCE RECORDS
A2840 I Want a Daddy Who Will Rock Me to Sleep. Intro. The Message of the Cameo, from "The Greenwich Village Follies." Fox-trot, Waldorf-Astoria Dance Orchestra 10
I Might Be Your Once-in-a-While. Intro. Call It a Day, from "Angel Face." Fox-trot, Yerkes' Jazzarimba Orchestra 10
A2841 Rainbow of My Dreams. Fox-trot, Art Hickman's Orchestra 10
Burmese Belles. One-step, Art Hickman's Orchestra 10
A2851 Dardanella. Fox-trot...Prince's Dance Orchestra 10
Wild Flower. Waltz, Yerkes' Jazzarimba Orchestra 10
A6133 New York Hippodrome. Intro. (1) Don't You Remember Those School Days, (2) Happy Day, (3) I've Found the Girl I've Been Looking For. Medley One-step...The Happy Six 12
Nobody Ever. Intro. Happy. Medley Fox-trot, The Happy Six 12

The Mid-Month Records

- REGULAR MARCH SUPPLEMENT ANNOUNCEMENTS
78798 I'm Forever Blowing Bubbles...Toscha Seidel 10
A2836 You Ain't Heard Nothin' Yet...Al Jolson 10
Come On and Play With Me...Billy Murray 10
A2842 Just Like the Rose...James Harrison 10
Where the Lanterns Glow...Campbell-Burr 10
A2843 All I Have Are Sunny Weather Friends, Campbell-Burr 10
Now I Know...Lewis James 10
THE DANCE RECORDS
A2839 Nobody Knows. Intro: "I Lost My Heart in Dixieland." Fox-trot, saxophone and piano trio...Hickman Trio 10
Wonderful Pal. Intro. "Sweet Baby." One-step, saxophone and piano trio...Hickman Trio 10
A2844 "O" ("Oh." Intro: "Vamp")—Fox-trot, Ted Lewis' Jazz Band 10
Barkin' Dog. Fox-trot, Gorman's Novelty Syncopators 10
A6137 Oh, What a Pal Was Mary. Intro. (1) Dear Old Girl, (2) Meet Me in Bubble Land. Medley Waltz...Prince's Orchestra 12
Carolina Sunshine. Intro. (1) I Never Knew That I Loved You, from "Oh, What a Girl." Medley Waltz...Prince's Orchestra 12

VICTOR TALKING MACHINE CO.

POPULAR SONGS

- 18642 Now I Know...Shannon Four 10
I'll Always Be Waiting for You, Peerless Quartet 10
18644 You Know What I Mean...Al. Bernard 10
Bell Hop Blues...Al. Bernard 10
18645 Was There Ever a Pal Like You...Henry Burr 10
You're a Million Miles from Nowhere, Charles Harrison 10

DANCE RECORDS

- 18636 Behind Your Silken Veil—Medley Fox-trot, Yerkes' Jazzarimba Orch. 10
Roses at Twilight—Medley Waltz, Yerkes' Jazzarimba Orch. 10
18643 You'd Be Surprised—Medley One-step, All Star Trio 10
Keep Movin'—Fox-trot...All Star Trio 10
18646 Apple Blossoms—Medley One-step, Joseph C. Smith's Orch. 10
Carolina Sunshine—Waltz, Joseph C. Smith's Orch. 10
18647 Mystery—Medley Fox-trot, Paul Biese and His Novelty Orch. 10
Oh!—Medley Fox-trot, Paul Biese and His Novelty Orch. 10

VOCAL AND INSTRUMENTAL RECORDS

- 45173 I Might Be Your "Once-in-a-While" Olive Kline 10
You Are Free...Olive Kline 10
18649 A Wise Bird (2) Cuckoo Music (3) A Star Child (4) Pretty Tulip ("Hollis Dann Music Course"—Pub. Am. Book Co.), Laura Littlefield 10
The Blacksmith (2) Buttercups (3) Tick-Tock (4) The Violet (5) Our Flag ("Hollis Dann

Music Course"—Pub. Am. Book Co.)

- 18648 To a Water Lily (Violin, Flute, Cello, Harp), Laura Littlefield 10
Spring Song (Mendelssohn), Florentine Quartet 10
RED SEAL RECORDS
SOPHIE BRASLAU, Contralto
64845 My Jesus, as Thou Wilt...Borthwick-Weber 10
ALFRED CORTOT, Pianist
84846 Malagueña (Mah-lah-guen-yah) (Spanish Dance), (Ahl-bay'-neeth) I. Albeniz 10
EMILIO DE GOGORZA, Baritone—In Spanish
64847 A La Luna (Ah lah Loo'-nah) (To the Moon), (Ah-cos'-tah-Thah-pah'-tah) Acosta-Zapata 10
EMMY DESTINN, Soprano—In Bohemian
87306 Last Tears (Posledni Slzy)...Destinn 10
MISCHA ELMAN, Violinist
Pianoforte by Josef Bonime
74601 Kol Nidrei (Kull Nid-rye)...Max Bruch 12
AMELITA GALLI-CURCI, Soprano—GIUSEPPE DE LUCA, Baritone—In Italian
87567 Rigoletto—Piañni Fanciulla (Weep My Child), Verdi 10
(Rig-oh-let'-toh—Pee-ahn-gee-Fahn-chool'-lah) (Vair'-dee)
JOHN McCORMACK, Tenor
64837 That Tumble-Down Shack in Athlone, Pascoe-Carlo-Sanders 10
PHILADELPHIA ORCHESTRA, Leopold Stokowsky, Conductor
74602 Rienzi (Ree-en'-see) Overture—Part I, (Vahg'-ner) Wagner 12
74603 Rienzi Overture—Part II...Wagner 12

AEOLIAN CO.

LATERAL CUT RECORDS

- STANDARD SELECTIONS
45000 Le Prophet—Ah, mon Fils (Ah, My Son) (Meyerbeer). Contralto, in French, Vocalion orch. accomp...Marguerite d'Alvarez 12
24002 Aubade—Le Roi d'Ys (Lalo). Tenor, in French, Vocalion orch. accomp...Colin O'More 10
Reviens (Flagson). Tenor, in French, Vocalion orch. accomp...Colin O'More 10
14016 I Love You Truly (Jacobs-Bond). Contralto, Vocalion orch. accomp...Nevada Van Der Veer 10
A Perfect Day (Jacobs-Bond). Contralto, Vocalion orch. accomp...Nevada Van Der Veer 10
14017 Ma Lindy Lou (Strickland). Tenor, Vocalion orch. accomp...Reed Miller 10
The Want of You (Vanderpool). Tenor, Vocalion orch. accomp...Reed Miller 10
POPULAR SELECTIONS
14018 See Old Man Moon Smile (Al. Bernard). Orch. accomp...Al. Bernard and Ernest Hare 10
Slow and Easy (Spencer). Orch. accomp., Ernest Hare 10
14019 Sahara (Schwartz). Orch. accomp...Billy Murray 10
That Wonderful Kid from Madrid (Osborne). Orch. accomp...Billy Murray 10
14020 Let Me Dream (Curtis Gordon). Orch. accomp...Henry Burr 10
All I Have Are Sunny Weather Friends (Kendis-Brockman). Orch. accomp...Arthur Burns 10
14021 Once Upon a Time in May (From "Magic Melody" (S. Romberg). Orch. accomp., Arthur Burns 10
If You Could Care (From "As You Were") (Darewski). Orch. accomp...Elliot Shaw 10
14022 When the Harvest Moon Is Shining (von Tilzer). Orch. accomp...Chas. Hart-Elliot Shaw 10
Brazilian Chimes (Kendis-Brockman-Hager). Orch. accomp...Chas. Hart-Elliot Shaw 10
NOVELTY SELECTIONS
14023 A Day in Florida—Part 1 (Hager). Orch. accomp...Sybil Fagan 10
A Day in Florida—Part 2 (Hager). Orch. accomp...Sybil Fagan 10
DANCE SELECTIONS
14024 Swance (Gershwin). One-step, Played by H. A. Yerkes' Dance Orchestra 10
Mystery (Johnson-Cirina). Fox-trot, Played by H. A. Yerkes' Dance Orchestra 10
14025 Irene O'Dare (From "Irene") (Tierney). One-step...Played by Salon Dance Sextette 10
I Might Be Your Once in Awhile (From "Angel Face") (Herbert). Fox-trot, Played by Salon Dance Sextette 10

MARCH MID-MONTH LATERAL CUT RECORDS

- POPULAR SELECTIONS
14026 Underneath the Southern Skies (Jerome). Orch. accomp...Samuel Ash 10
Castle of Dreams (From "Irene") (Tierney). Orch. accomp...Elliot Shaw 10
14027 Saxophone Blues (Wiedoeft). Orch. accomp. (Assisted by Rudy Wiedoeft and his saxophone)...Ernest Hare 10
You're My Gal (Bernard). Orch. accomp., Al. Bernard-Ernest Hare 10
14028 He Went in Like a Lion (Harry von Tilzer). Orch. accomp...Billy Murray 10
I Gave Her That (From "Sinbad") (deSylvia-Jolson). Orch. accomp...Ernest Hare 10
14029 Venetian Moon (Goldberg-Magine). Orch. accomp...Sterling Trio 10
Jazz Babies' Ball (Baynard-Pinkard). Orch. accomp...Peerless Quartet 10
DANCE SELECTIONS
14030 You're a Million Miles From Nowhere (Donaldson). Waltz, Played by Paul Biese and His Orchestra 10
Dreamy Amazon (MacBoyle-Vincent). Waltz, Played by Harry A. Yerkes' Orchestra 10
14031 When my Baby Smiles (Berlin). Fox-trot, Played by Dabney's Band 10
Wedding and Shimmie and Jazz (Hess-Johnson). Fox-trot...Played by Dabney's Band 10

EDISON RE-CREATIONS

- 82177 Dov'e l'Indiana bruna (Indian Bell Song)—Lakmé (Delibes). Soprano, in Italian, Consuelo Escobar de Castro 10
Vien, diletto (Come, Dearest, Come)—I Puritani (Bellini). Soprano, in Italian, Consuelo Escobar de Castro 10
82178 Chanson d'Amour (Love Song) (Hollman). Soprano, in French...Alice Verlet 10
La ci darem la mano (Nav. Bid Me Not Resign, Love) Don Giovanni (Mozart). Soprano and baritone, in Italian, Marie Tiffany and Mario Laurenti 10
82179 Just Dreaming of You (Eastman-Heltman). Tenor...Ralph Errolle 10
Your Heart Is Calling Mine (Hamblen). Soprano...Marie Rappold 10

- 80402 Bel raggio lusinghier (Bright Gleam of Hope)—Scmiramide (Rossini). Soprano, in Italian, Stella Power 10
Nymphes et Sylvains (Bemberg). Soprano, in French...Stella Power 10
80513 Almost Persuaded (Bliss). Baritone, with mixed chorus...Thomas Chalmers 10
Sanctus (Holy, Holy, Holy Lord God) Messe Solennelle—Ste. Cecilia (Gounod). Tenor and mixed voices...Alberty Linquest and Calvary Choir 10
80514 Aloha Sunset Land (Kawelo). 1st soprano, 2nd soprano and alto...Homestead Trio 10
When the Corn Is Waving (Blamphin-Buck). Male voices...Criterion Quartet 10
80515 Phèdre Overture—Part 1 (Massenet), American Symphony Orchestra 10
Phèdre Overture—Part 2 (Massenet), American Symphony Orchestra 10
50613 Oloha Oe (Farewell to Thee) (Liliuokalani), Cornet...Bohumir Kryl 10
Fancy Little Nancy (Baines). Saxophone, Wheeler Wadsworth 10
50614 Colonel Stuart March (Weldon)...Conway's Band 10
The Vampire. Dance Characteristic (Losey), Soderoy's Band 10
50615 Medley of Irish Jigs. Bagpipe...Patrick Fitzpatrick 10
Reilly's Reel. Medley of Reels, violin...Harold Veo 10
50616 Carnival of Venice. Transcription, banjo, Alfred A. Farland 10
Silver Threads Among the Gold (Danks). Zimbalom...M. Nagy 10
50617 Everybody Loves An Irish Song (McKenna). Tenor...John Finnegan 10
Good-Night, Dinny, and God Bless You (Gartlan). Tenor...George McFadden 10
50618 Potporija Hrvatskih Pjesama (Croatian Folk-Songs)...Jugo-Slav Tamburitza Orchestra 10
Potporija Srpskih Pjesama (Serbian Folk-Songs), Jugo-Slav Tamburitza Orchestra 10
50619 In Siam. Fox-trot, for dancing, saxophone, xylophone and piano...All Star Trio 10
Tents of Arabs (David). One-step, Tuxedo Dance Orchestra 10
50620 Henry Jones, Your Honeymoon Is Over (Bernard). Negro duet...Al Bernard and Ernest Hare 10
St. Louis Blues (Handy)...Al Bernard 10
50621 I Love You Just the Same, Sweet Adeline (Armstrong-Gaskill). Male voices...Premier Quartet 10
On the Dreamy Amazon (Hill). Baritone, Herbert C. Tilley, Jr. 10
50622 Peter Gink (Adapted from "Peer Gynt," Suite No. 1) (Cobb). One-step...Tuxedo Dance Orchestra 10
Yelping Hound Blues (Intro. "Dixie Blues") (Loda-Munez-Cawley). Fox-trot, for dancing, Louisiana Five 10
DANISH AND NORWEGIAN RE-CREATIONS
78008 Den tapre Landsoldat (The Brave Soldier) (Horneman). Mezzo-soprano, in Danish, Florence Bodinoff 10
Flyv, Flyv! Flyv (Fly, Birdie, Fly) (Hartman). Mezzo-soprano, in Danish...Florence Bodinoff 10
78009 (a) Aa kjøre Vatten aa kjøre Ve (Come, Haul the Water and Haul the Wood); (b) Kjaeringa med Staven (Here Comes Sally on Crutches). Tenor, in Norwegian...Carsten Woll 10
(a) Eg ser Deg ut for Gluggjen (I See Your Shadow Yonder); (b) En liten Gut (A Little Lad). Tenor, in Norwegian...Carsten Woll 10
78010 Astri! Mi Astri! (Astri! My Astri!) Old Folk-Song. Tenor, in Norwegian...Carsten Woll 10
Paal paa Hougie (Paul on the Hillside) Old Folk Song. Tenor, in Norwegian...Carsten Woll 10
78011 Ja vi elsker dette Landet (Yes, We Love With Fond Devotion) (Nordraak). Tenor, in Norwegian...Carsten Woll 10
Sommersol, till sdste Stund! (Silver Threads Among the Gold) (Danks). Tenor, in Norwegian...Carsten Woll 10
78012 Gamle Norge (Song of Norway) (Nilsson). Tenor, in Norwegian...Carsten Woll 10
Vor Gud han er saa fast en borg (A Mighty Fortress Is Our God) (Luther). Tenor, in Norwegian...Carsten Woll 10
78013 Den store, hvide flok (The Vast Unnumbered Throng) (Grieg). Tenor, in Norwegian, Saeterjentens Søndag, The Chalet Girls' Sunday) (Ole Bull-Reissiger). Tenor, in Norwegian...Carsten Woll 10
"WINTER NIGHTS" SPECIAL RE-CREATIONS
50624 Now I Know (Henry-Onivas). Lyric Male Quartet Sunny Weather Friends (Kendis-Brockman). Tenor...Harvey Hindermeyer 10
50625 Texas (Guion). Fox-trot, for dancing, Judas' Society Orchestra 10
Triplets (G. H. Green)—Fox-trot, xylophone, George Hamilton Green 10
50626 Molly Malone (My Own)—Passing Show of 1919 (Schonberg). Tenor...Chas. Hart 10
Nobody Knows (And Nobody Seems to Care) (Berlin). Contralto...Louise Terrell 10
50627 Freckles (Hess-Johnson-Ager)...Bert Harvey 10
Sipping Cider Thru' a Straw (David-Morgan), Arthur Collins and Byron G. Harlan 10
50628 Lucille (Wadsworth-Arden). Fox-trot, for dancing, saxophone, xylophone and piano...All Star Trio 10
Pretty Little Rainbow (Plunkett). Waltz, Lenzberg's Riverside Orchestra 10
50629 Floating Down the Old Monongahela (Mills). Tenor...Charles Hart 10
Let the Rest of the World Go By (Ball). Contralto and tenor, Marion Evelyn Cox and Harvey Hindermeyer 10
RACHMANINOFF RE-CREATIONS
82619 Second Rhapsodie, Part 1 (Liszt). Piano, Sergei Rachmaninoff 10
Second Rhapsodie, Part 2 (Liszt). Piano, Sergei Rachmaninoff 10
82170 Pastorale (Scarlati-Tausig). Piano, Sergei Rachmaninoff 10
Second Rhapsodie, Part 3 (Liszt) (With Mr. Rachmaninoff's Cadenza). Piano, Sergei Rachmaninoff 10

EDISON AMBEROL RECORDS

- ROYAL PURPLE RECORDS
29046 Drink To Me Only With Thine Eyes (Old English Air Arr. by Quilter). Violin, Albert Spalding 10
29047 O Souverain, O Juge, O Pere (Almighty Lord, O Judge, O Father)—Le Cid (Massenet). Tenor, in French...P. A. Asselin 10
REGULAR LIST
3923 Uncle Josh's Birthday (Intro: "Pick 'Em Up Silas, Lay 'Em Down Zeke") (Stewart). A Rural Scene...Cal Stewart and Company 10
3924 Rainy Day Blues (Wassauer)—Fox-trot, Yerkes Saxophone Sextet 10
3925 Tents of Arabs (David). One-step, Tuxedo Dance Orch. 10
3926 Home That's In My Memory (Stonaker). Tenor, Lewis James 10
3927 Turkish Patrol (Michaelis). Edison Concert Band 10
3928 I Want a Daddy (Greenwich Village Follies) (Sloane). Fox-trot...Tuxedo Dance Orchestra 10
(Continued on page 227)



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ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 226)

- 3929 Since First You Smiled on Me (Grey). Baritone.....Herbert C. Tilly, Jr.
- 3930 St. Louis Blues (Handy).....Al. Bernard
- 3931 Davy Jones' Locker (Petrie). Bass.....Fred East
- 3932 In Tyrol (Wilson). Yodel.....Frank M. Kamplain
- 3933 Golden Gate (Open for Me) (Kendis-Brockman). Tenor (With Louise Ferrell in the refrain). Lewis James
- 3934 Freckles (Hess-Johnson-Ager).....Bert Harvey
- 3935 St. Patrick's Day. Medley, jigs, violin, Joseph Samuels
- 3936 Flanagan's Real Estate Deal. Vaudeville specialty.....Steve Porter
- 3937 A Bullfrog Am No Nightingale (Ethiopian Oddity) (Schleiffarth). Bass, with male chorus.....Ernest Hare
- 3938 Floating Down the Old Monongahela (Mills). Tenor.....Charles Hart
- 3939 Pretty Dick Polka (Vangucci), New York Military Band
- 3940 In Siam. Fox-trot, for dancing, saxophone, xylophone and piano.....All Star Trio
- 3941 Nobody Knows (And Nobody Seems to Care) (Berlin). Contralto.....Louis Terrell
- 3942 The Bell Hops (Negro Vaudeville Sketch), Billy Golden and Joe Hughes
- 3943 Now I Know (Henry-Onivas). Male voices, Lyric Male Quartet

JUGO-SLAV RECORDS

- 10759 Croatian Folk-Songs...Jugo-Slav Tamburitza Orch.
- 10760 Serbian Folk-Songs...Jugo-Slav Tamburitza Orchestra

NORWEGIAN RECORDS

- 9242 Ola Glomstulen; and Kjemreise fra Saetren (Home from the Mountains). Tenor, Carsten Woll
- 9243 Saeterjentens Sondag (The Chalet Girls' Sunday) (Ole Bull-Reissiger). Tenor..Carsten Woll

PATHE FRERES PHONOGRAPH CO.

POPULAR SUPPLEMENT No. 30

- 22271 Rainbow Land (Frost-Klickman), Royal Waikiki Hawaiian Orch. 10
- Just Like the Rose (Cool-Terriss-Bridges), Royal Waikiki Hawaiian Orch. 10
- 22279 Hand in Hand Again (Egan-Whiting). Tenor duet.....Lewis James and Charles Hart
- Out of a Clear Sky (Lewis-Young-Rubini-Santaella). Tenor.....Henry Burr 10
- 22280 How Sorry You'll Be (Wait'll You See) (Kalmar-Ruby). Tenor.....Billy Murray 10
- Oh! (Gay-Johnson). Baritone.....Ernest Hare 10
- 22281 I'll Always Be Waiting for You (Bergman-Curtis-Alexander). Tenor duet, Campbell and Burr 10
- We Must Have a Song to Remember (Green-Stept).....Peerless Quartet
- 22282 By the Honeysuckle Vine (DeSylvia-Jolson). Baritone.....Ernest Hare 10
- All I Have Are Sunny Weather Friends (Kendis-Brockman).....Sterling Trio 10
- 22283 Dreamland Brings Mem'ries of You (Erdman-Tomkins). Tenor duet, Lewis James and Charles Hart 10
- When You're Alone (West-Spencer), Shannon Four 10
- 22284 I'm Just Simply Full of Jazz (Sissle-Blake). Tenor.....Noble Sissle 10
- Ain't Cha Coming Back, Mary Ann, to Maryland (Sissle-Blake). Tenor.....Noble Sissle 10
- 22290 Never Let No One Gal Worry Your Mind (Skidmore). Baritone.....Jack Norworth 10
- Me and My Wife (Weston-Lee) Baritone, Jack Norworth 10
- 22285 Turco (Samuels)—Fox-trot, Max Dolin's Novelty Orch. 10
- On the Streets of Cairo (Hulten)—Fox-trot, Max Dolin's Novelty Orch. 10
- 22286 Bow Wow (Wadsworth)—One-step, Wadsworth Saxophone Band 10
- Bo-La-Bo (Fairman), Intro: "Give Me the Sultan's Harem"—Medley One-step, Joseph Samuel's Orch. 10
- 22287 Come Along To Honeymoon Town (Rice), Intro: "Tip Toe," from Honeymoon Town"—Medley One-step.....Joseph Samuel's Orch. 10
- Good-Night, Dearie (Henry-Onivas)—Waltz, Nicholas Orlando's Orch. 10
- 22288 Dardanella (Bernard-Black), Fox-trot, Joseph Samuel's Orch. 10
- Wonderful Pal (Pinkard)—One-step, Joseph Samuel's Orch. 10
- 22289 I Might Be Your Once-in-a-While (Herbert), Intro: "Call It a Day," from "Angel Face"—Medley Fox-trot.....Tuxedo Syncopaters 10
- You'd Be Surprised (Berlin), Intro: "I Never Knew"—Medley Fox-trot, Tuxedo Syncopaters 10
- 22291 Dardanella (Fisher-Bernard-Black). Tenor duet, Campbell and Burr 10
- Venetian Moon (Kahn-Goldberg-Magini), Sterling Trio 10

- 22292 Dardanella (Bernard-Black)—Fox-trot, Tuxedo Syncopaters 10
- When My Baby Smiles (Irving Berlin), Intro: "I Left My Door Open and My Daddy Walked Out"—Medley One-Step...Tuxedo Syncopaters 10
- Regular March Pathé List
- OPERATIC VOCAL RECORDS
- 59083 Bohemian Girl (Balfe) "Bliss Forever Past," in English. Soprano.....Eleanora de Cisneros
- Bohemian Girl (Balfe) "I Dreamt That I Dwelt in Marble Halls, in English. Soprano, Eleanora de Cisneros 12
- 59084 I Pagliacci (Leoncavalla) "Besti La Giubba" (On With the Play), in French. Tenor, Charles Fontaine 12
- Sigurd (Reyer) "Esprits Gardiens" (Guardian Spirits), in French. Tenor..Charles Fontaine 12
- 27515 Martha (MacFarren-Von Flotow), "In My Heart There's No Room For Sadness," sung in English. Contralto.....Kathleen Howard
- Mignon (Thomas) "Connais Tu Le Pay," (Knowest Thou the Land), sung in French. Contralto.....Kathleen Howard 10
- 54041 Grandadinas (Barrera y Calleja) "Andalusian Song," in Spanish. Tenor with Piano Accomp.....Tito Schipa 12
- STANDARD BALLADS SUNG IN ENGLISH
- 22250 The Sweetest Story Ever Told (Stults). Contralto.....Marion Evelyn Cox 10
- One Fleeting Hour (Fuhrmann-Lee). Contralto.....Marion Evelyn Cox 10
- 22249 Dreaming (Wellings). Tenor.....Reed Miller
- Roses in Junc (Bingham-German). Tenor, Reed Miller 10
- 40192 The Monarch of the Woods (Cherry). Baritone, Barnard Stonehill 12
- The Clang of the Forge (Vaughan-Rodney). Baritone.....Bernard Stonehill 12
- SACRED QUARTET AND SOLO
- 22247 The Hymns of the Old Church Choir (Solman). Unaccomp.....Shannon Four 10
- Tell Mother I'll Be There (Fillmore). Tenor, organ accomp.....Earle F. Wilde 10
- INSTRUMENTAL RECORDINGS BY FAMOUS ARTISTS
- 25036 Chanson Indoue (Rimsky-Karsakoff), Alexander Debruille, Violin solo, Piano accomp., by George Truc 10
- Valse Bluette (Drigo), Alexander Debruille, Violin Solo, Piano accomp. by....George Truc 10

- 27026 March of the Dwarfs (Grieg). Piano solo, Rudolph Ganz 10
- Air De Ballet (Massenet). Piano solo, Rudolph Ganz 10
- 22256 Imp March (Alford). Accordion duet, Peppino and Perry 10
- Golden Sunset (Hall). Accordion duet, Peppino and Perry 10
- 22270 Spring Song (Frühlingslied) (Mendelssohn). Violin solo, piano accomp....Edmund Thiele 10
- Intermezzo Simfonico, from "Cavalleria Rusticana." Violin solo, piano accomp. Edmund Thiele 10
- NEW BAND AND ORCHESTRA RECORDS
- 22253 Under the Double Eagle "March" (Wagner), Garde Republicaine Band of France 10
- Siamese Patrol "Egyptian Serenade" (Lincke), Garde Republicaine Band of France 10
- 40194 Apple Blossoms (Selection) (LeBaron-Kreisler-Jacobi), Intro: "When the Wedding Bells Are Ringing," "You Are Free" and "Little Girls Good-Bye." (Vocal Passage by Robert Bruce.) National Symphony Orch. 12
- Buddies (Selection) (Hilliam), Intro: "Hullo Home," "Darling I," "Please Learn To Love. (Vocal passage by Robert Bruce.) National Symphony Orch. 12

PARAMOUNT RECORDS

DANCE RECORDS

- 20001 Dardanella (Felix Bernard-Johnny S. Black). Fox-trot.....Benny Selvin's Novelty Orchestra
- In Your Arms (Elmer Floyd-Al. Glaser. Intro. "I Know Why." Medley, Benny Selvin's Novelty Orchestra
- 2002 Isle of Golden Dreams. Waltz, Benny Selvin's Novelty Orchestra
- Peggy (Harry Williams-Neil Moret), Benny Selvin's Novelty Orchestra
- 33058 Just for a Rose. Orch. accomp.....Sterling Trio
- Bye Lo (Ray Perkins). Orch. accomp., Hall-Kaufman
- 33059 Floatin' Down to Cotton Town (Jack Frost-F. Henri Klickmann). Orch. accomp., Hall-Kaufman
- When the Preacher Makes You Mine. Orch. accomp.....Hall-Kaufman

(Continued on page 228)

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ADVANCE RECORD BULLETINS FOR MARCH—(Continued from page 227)

20003 Turkey in the Straw. Orch. accomp. Billy Golden Life Is a Merry-Go-Round (Golden-Burt). Dan Quinn Morning, Noon and Night. Overture Part 1 (Von Suppe) Rogers Symphony Orchestra Morning, Noon and Night. Overture Part 2 (Von Suppe) Rogers Symphony Orchestra

Bo-La-Bo (George Fairman). Instrumental. One-step. Paul Biese and His Novelty Orchestra 4061 Fast Asleep in Poppy Land (Byron Gay). Instrumental. One-step. Paul Biese and His Novelty Orchestra Yellow Dog Blues (W. C. Handy). Instrumental. Fox-trot. Paul Biese and His Novelty Orchestra

21149 You're a Million Miles From Nowhere (Lewis-Young-Donaldson). Tenor, orch. accomp. Sam Ash Venetian Moon (Kahn-Goldberg-Magini). Orch. accomp. Sterling Trio 21150 Hand in Hand Again (Egan-Whiting). Tenor duet, orch. accomp. Lewis James and Chas. Hart We Must Have a Song to Remember (Green-Stepf). Orch. accomp. Peerless Quartet

GENNETT LATERAL RECORDS

9018 I Am Climbing Mountains (Kendis-Brockman). Tenor and Baritone duet, Orch. accomp., Chas. Hart and Elliott Shaw There's a Lot of Blue Eyed Marys Down in Maryland (Meyer-Yellen-Ager). Tenor solo, Orch. accomp. Arthur Hall

4062 Floatin' Down to Cotton Town (Frost-Klickmann). Tenor and baritone duet, with orch. Kaufman-Hall Lucy (Dancing Around the Cabin Door) (Farrell-Robinson). Tenor and baritone duet, with orch. Kaufman-Hall 4063 Cairo Land (Williams-Pinkard). Male trio, with orch. Sterling Trio

31132 I'm So Sympathetic (From "The Little Blue Devil") (Carroll). Fox-trot, Conlin's Society Orchestra Bo-La-Bo (Fairman). Medley one-step. (Intro. "Give Me the Sultan's Harem," Conlin's Society Orchestra 31133 That Naughty Waltz (Levy). Waltz, Conlin's Society Orchestra

EMERSON PHONOGRAPH CO.

9019 I'm in Love With a Beautiful Baby (McConnell-Brown-Moran). Tenor duet, Orch. accomp. McClure Bros. (Waldo & Luke) Poor Little Butterfly (Is a Fly Gal Now) (Jerome-Lewis-Young). Tenor solo, Orch. accomp. Billy De Rex

4064 Baby Love (Brennen-Gays-Tenney). Tenor and baritone duet, with orch. Campbell-Burr Sunny Weather Friends (Kendis-Brockman). Tenor, with orch. Harvey Hindermeyer 4065 When It Comes to Lovin' the Girls (Kissen-Burns-Glogan). Tenor, with orch. Emerson Westervelt

31134 I Might Be Your Once-in-a-While (From "Angel Face") (Herbert). Medley. Fox-trot. Intro. "Call It a Day" Novelty Dance Orchestra I Left My Door Open and My Daddy Walked Out (Berlin). Medley. Fox-trot. Intro. "Nobody Knows and Nobody Cares," Brown's Dance Orchestra

MARCH-APRIL

9020 Dardanella (Bernard-Black)—Fox-trot or Intermezzo. Cordes' Orch. When My Baby Smiles At Me (Lewis-Sterling-Munro) (Billy De Rex sings the chorus), Cordes' Orch. 1503 Let the Rest of the World Go By. Orch. accomp. Hart and Shaw

4066 Little Girls, Good-Bye! (LeBaron-Jacobi). From "Apple Blossoms." Tenor, with vocal quartet and orch. Lew & James Just Like the Rose (Cool-Terriss-Bridges). Baritone, with orch. Arthur Burdin 4067 Pickaninny Blues (Frost-Klickmann). Vocal trio, with orch. Crescent Trio

61111 Just Like the Rose (Cool-Terriss-Bridges). Vocal refrain by Robert Bruce. Honolulu Hawaiian Orchestra Estudiantina (Waldteufel). Waltz, Operaphone Novelty Orchestra 41107 Song of the Chimes (Worell). Contralto, orch. accomp. Rose Collins

STANDARD 10-INCH GOLD SEAL LATEST DANCE HITS

10121 Dardanella (Bernard-Black). Fox-trot, Sanford's Famous Dance Orchestra O (Oh!) (Gay-Johnson-Bridges). Intro. "Just Like the Rose." Medley. Fox-trot, The Imperial Three 10131 Dardanella (Bernard-Black). Fox-trot, Plantation Jazz Orchestra

4068 Linger Longer Letty (Morosco-Goodman). From "Linger Longer Letty." Contralto and baritone duet, with orch. Helen Clark-Joseph Phillips. Climbing the Ladder of Love (Grossman-Goodman). From "Linger Longer Letty." Baritone, with orch. Joseph Phillips

51126 Valse Classique (Dabney). Adapted from "Humoresque" by Dvorak. Xylophone solo, orch. accomp. Geo. Green Stop Time (Green). One-step, xylophone solo, orch. accomp. Geo. Green 51127 The Merry Wives of Windsor (Nicelai). Overture, Part I. Operaphone Concert Orchestra

ARROW PHONOGRAPH CO.

501 Light Cavalry Overture. Arrow Military Band The Crusader March. Arrow Military Band 502 At the Jazz Band Ball. Futurist Jazz Band Bluin' the Blues. Futurist Jazz Band

10118 The Vamp (Byron Gay). Fox-trot with words, Emerson Military Band Oh! What a Pal Was Mary (Pete Wendling). Waltz with words. Emerson Dance Orchestra POPULAR SONG HITS 10130 Dardanella (Fisher-Bernard-Black). Oriental ballad, orch. Arthur Fields

4201 All the Quakers They're Shoulder Shakers. Medley. Fox-trot. Yerke's Jazzarimba Orchestra Patches. Fox-trot. Yerke's Jazzarimba Orchestra 4202 I'll Be Your Once in a While. Fox-trot, Yerke's Jazzarimba Orchestra

LYRIC LATERAL RECORDS

4204 Buddha. Fox-trot. Yerke's Jazzarimba Orchestra Caravan. Fox-trot. Yerke's Jazzarimba Orchestra 4205 Tents of Arabs. One-step, Waldorf-Astoria Dance Orchestra

10115 Just Like the Rose (Cook-Terriss-Bridges). Tenor solo, orch. Edward Hamilton Let the Rest of the World Go By (Brennan-Ball). Tenor and baritone duet, orch. accomp. Charles Hart and Elliott Shaw

4207 Missouri Blues. Fox-trot. Yerke's Novelty Five High Brown Baby's Ball. Medley. Fox-trot, Yerke's Novelty Five 4208 St. Louis Blues. The All Star Trio

OKEH RECORDS

4057 Dardanella (Bernard-Black). Instrumental. Oriental Fox-trot. Rega Dance Orchestra "O" (Oh) (Gay-Johnson). Instrumental. Fox-trot. Rega Dance Orchestra

10114 Bless My Swanee River Home (Lewis-Young-Donaldson). Baritone solo, Orch. accomp., Arthur Fields Good Night, Dearie (Warren-Henry-Onivas). Tenor solo, Orch. accomp. Walter Scanlan

4209 Oh! Fox-trot. The All Star Trio Heale Street Blues. The All Star Trio 4210 Vamp. Fox-trot. Bal Taberin Jazz Orchestra

OPERAPHONE CO.

4058 A la Carte (Abe Holzman). Instrumental. One-step. Conway's Band Ching-a-Ling (William Penn). Instrumental. One-step. Conway's Band

10113 Bye-Lo (Ray Perkins). Male Trio, Orch. accomp. Sterling Trio I Sing of You (Walker-Lamont). Tenor solo, Orch. accomp. Edward Hamilton

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

POPULAR HITS

4059 I Am Climbing Mountains (Kendis-Brockman). Instrumental. One-step. Conway's Band Dreamy Alabama (Mary Earl). Instrumental. Waltz. Conway's Band

21146 Dardanella (Fisher-Bernard-Black). Tenor duet, orch. Campbell and Burr I Never Knew (Janis-Berlin). Tenor, orch. accomp. Harry McClaskey

4213 Yellow Dog Blues. Bal Taberin Jazz Orchestra 4601 When You and I Were Young, Maggie. Piano, violin and 'cello. Taylor Trio

BAND RECORDS

4060 When You're Alone (Otis Spencer). Instrumental. Fox-trot, Green Bros. Xylophone Orchestra

21147 When My Baby Smiles (Berlin). Baritone, orch. accomp. Ernest Hare Oh! (Gay-Johnson). Baritone, orch. accomp. Ernest Hare

4214 Yellow Dog Blues. Bal Taberin Jazz Orchestra 4602 Woodland Echoes. Harp, violin and flute. Evening Chimes. Harp, violin, flute and chimes.

WHISTLING AND NOVELTY RECORDS

4901 Bird Voices. Whistling solo, with orch. Sybil Sanderson Fagan Listen to the Mocking Bird. Whistling solo, with orch. Sybil Sanderson Fagan

21148 How Sorry You'll Be (Wait'll You See) (Kalm-Ruby). Tenor, orch. accomp. Billy Murray When You're Alone (West-Spencer). Male quartet, orch. accomp. Shannon Four

4902 The Radiance of Your Eyes. Saxophone solo, Saxopation. A saxophone riot. Benny Krieger

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(Continued from page 228)

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- Southern Melodies. Xylophone solo..George Green
- HAWAIIAN RECORDS**
- 4701 Sweet Hawaiian Moonlight, Harry J. Clarke's Royal Waikiki Orchestra
- Hawaiian Smiles, Harry J. Clarke's Royal Waikiki Orchestra
- 4702 Aloha Oe, Harry J. Clarke's Royal Waikiki Orchestra
- Kilima Waltz, Harry J. Clarke's Royal Waikiki Orchestra
- 4703 Hilo March, Harry J. Clarke's Royal Waikiki Orchestra
- Wialana Waltz, Harry J. Clarke's Royal Waikiki Orchestra
- POPULAR SONG HITS**
- 5201 Ob, What a Pal Was Mary. Tenor solo..Henry Burr
- I Love You Just the Same, Sweet Adeline, Peerless Quartet
- 5202 Bye-LoSterling Quartet
- Not in a Thousand Years.....Henry Burr
- 5203 Isle of Dreams.....Sterling Trio
- When You Are Gone You'll Soon Forget Me, Peerless Quartet
- 5204 Rose of Romany.....Burr and Myers
- Harvest MoonSterling Trio
- 5205 There Never Was a Pal Like You.....Henry Burr
- My Sugar-Coated Chocolate Boy..Campbell and Burr
- 5206 Bless My Swanee River Home....Peerless Quartet
- Nesting Place of the Bluebird.....Sterling Trio
- 5207 You're a Million Miles from Nowhere....Chas. Hart
- Floating Down to Cotton Town..The Shannon Four
- 5208 Lullaby Land.....Hart and Shaw
- Mandy.....The Shannon Four
- 5209 In Your Arms.....Sam Ash
- Girl of Mine.....Sam Ash
- 5210 Now I Know.....Arthur Hall
- I'm in Love with a Beautiful Baby, Hall and Kaufman
- 5211 Wonderful PalHall and Kaufman
- I Left My Door Open.....Jack Kaufman
- 5212 My GalArthur Hall
- Pickaninny BluesCrescent Trio
- 5213 You Didn't Want Me When You Had Me, Charles Hart
- Weeping Willow Lane.....Hart and Shaw
- 5214 They're All Sweeties.....Billy Murray
- That Wonderful Kid from Madrid....Billy Murray
- 5215 Bake Dat Chicken Pie.....Collins and Harlan
- Coon Loves His 'Possum.....Collins and Harlan
- 5601 Back Home on the Farm. Comic, Golden and Hughes
- The Two Bell Boys.....Golden and Hughes
- 5602 Cohen on His Honeymoon.....Monroe Silver
- Cohen on Prohibition.....Monroe Silver
- STANDARD SONGS**
- 6201 Good Bye (Tosti). Soprano solo.....Ida Wells
- Where My Caravan. Tenor solo....Judson House
- 6202 Mighty Lak a Rose. Soprano solo, with violin, obbligateIda Wells
- Coming Thro' the Rye. Soprano solo....Ida Wells
- 6209 Dear Heart. Tenor.....Sudworth A. Frazier
- Sing Me to Sleep. Tenor.....Sudworth A. Frazier
- 6210 The Red Rose (From "Monsieur Beaucaire"). BaritoneJoseph Philips
- Philomel (From "Monsieur Beaucaire"). Soprano, Inez Barbour
- HYMNS**
- 5902 The Ninety and Nine, Tenor.....Reed Miller
- He Leadeth Me, Duet..Reed Miller & Royal Dadmun
- 5903 I Need Thee Every Hour, Duet, Reed Miller & Royal Dadmun
- Safe in the Arms of Jesus, Tenor.....Reed Miller
- SISTINE CHAPEL RECORDINGS**
- 6601 Alleluia—JomelliSistine Chapel Quartet
- Miserator Dominus—CapocciThe Sistine Trio
- 6602 Specioso facto es—G. Capocci..Sistine Chapel Quartet
- O Sacrum Convivium—G. Capocci, Sistine Chapel Quartet
- 6603 Ave Maria—Gounod—Alessandro Gabrielli, Soprano
- Violin Obbligato by Vera Barstow
- O Sacrum Convivium—Perosi, Sistine Chapel Quartet
- 6604 L'ora Vespertina—Antolisei...Sistine Chapel Quartet
- Il Ritorno del Gregge—Muller, Sistine Chapel Quartet
- OPERATIC RECORDS**
- 7201 Celeste Aida (Aida)—Tenor.....Ernest Davis
- Barcarolle (Tales of Hoffmann), Inez Barbour & Elizabeth Lenox
- 7202 La Donna e Mobile (Rigoletto)—Tenor, Questa o quella (Rigoletto)—Tenor, Theodore Kittay
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Benny Selvin's Novelty Orchestra
- 20002 { Isle of Golden Dreams—Waltz—For Dancing
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Peggy—Fox-trot—(Harry Williams-Neil Moret)—For
Dancing Benny Selvin's Novelty Orchestra
- 33058 { Just for a Rose—Male Trio With Orchestra Sterling Trio
Bye Lo—(Ray Perkins)—Male Duet With Orchestra
Hall-Kaufman
- 33059 { Floatin' Down to Cotton Town—(Jack Frost-F. Henri
Klickman)—Male Duet With Orchestra Hall-Kaufman
When the Preacher Makes You Mine—Male Duet With
Orchestra Hall-Kaufman
- 20003 { Turkey in the Straw—Comic Solo With Orchestra
Billy Golden
Life Is a Merry-go-round—(Golden-Burt)—Comic Song
Dan Quinn

- 20004 { Morning, Noon and Night—Overture—Part One—(Von
Suppe) Rogers Symphony Orchestra
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- 20005 { Baltimore Centennial March—(Herbert)—Military Band
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American Patrol—(Meachman)—Military Band
Rogers Band
- 20006 { Love's Dream After the Ball—(Czibulka)—Cello, Violin
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Minuette in "G"—(Beethoven)—Violin Solo with Piano
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